



## Prosperity Through Unity Exceptional Care for Idahoans

October 2024

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# October is National Chiropractic Health Month

The American Chiropractic Association (ACA) and doctors of chiropractic nationwide will celebrate National Chiropractic Health Month (NCHM) this month with the theme “Plan for a Strong Healthspan.” The campaign will raise awareness of the importance of a strong musculoskeletal (MSK) system for healthy aging as well as the benefits of chiropractic care.

National Chiropractic Health Month (NCHM) is a nationwide observance held each October. The event helps to raise public awareness of the importance of musculoskeletal health and the benefits of chiropractic care and its natural, evidence-based, patient-centered and non-drug approach to health and wellness.

Our lifespan is the years we live; our healthspan is marked by the years we live without major chronic illnesses or disability, able to do what matters most to us. In addition to

cardiovascular health, metabolic health and other factors, musculoskeletal health contributes to healthspan by making it possible for people to stay physically active, reduce the risk of falls, engage in daily activities and remain independent.

The aging of the population worldwide has put more attention on the significant role that musculoskeletal health plays in overall health and well-being. According to the World Health Organization, the prevalence of MSK conditions that cause functional limitations is rapidly increasing.

“By managing musculoskeletal pain and improving function with evidence-based, non-drug approaches, doctors of chiropractic help patients enhance their overall health and quality of life as they age,” said ACA President Leo Bronston, DC, MAppSc.

*Continued on page 4*

## Dr. Gerald Clum wins Kent S. Greenawalt Legacy Award

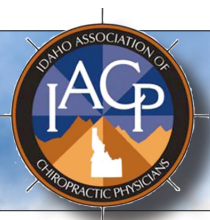
The Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to educating the public about the value of chiropractic care, announces the late Dr. Gerald Clum as the recipient of the Kent S. Greenawalt Legacy Award. The award was presented at FCA The National and was accepted on Dr. Clum’s behalf by his children, Drs. Lauren and Don Clum.

Dr. Gerald Clum served as an F4CP founding board member, spokesperson and executive committee member for 20 years. Beyond his dedicated service to supporting F4CP, he was active throughout his entire career tirelessly serving many organizations including the International Chiropractors Association, World Federation of Chiropractic, Association of Chiropractic Colleges and Council on Chiropractic Education.

“Honoring Dr. Clum with this award is a recognition of his  
*Continued on page 5*



*Pictured from left: Dr. Sherry McAllister, Dr. Don Clum, Kent Greenawalt, Dr. Lauren Clum, Dr. Ron Oberstein and Dr. Guy Riekeman*



# IACP

*The mission of the Idaho Association of Chiropractic Physicians (IACP) is to act as the unified voice, leader and stalwart supporter of the individual licensed doctors of chiropractic and supporting associates who provide exceptional health care and wellness to the patients and communities of Idaho. In supporting our Idaho chiropractic physicians, the IACP will work diligently to protect, enhance and build opportunities for the chiropractic industry and increase public access to chiropractic care.*

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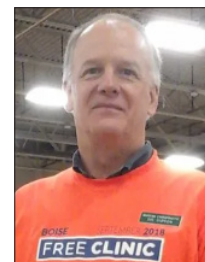
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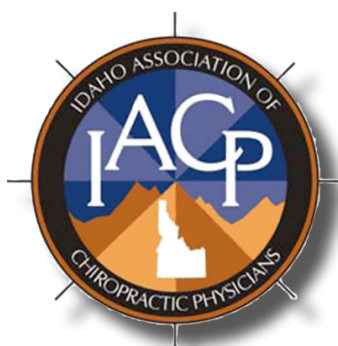
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# In This Issue

October is National Chiropractic Health Month (continued)	Page 4
Dr. Gerald Clum wins Kent S. Greenawalt Legacy Award (continued)	Page 5
Save the date: 2025 IACP Annual Convention April 25-27, 2025	Page 5
ChiroHealth USA: Boosting your practice's profitability	Page 6
WDC's Connects offering regional events	Page 7
Join the Pack - become a member of IACP	Page 7
ChiroHealth USA: From Conflict to Collaboration: addressing performance concerns	Pages 8 - 9
Cold and flu season arriving soon	Page 9
Soar with us! Display advertising information	Page 10
Overweight backpacks is a contributing to backpain	Page 11
Tongue to Toes: The holistic way to resolve tongue "ties" at their root	Pages 12 - 15
Reduce stress with daily micropractice	Page 16
Dr. Joshua Bletzinger, DC speaks to NUHS students about functional medicine	Page 17
Drinking coffee found to lower risk of multiple cardiometabolic diseases	Pages 18 - 19
Chiropractic News	Pages 20 - 21
Chiropractic College News	Pages 22 - 25
The IACP Marketplace: Featured Businesses & Suppliers	Page 26
Classified ads	Page 27
Office poster notice	Page 28
<b>POSTER:</b> Winter Tips for Healthy Living	Page 29
IACP News Display Advertising Rates and Sizes	Page 30

*This table of contents is linked for your convenience. Just click on the page you want.*



# October is National Chiropractic Health Month

*Continued from front page*

Research supports the use of chiropractic services to help patients manage pain and avoid or reduce reliance on pain medications. Clinical guidelines from groups such as the Centers for Disease Control and Prevention and the American College of Physicians recommend those with common musculoskeletal conditions such as low back pain try non-drug therapies first, before taking prescription opioid pain medications.

National Chiropractic Health Month (NCHM) 2024 has begun! Are you ready? Take a moment to tour this year's NCHM toolkit and determine how you, your practice, your organization or your business will participate.

This year's theme, "Plan for a Strong Healthspan," brings attention to the importance of the musculoskeletal system for aging well and the benefits of chiropractic's non-drug approach to managing pain, improving joint function and enhancing overall wellness.

Start planning your NCHM activities today by reviewing the resources and suggestions in the NCHM 2024 toolkit, which you can access at [www.acatoday.org/NCHMtoolkit](http://www.acatoday.org/NCHMtoolkit).

The toolkit contains the NCHM logo, key messages, social media graphics and captions, infographics and a video that can be downloaded and shared. In addition, the sample promotional plan offers ideas and a sample schedule for how to promote the campaign in your community.

In addition to American Chiropractic Association (ACA) social media, which will be posting NCHM-related content all month, ACA has an Instagram page that complements ACA's consumer health website, [Handsdownbetter.org](http://Handsdownbetter.org). The site and the Instagram account will feature NCHM-related content for the public throughout the month of October. Be sure to follow ACA social media @acatoday and @handsdownbetter on Instagram.

## Post Proclamations, Hashtag with #StrongHealthspan

Many chiropractors and students have been working on NCHM proclamations over the past several weeks, and we anticipate that those will be announced soon. If you post your proclamation or a group photo with it on social media, remember to use the hashtag #StrongHealthspan and tag @acatoday so ACA staff see it and repost.

## Limited Only by Your Imagination

When it comes to NCHM, get creative – you are only limited by your imagination! In the past, chiropractors have held special talks or have posted signage with the NCHM logo in their clinics to mark the occasion. Others have created their own videos, using NCHM key messages, to share with their social media followers.

For businesses that work with the chiropractic industry, it's also a terrific opportunity to tie in your marketing activities to a good cause and to let your audience see how much you support the chiropractic profession. Whatever you do, post it on social media with the hashtag #StrongHealthspan so ACA can find it and repost! One of the most exciting aspects of the campaign is to share the creative ways that members of the chiropractic community promote NCHM.

Even if you don't have a lot of time to devote to NCHM, there are simple ways you can show your support; everything you need is in the NCHM toolkit, available at [www.acatoday.org/NCHMtoolkit](http://www.acatoday.org/NCHMtoolkit). On Oct. 1: Announce that October is National Chiropractic Health Month on your social media pages. Post the NCHM logo with this text: National Chiropractic Health Month begins Oct. 1 and will highlight the importance of a strong musculoskeletal system for healthy aging. Plan for a #StrongHealthspan and visit [www.handsdownbetter.org](http://www.handsdownbetter.org).

Week 1: Post one to three of the social media posts with captions on your social media pages to keep NCHM in front of your friends and followers. Remember to hashtag your posts with #StrongHealthspan.

Week 2: Post one of ACA's infographics promoting the effectiveness of chiropractic spinal manipulation on your social media. Remember to hashtag your posts with #StrongHealthspan.

Week 3: Post the NCHM video on your social media pages. Remember to hashtag your posts with #StrongHealthspan.

Week 4: End the month with more social media graphics and a "Did you know?" post using the NCHM key messages. Example: Did you know the number of people worldwide living with back pain is projected to rise 36% over the next 30 years? Chiropractors offer evidence-based, non-drug approaches to pain relief. Plan for a #StrongHealthspan [www.handsdownbetter.org](http://www.handsdownbetter.org).

# Dr. Gerald Clum wins Kent S. Greenawalt Legacy Award

*Continued from front page*

unparalleled contributions to the chiropractic profession,” said Kent S. Greenawalt, chairman, F4CP. “Dr. Clum was a visionary leader, mentor, and advocate for the advancement of chiropractic care. His dedication and innovation has left an indelible mark on our profession, and it is with great pride that we celebrate his legacy.”

Established in 2023 in honor of F4CP’s founder, the Kent S. Greenawalt Legacy Award honors leaders who have made outstanding contributions to chiropractic and also acknowledges a member’s service to the community, awards and honors the individual’s efforts in chiropractic, and peer recognition as a professional leader.

The Kent S. Greenawalt Legacy Award is presented annually to individuals who have demonstrated exceptional leadership, innovation, and dedication to the chiropractic profession. This year, Dr. Clum stood out among a distinguished group of nominees, earning admiration and respect for a career marked by excellence and passion.

## **About the Foundation for Chiropractic Progress:**

A not-for-profit organization with over 36,000 members, the Foundation for Chiropractic Progress (F4CP) informs and educates the general public about the value of chiropractic care delivered by doctors of chiropractic (DC) and its role in drug-free pain management. Visit [www.f4cp.org/](http://www.f4cp.org/) or call 866-901-F4CP (3427).



## **2025 IACP Annual Convention** **April 25-27, 2025 at the Grove Hotel, Boise, ID**

Join your fellow chiropractic colleagues for the 2025 IACP Annual Convention April 25 - April 27, 2025 at The Grove Hotel in Boise. The event will be filled with innovative presentations, networking opportunities, and discussions on our efforts to grow the chiropractic industry into the future.

Our fresh and diverse set of speakers, along with our exhibition of industry partners, will provide you with professional development as well as applicable products and services to benefit your practice.

Our CA track will focus on multiple areas of practice management, billing, coding, documentation, and audit protection.

[Click here](#) for more information.

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# *“Join the Pack”*

## *Become a member of the IACP*

The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership in the Association is and should be mutually beneficial to both the Doctor and the IACP, which makes it a perfect cooperative relationship. As a member, you will have multiple opportunities to obtain learning and marketing opportunities, at a discounted rate, through membership, as well as, have an opportunity to utilize the services of the IACP team and its Board. You will also have an opportunity to get involved in important issues, from the center, along with other industry leaders and spokespeople. At the same time, the Association continues to grow and provide broader services to the industry with your support. [Join now](#) and be a part of the “pack” that will lead us into the future!



WDC’s Connects are a series of regional events held all across the United States with the purpose of offering women chiropractors an opportunity to gain CE credits, sharpen their skills as a DC, learn more about how to grow their business, connect with other women chiropractors, network with others in the field and more! Thanks to our amazing corporate and event sponsors, Foot Levelers, CHUSA, and NBCE, the cost of these events is kept low to make our CEs accessible to all. We have four events this fall, with one more to be scheduled.

**TORONTO, ON:** November 9, 2024; LOCATION: Toronto Public Library, Barbara Frum Branch – 20 Covington Rd. Toronto, Ontario M6A 3C1.

**NORTHVILLE, MI:** November 16, 2024; LOCATION: The Garage Grill – 202 W Main St. Northville, MI 48167.

**PHILADELPHIA, PA:** November 16, 2024; LOCATION: Experience Chiropractic – 992 Old Eagle School Rd Suite 902, Wayne, PA 19087.

**Overland park, KS:** POSTPONED, DATE TBD; LOCATION: Cleveland University – Kansas City – 10850 Lowell Ave, Overland Park, KS 66210.

### Event Dates and Locations

# wdcconnects

WDC’s single-day Regional connection events

[More Information Here](#)

- ✦ Greeley, CO - September 14, 2024 - CE's
- ✦ Toronto, ON - November 9, 2024 - CE's
- ✦ Northville, MI - November 16, 2024 - CE's
- ✦ Philadelphia, PA - November 16, 2024 - CE's
- ✦ Kansas City, KS - Date TBD - CE's

Speakers, topics, CE's, etc. can be found on our website!

# From Conflict to Collaboration: *addressing workplace performance concerns*

By Dr. Ray Foxworth, DC, FICC, ChiroHealthUSA

As a chiropractor and small business owner, you wear many hats. In addition to providing patient care, you also manage the business side of your practice, including handling employee-related challenges. No business owner wants to address employee issues, but doing so effectively is crucial for maintaining a positive work environment while also helping your employees grow, reduce risks, and improve efficiency.

The first step to avoiding and addressing employee issues is to establish clear expectations and policies from the start. Whether it's a front-desk assistant, a chiropractic assistant, or any other team member, each role should come with a detailed job description outlining responsibilities, daily duties, and performance benchmarks. Establishing expectations must be followed by understanding, and agreement. Meaning, does the employee clearly understand what their responsibilities are, and do they agree to, and have the ability to meet the expectations.

Make sure you also have a comprehensive employee handbook that covers your clinic's policies on work hours, patient privacy (HIPAA compliance), and conduct. This gives employees a reference point and ensures there's no ambiguity regarding their roles. Additionally, having clear guidelines in place helps when addressing employee issues, as you can refer to these documented policies during discussions.

Fostering open communication is key to preventing employee issues from escalating. Create an environment where employees feel comfortable bringing up concerns, whether related to workload, conflicts with colleagues, or personal issues that may affect their performance. Regular one-on-one meetings or informal check-ins allow you to gauge employee satisfaction and identify problems early. When an issue arises, whether it's consistent tardiness, poor patient interactions, or inefficiency in handling administrative tasks, it's essential to address the problem immediately. Delaying action can lead to frustration, resentment, or a perception that poor performance is acceptable. What you tolerate, you endorse.

Always address employee issues in private. Publicly calling out an employee's behavior can create embarrassment



and damage morale, not just for the individual but for the entire team. Instead, schedule a private meeting where you can discuss the issue directly. Be sure to stick to the facts and avoid making the conversation personal. For instance, if a chiropractic assistant is consistently late, focus on the behavior: "I've noticed you've been late to work several times this week. Can you explain what's been happening, and how can we address it moving forward?"

It's also important to acknowledge the employee's strengths during the conversation. This ensures the discussion feels balanced and not overly negative. You might say, "You're excellent at welcoming patients and creating a friendly environment, but I've noticed that you've been late to work several times this week. Let's review how we can prevent this moving forward."

Documentation is critical when addressing employee issues, especially if the behavior is recurring. Keep detailed records of any incidents, conversations, and the steps you've taken to resolve the issue. This documentation can be invaluable if you need to take further action, such as issuing a formal warning or termination, and can protect your practice from potential legal disputes. As health care providers, we know the rule when it comes to our patient records, "If it isn't written, it didn't happen." The same is true with employee issues. Documentation of infractions and corrective action can save you thousands of dollars in unemployment taxes if you are able to make your case that the employee was advised of an issue, given an opportunity to correct it, and failed to meet expectations that you clearly outlined.

In some cases, employee issues stem from a lack of proper training or personal challenges that may impact their work. Offering support, such as additional training, mentorship, or flexible scheduling, can help employees overcome these challenges. For instance, if a chiropractic assistant struggles with certain tasks, you might offer hands-on training or pair them with a more experienced team member for guidance. By providing resources and demonstrating a willingness to help, you show your commitment to employee development, which can foster loyalty and improve performance.



If the issue persists despite your best efforts, it may be time to escalate the situation with formal disciplinary action. This could involve a written warning, a performance improvement plan (PIP), or, in extreme cases, termination. As a small business owner, firing an employee can be costly, and especially difficult, as the team is often close-knit. However, it's sometimes necessary to preserve the integrity of your practice.

Before taking such action, ensure that you've followed a fair and consistent process, including providing feedback and opportunities for improvement. Additionally, consult with a human resources professional or legal advisor to ensure compliance with labor laws.

By fostering clear communication, providing constructive feedback, and addressing problems promptly, you can create a positive work environment that supports both your employees and the success of your practice. Remember that

how you handle employee issues not only impacts individual team members but also reflects on the overall health of your chiropractic clinic.

*Dr. Ray Foxworth, DC, FICC, is the visionary behind ChiroHealthUSA, serving as its esteemed founder and CEO. With over 39 years of dedicated service in chiropractic care, Dr. Foxworth has navigated the complexities of billing, coding, documentation, and compliance firsthand. His rich experience includes roles as the former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Chiropractic Summit and Mississippi Department of Health. Dr. Foxworth is deeply committed to advancing the chiropractic profession, which is evident through his leadership roles. He is an at-large board member of the Chiropractic Future Strategic Plan and holds an executive board position with the Foundation for Chiropractic Progress.*

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## Cold and flu season arriving soon

Respiratory virus season has arrived and health officials say that October is a prime time to get vaccinated. The CDC recommends a seasonal flu vaccine for everyone ages 6 months and older.

Most people need only one dose of flu vaccine each year. But some children who are getting a flu vaccine for the first time should get two doses, spaced four weeks apart.

A higher-dose formulation of the flu vaccine is also available for those 65 and older.

Vaccines for Covid-19, flu and RSV are available now. While the respiratory virus season tends to peak between December and March, getting vaccinated in the fall can help provide protection throughout the season. Covid-19, flu and RSV vaccines are widely available at pharmacies across the US. The federal government has a [vaccine locator](#) to help find available doses but notes that appointments and availability should be confirmed directly with the provider.

It takes about two weeks for the body to build up a complete immune response after vaccination, but the protective benefits can last for months, said Janet Hamilton, executive director of the Council of State and Territorial Epidemiologists.

It's safe to get both a Covid-19 and flu vaccine at the same time, according to the CDC, and it may be more convenient, rather than putting one shot off and getting sick in the meantime. If you're getting more than one shot at a time, it can be in the same arm, at least one inch apart, or in different arms.



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# Kids are back in school

## *Make sure they have the correct backpack*

Young children are suffering from back pain much earlier than previous generations, and the use of overweight backpacks is a contributing factor for some, according to the American Chiropractic Association (ACA).

“In my own practice, I have noticed an increase in the number of young children who are complaining about back, neck and shoulder pain,” said ACA member Dr. Scott Bautch, who practices in Wausau, Wis. “The first question I ask these patients is, ‘Do you carry a backpack to school?’ Almost always the answer is ‘yes.’”

This back pain trend among young people isn’t surprising when you consider the disproportionate amounts of weight they carry in their backpacks—often slung over just one shoulder. Surveys show children today carry everything from books, laptops and school supplies to sports uniforms, shoes and water bottles in their backpacks at any given time.

One study examining the impact of backpacks on children found that over 70% of children surveyed had a backpack that exceeded the recommended 10% of their body weight. Of these children, 32% complained of back pain. Another study on backpack weight and schoolchildren’s posture showed that head and spinal posture were affected by backpack weight, with heavier backpacks causing a child’s head and spine to bend farther forward.

Backpack recommendations:

- Make sure the child’s backpack, when packed, weighs no more than 10 percent of their body weight. A heavier backpack will cause the child to bend forward to support the weight on the back, rather than the shoulders.
  - The backpack should never hang more than four inches below the waistline. A backpack that hangs too low increases the weight on the shoulders, causing the child to lean forward when walking.
  - A backpack with individualized compartments helps in positioning the contents most effectively. Make sure that pointy or bulky objects are packed away from the area that will rest on the child’s back.
  - Bigger is not necessarily better. The more room there is in a backpack, the more the child will carry.
- Urge the child to wear both shoulder straps. Lugging the backpack around by one strap can cause the disproportionate shift of weight to one side, leading to neck and muscle spasms, as well as low back pain.
- Wide, padded straps are very important. Non-padded straps can dig into the child’s shoulders.
  - The shoulder straps should be adjustable so the backpack properly fits the child’s body. Straps that are too loose can cause the backpack to dangle, causing spinal misalignment and pain.



# Tongue to Toes: The holistic way to resolve tongue “ties” at their root

*The article summarized below was first published in pathways to family wellness and can be read in full [here](#).*

**By Gabrielle Goldach, DC**

In sitting down to write, I find myself drafting a string of words that want to lean upon the importance of healthy debate—an art form that may seem far and foreign in a world in which we can insulate ourselves in resonant thought bubbles with a simple click of a blue button adoringly labeled “unfollow.” We have seemingly decided, culturally, to shy away from that which is challenging, as, for just about any topic, we can most certainly find an echo chamber in which our thoughts, ideas, beliefs, and theories can indubitably be corroborated, justifying that which may resonate as a truth, be it individual or collective. May we start with something with which (hopefully) we can all agree? Infants, mothers, fathers, and families as a whole are direly in need of more sound support systems.

One of the biggest inspirations for the creation of my own space of healing and practice (the inside space; a family chiropractic studio) was to cultivate, from the ground up (or rather, from the deepest corners of my social media grid to the walls of my physical space) a home for ultimate acceptance, for profound healing, generational change, sharing of wisdom and knowledge, and an abode for questions galore. Not to mention, a bad-ass web of trusted providers and practitioners with whom we can all learn, collaborate, share, and care.

When building the inside space, I intentionally decided to withhold the word “chiropractic” from the first chunk of the title. Most people have a fairly strong preconceived notion of what chiropractic is and is not, can and cannot support, and can or cannot facilitate in healing. It has been my mission over these last two years to absolutely flip this definition on its head.

As a chiropractor, what I care about most is the nervous system. Not only do our nervous systems control all of the magical things that happen in our bodies, but they are also the interface that allows us to perceive our world, both our inside world and our outside world. Within this autonomic (meaning self-driving or involuntary) nervous system exists

a built-in system of surveillance that is constantly scanning our environment looking to perceive, detect, and then ultimately help us to embody cues of safety from our worlds, outside and in.

When our nervous system can exist in a state of safety perception, our bodies and nervous systems can essentially be in a state of healing, growth, and restoration. This is where we do things like regulate our emotional state, have rockin’ cycles, experience optimal digestion, get sound sleep, socially engage, play, and grow. This is also where we do all of our healing—physically, chemically, mentally, emotionally, and spiritually.

If for some reason we are not able to perceive, detect, and embody cues of safety from our world, our nervous system shifts to a state of mobilization.

Mobilization may be experienced as an energy that feels heightened or activated. We may perceive an increase in heart rate or respiration. We may notice an excess of energy that tends to live above the diaphragm, ultimately wanting to be used (mobilized) to then shift away from a perceived threat and then back to safety. Our bodies may feel stiff and rigid, as if we are in a constant state of bracing for impact.

Mobilization is not something that is bad. It is simply a state that allows us to ramp things up, ideally so we can navigate our way back to safety perception. The problem many of us (and more and more infants and recovering, postpartum mothers) face is that we have been uncoupled with our ability to navigate our way back to safety. If we remain in a state of mobilization for long enough or if we experience extreme trauma, trauma of which is absolutely relative to each and every individual (hello increasing the conversation surrounding trauma in pregnancy, birth, and postpartum), then our nervous system shifts from a place of excess energy that wants to be used, into a state of shut down, collapse, depletion, and perhaps even dissociation.

If you are wondering when we are going to get into the part about tongue and lip tie, I promise you that we are, in fact, close. Long-windedness is the name of the game around here, so if you’ve made it this far, I thank you, and hang with me just a little bit longer. We’re going to bring this all home.

For the first 40-ish weeks of your baby's life, home is a place that is dark, quiet, compressed, safe, and predictable. All needs are inherently met. Baby does not have to work hard to acquire nutrients, to go to the bathroom with ease, to rest, etc. You all get this picture, yeah?

Fast forward to birth. Baby transitions into a world that is entirely novel. Everything is new, except for mom. And for mom, for the woman, she, too, has been reborn anew. Baby is now in a world that is the opposite of where he or she just started this adventure, now finding that this new world on the outside is loud, bright, unpredictable, and entirely new. Basic needs take some effort to meet.

The tenth cranial nerve, the vagus nerve, is the name of the actual tubing and wiring that is a large conveyor of sensory information back to our brain, alerting us that we are, in fact, okay. However, it does also have a motor component (meaning that it sends information from the brain to a group of muscles allowing them to move and do their thing). Where may these muscles be found? In the mouth, the throat, and the vocal cords. In fact, the very wiring that controls and conveys our perception of safety, also controls the mechanisms that allow us to feed and latch, coordinate swallowing, intonate our voices, and ultimately utilize certain muscles of the tongue that are absolutely key players in coordinating what we call "suck, swallow, breathe."

In synopsis, it is absolutely imperative that the newest members of this world (and their mothers) exist in the context of nervous systems that can perceive, detect, and embody safety, in order to meet the basic need of feeding and tongue coordination.

Now, with this newly acquired knowledge of the intricacies of our nervous systems, may we, together, look at the fact that so many of our babies, who now must work hard for their needs to be met, may be existing in bodies that are more in a state of mobilization and bracing for impact as opposed to one of full and utter safety perception and ease?

As we have seen culturally, we exist in an extended season in which quick fixes seem to be what everyone is after. Can we agree that there really are no quick fixes, particularly when we take into consideration how our nervous systems are wired, not just from our own lived experiences, but from the experiences of those who came long before us?

A quick fix that has taken our culture and society by storm is the release of supposed tongue and lip ties. I would like to start by sharing where I obtained much of my own learning on this matter.

I have been formally trained in tongue tie assessment by Dr. Alison Hazelbaker—the creator of one of the only, if not the only, research-backed tongue tie screening tool. She has obtained more letters behind her name than anyone I know. Included in this is IBCLC, PhD, and CST-T, to name a few. This is in addition to the 40+ years she has spent in her own clinical practice, caring for over 10,000 infants, supporting them in acquiring full access to their suck-swallow-breathe mechanism.

The tongue exists not in isolation as a unique organ, but as a portion of a chain of connective (fascial) tissue called the deep front line. The deep front line of fascia starts at the tip of the tongue, goes through the frenum of the tongue, the floor of the mouth, through the throat, esophagus, lungs, diaphragm, hip flexors, ultimately culminating in the toes.

When our nervous systems mobilize, they cue our bodies to brace for impact, which, you guessed it, communicates to our deep front fascial line to also lock down, brace, and protect in the chance of a looming impact. What does this do? This gives the impression that the tongue has diminished mobility, flexibility, and peristaltic motion. The quick fix says?! Cut it. Laser it. Release it. In my years of my own clinical practice, I have never seen a tongue tie release also positively impact the root cause of why the tongue appeared to have a posterior tie in the first place.

The body is still bracing for impact. We have now just destabilized further an already unstable system instead of simply addressing the root cause—the nervous and fascial system that is holding everything that these new, little bodies have experienced thus far.

With chiropractic, craniosacral, or other trauma-informed body work applications, we can support these full humans (yes, they may be babies, but they are full people) in landing in their bodies with ease, increasing their ability and bandwidth to perceive safety in this brand new world. We can help them to upregulate their vagal system, while supporting them in downregulating the part of their nervous systems that tells them that their world may not hold safety. We can support the mothers in feeling at home, at ease, and trusting in their own systems, as opposed to feeling caught in loops of hypervigilance and fear of doing the wrong thing. And ultimately, the programs of fear and vigilance may not be her own, but that of a past generation.

We get to rewrite this. We get to show up with trust that our bodies are not wronging us, but are so intelligently doing their best to express an unmet need. As per the current re-

*Continued on next page*

# Tongue to Toes

*Continued from last page*

search, the current incidence of true tongue tie is 3-5%—3-5%!

Yet, I'm sure that each and every one of us knows a handful of infants who have had releases done, with the majority being sent by an LC, IBCLC, or even a midwife directly to a pediatric dentist for a release (a surgery) prior to being sent to someone like myself or Dr. Hazelbaker for truly holistic bodywork and care that honors the wholeness of this tiny person before us, as opposed to mechanistically looking at them like they are an isolated problem needing to be fixed. And the truly unfortunate reality is this: Even those who have been sent for releases likely end up in offices like mine because mom is still feeling in her gut that something is still not being expressed within her infant to the fullest potential (please notice I did not say that something is still wrong).

These infants, who have experienced surgeries and interventions prior to receiving any bodywork at all, not only have the experience of adapting to this brand new world to navigate, but now have been exposed to physical, emotional, and spiritual trauma that so many discount as negligible because it is performed on infants “when they are so young.” This is the exact reason for which we would be wise to use extreme discernment before doing anything drastic (yes, tongue tie release is drastic relative to what we can do within the context of a vitalistic and holistic model of care).

What are we showing our children by resorting directly to a trendy “quick fix” before stepping into a state of trust in the intelligence that exists in the body in every second of every day? Are we showing them that they are wise, intelligent, sentient beings who hold wisdom and answers within themselves? Or are we reinforcing the cultural narrative that health and healing are something that lie beyond the confines of our skin? With all of this being said, how do we address the concept of tongue tie from a holistic and conservative model? We start by honoring the wholeness that exists both amongst and between the mother-baby dyad.

So what is it that we notice in the systems of these infants who are being diagnosed with ties so frequently? We notice that their tiny, yet whole, bodies are being guided by the nervous system instructing their bodies to mobilize. This cues the fascial matrix to decrease in pliability and malleability, creating less flexibility and more rigidity, particularly through the deep front line of connective tissue (tongue to toes, remember?). This creates a tug-like sensation on the entire system, with the tongue and the toes being the endpoints of this line. This results on a lingual frenum that appears tight and rigid, particularly in the posterior (back) aspect of the under portion of the tongue.

So how do we support this deep front line in finding more ease, softness, and pliability within itself? We go straight to the nervous system. In this style of bodywork, we predominantly allow the baby to guide us. Instead of trying to run in



sand that is soft and taxing on our exertion, we simply opt to follow the water line, where the sand is more firm and easier to move from. In many of our hyper-rigid infants, the first order of business is supporting them in finding flexion, or forward folding. We do this intricately and intentionally, following the ease of their bodies, as they find what we refer to as their midline, potentially for the first time since they've been earthside. We support them in wiggling and moving and releasing (this often looks like crying, but this will be a very different kind of cry than one cueing hunger or fatigue). We support their bodies in unwinding all that they experienced in making their way earthside, which is certainly easier for some than others. We support their whole body and system in feeling seen, heard, acknowledged, and held as they process the work and effort and trauma of what it means and feels to be human on this planet. We support their cranium in working as a unit with the rest of their bodies to pump and flow and hold with integrity and stability all that they are and all that they can be.

This process is gentle. I explain to parents who bring me their babies that showing up with a constant state of extension is the equivalent to growing a really, really, tall tree without equally as deep roots to match. The extreme state of extension and rigidity is always a compensation for lack of safety, lack of settling into oneself, and an extreme effort to fit into a tribe that moves and exists at a pace far faster than any new human should ever feel obligated with which to keep up. It is crucial that we hold these babies in a state of support, safety, and space, so they can gently come back to themselves, so they can gently start to grow their roots, and they can gently remember that this world and this new body are okay places to be.

Almost instantly upon finding flexion, we see a drastic increase in tongue movement—which, again, does not exist in isolation. The tongue acts to mirror the very state of the rest of the body. As we see suppleness in the tongue, so we see in the rest of the body. Truthfully, the work with these infants that allows for them to find safety and space in their new bodies is largely difficult to articulate into written language. It is a felt sense of love, of acceptance, of listening, of care, and of reverence.

We hold the highest vision for healing for these families, never putting a ceiling on what may or may not be possible once we can find ourselves after one of the vastest transitions known to our species. We hold them in all that with which they present, with the deep knowing that our babies are, in fact, our greatest teachers. Always showing us that which we would be wise to know, ponder, and consider.

We do not abandon them for expressing symptoms, such as reflux, colic, difficulty feeding resulting in pain for mom, constipation, torticollis, “tongue tie,” rigidity, and difficulty allowing themselves to be held. They are actually just reflecting back to us the discomfort we experience when something is labeled as “wrong.” Our babies are here to show us that healing is always possible, from inside out, if we simply provide an opportunity to return to wholeness, as opposed to sticking with a model that believes that quick fixes are the answer, dispersing and dissipating, and deflecting any sense of ownership and responsibility as to the fact that our infants are simply mirroring all that we show up with and as.

Imagine the generational patterns that could be installed into our nervous systems and helices of immaculate code if we viewed ourselves as whole already? Imagine how different the perception of our world could be if we did not navigate it looking for quick fixes exogenous to us, but instead looked endogenously first, inquiring as to what our whole self may be needing in order to heal, to release, to restore. I fully believe that this would be a very different world.

## The Wisdom of Chiropractic

As first points of contact for brand new families, we owe it to you to continue to learn, unlearn, and evolve what we know best practices to be. I like to assume positive intent. I am not here to speak or suggest ill of any providers who have sent you and your infant directly to get a release—it is likely that they did not know any better. However, this is a call to them, and to us, to do better by these families who are seeking support as they navigate brand new seasons of life.

We can do better, I know it. We can feel more whole, I know it. We can exist in a paradigm that urges and encourages us to lean into the trust of our bodies and all that they do and express for us. And this starts by trusting the innate intelligence that is held within us all.

*More information about Dr. Gabrielle Goldach, DC, can be found [here](#), on her website, The Inside Space. She completed her undergraduate degree at Miami University in OHio, majoring in kinesiology. She obtained her doctor of chiropractic degree from Logan University in St. Louis, Missouri. She received additional training in pediatrics both at Logan University and at Organic Family Chiropractic, the only pediatric and prenatal chiropractic practice in Singapore, where she lived and worked prior to returning to Columbus in the fall of 2021.*

# Reduce stress with daily micropractice

In a recently published [study](#), Dr. Eli Susman, a doctoral candidate in psychology at the University of California, Berkeley, tested an innovative theory on a quick way to reduce stress.

His theory, published in the journal *Behaviour Research and Therapy*, is titled: *Daily micropractice can augment single-session interventions: A randomized controlled trial of self-compassionate touch and examining their associations with habit formation in US college students*.

The study measured how college students felt about themselves in the current moment. The study participants were randomly assigned to watch a video about how to perform self-compassionate touch or finger-tapping. Finger-tapping involved bringing the index finger and thumb together to touch, which served as the control group. College students did one of the two practices for 20 seconds a day for one month and were then asked to rate their emotional well-being.

College students reported a difference in self-compassion immediately after the first 20-second self-compassionate session. After one month of daily practice, college students reported higher levels of self-compassion, less stress and better mental health than those in the finger-tapping group.

“It’s an interesting but not surprising study,” said Dr. Sanam Hafeez, a neuropsychology director of Comprehend the Mind in New York City. “Performing this short-lived, self-compassionate touch daily was highly effective, almost as if you were seeing a therapist long term.”

Susman’s findings answer an important question of how much self-compassion training is needed to reap the benefits, especially since people often tend to quit mindfulness interventions because of the lengthy time commitments, according to Dr. Susan Evans, a professor of psychology in clinical psychiatry at Weill Cornell Medical College in New York City who was not affiliated with the research.

The study reports: “Accumulating evidence indicates that high self-compassion is associated with a variety of positive outcomes, including increased growth mindset, authenticity, and positive affect, and reduced stress and psychopathology (Breines & Chen, 2012; Ferrari et al., 2019; Neff et al., 2007; Zhang et al., 2019). In addition, increased self-compassion may at least partially explain the effect of certain interventions (e.g., social support and mindfulness-based stress reduction) on psychological outcomes (Evans et al.,

2018; Maheux & Price, 2016). Furthermore, randomized-controlled trials suggest that self-compassion is modifiable (Ferrari et al., 2019). Neff and Germer (2017) write that “self-compassion is simply compassion directed inward” (p. 371). The key components of self-compassion include recognizing suffering, understanding suffering is part of being human, emotionally connecting with the suffering, being able to sit with uncomfortable feelings, and acting to alleviate one’s suffering.”

The study results showed the more people make self-compassionate touch a habit, the greater the mental health benefits. Susman suggested setting a cue, such as after brushing your teeth, as a reminder to perform the micropractice.

“It’s not about being better than anyone or pretending everything is sunshine and rainbows,” Susman said. “It’s about treating yourself with the same kindness and care you would offer a close friend.”

So if you’re having a bad day, give yourself permission to be your best friend — even if it’s just for 20 seconds.

In conclusion, although SCT did not improve outcomes in the average college student who received it, when practiced near-daily, it promoted self-compassion and reduced stress and psychopathology—with effect sizes comparable to more time-intensive interventions.





# Doctor to Olympic and professional athletes speaks to NUHS students about functional medicine

The following article first appeared on the National University of Health Sciences website. The original article can be viewed [here](#).

This summer, National University of Health Sciences (NUHS) was privileged to host Dr. Joshua Bletzinger, DC, as he spoke to members of the Student American Chiropractic Association (SACA) at a lunchtime session. The title of his presentation was Functional Medicine for High Performance: Bridging Biomechanics and Biochemistry.

For more than 20 years, Dr. Bletzinger, a former athlete and ice hockey player, has been helping individuals and teams through functional medicine, nutrition, fitness and more. Throughout his presentation, he shared personal challenges, some key milestones on his path to career success and what inspired him to become a Doctor of Chiropractic (DC). But it didn't take long for functional medicine to catch his interest.

"Functional medicine became more than a professional interest; it became a personal mission," said Dr. Bletzinger.

He said through witnessing his family's health challenges and dealing with his own injuries and childhood obesity, he knew he had to find a better way. He discovered that addressing the root causes of health issues, rather than just treating symptoms, was the key to true healing and vitality.

"I saw firsthand the devastating impact of chronic diseases and the failure of traditional approaches to provide lasting solutions. It was a wake-up call that drove me to explore functional medicine deeply," he said.

During his career, he has served Olympic and professional athletes and has developed an extensive public clientele. Dr. Bletzinger presented several actual patient case histories to NUHS students, detailing different evidence-based tests that functional medicine practitioners use in their practices.

"Remember that functional medicine means individualized medicine," he said. "For example, the results of a patient's blood chemistry testing are crucial to identifying the root causes of their health issues."

A thorough blood analysis and evaluation of labs will help



Dr. Bletzinger, DC, former athlete and ice hockey player.

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**"I saw firsthand the devastating impact of chronic diseases and the failure of traditional approaches to provide lasting solutions. It was a wake-up call that drove me to explore functional medicine deeply," he said.**

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determine key insights into a patient's immune function, liver function, food sensitivities, whether or not gut reconditioning should be part of their nutrition/treatment plan, a measure of their energy level (or lack thereof – crucial for athletes), cause of inflammation, or markers that may indicate a more serious health problem.

Dr. Bletzinger continues to pursue his post-doctorate education in functional medicine, clinical nutrition and functional endocrinology, while focusing on biochemistry and biochemical lab diagnostics with specific attention to neurobiogenic health, biotoxicity and chronic inflammation.

NUHS student organizations such as SACA provide an opportunity to meet other students and explore both personal and professional interests. Participation in one or more such groups not only assists students in staying abreast of topics in their future field, but helps them network with professionals and build lifelong connections.

# Latest Research:

## Drinking coffee found to lower risk of multiple cardiometabolic diseases

Okay, drinking coffee probably won't make you immortal, but a recent [study](#) found that consuming moderate amounts of coffee regularly may offer a protective effect against developing multiple cardiometabolic diseases, including type 2 diabetes, coronary heart disease and stroke. That work, titled, *Habitual Coffee, Tea, and Caffeine Consumption, Circulating Metabolites, and the Risk of Cardiometabolic Multimorbidity*, was published 17 September 2024 in the *Endocrine Society's Journal of Clinical Endocrinology & Metabolism*.

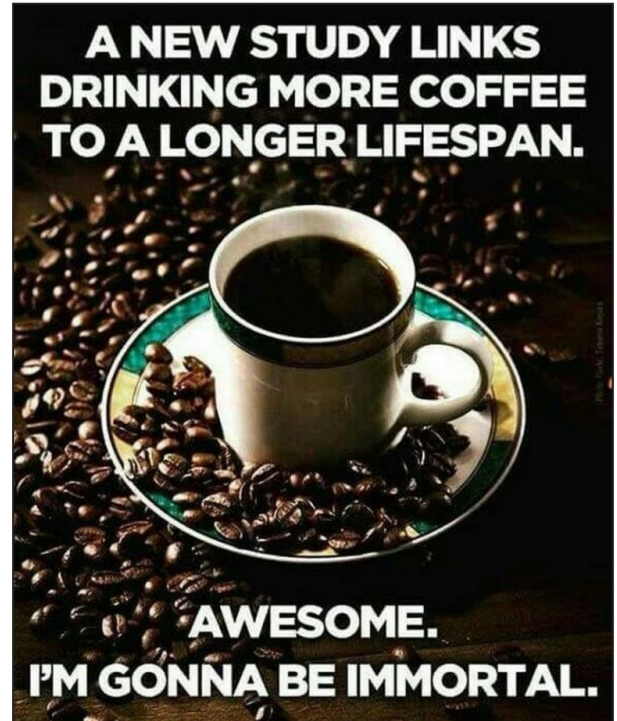
Researchers found that regular coffee or caffeine intake, especially at moderate levels, was associated with a lower risk of new-onset cardiometabolic multimorbidity (CM), which refers to the coexistence of at least two cardiometabolic diseases. The research results stated:

“Nonlinear inverse associations of coffee, tea, and caffeine intake with the risk of new-onset CM were observed. Compared with nonconsumers or consumers of less than 100 mg caffeine per day, consumers of moderate amount of coffee (3 drinks/d) or caffeine (200-300 mg/d) had the lowest risk for new-onset CM, with respective hazard ratios (95% CIs) of 0.519 (0.417-0.647) and 0.593 (0.499-0.704). Multistate models revealed that moderate coffee or caffeine intake was inversely associated with risks of almost all developmental stages of CM, including transitions from a disease-free state to single cardiometabolic diseases and subsequently to CM. A total of 80 to 97 metabolites, such as lipid components within very low-density lipoprotein, histidine, and glycoprotein acetyls, were identified to be associated with both coffee, tea, or caffeine intake and incident CM.”

The prevalence of individuals with multiple cardiometabolic diseases, or CM, is becoming an increasing public health concern as populations age around the world, notes the study.

Coffee and caffeine consumption could play an important protective role in almost all phases of CM development, researchers found.

“Consuming three cups of coffee, or 200-300 mg caffeine, per day might help to reduce the risk of developing cardio-



metabolic multimorbidity in individuals without any cardiometabolic disease,” said the study’s lead author Chaofu Ke, M.D., Ph.D., of the Department of Epidemiology and Biostatistics, School of Public Health at Suzhou Medical College of Soochow University, in Suzhou, China.

The study found that compared with non-consumers or consumers of less than 100mg caffeine per day, consumers of moderate amount of coffee (3 drinks per day) or caffeine (200-300 mg per day) had a 48.1% or 40.7% reduced risk for new-onset CM.

Ke and his colleagues based their findings on data from the UK Biobank, a large and detailed longitudinal dietary study with over 500,000 participants aged 37-73 years. The study excluded individuals who had ambiguous information on caffeine intake. The resulting pool of participants included a total of 172,315 individuals who were free of any cardiometabolic diseases at baseline for the analyses of caffeine, and a corresponding 188,091 individuals for the analyses of coffee and tea consumption.

The participants’ cardiometabolic diseases outcomes were

identified from self-reported medical conditions, primary care data, linked inpatient hospital data and death registry records linked to the UK Biobank.

Coffee and caffeine intake at all levels were inversely associated with the risk of new-onset CM in participants without cardiometabolic diseases. Those who reported moderate coffee or caffeine intake had the lowest risk, the study found. Moderate coffee or caffeine intake was inversely associated with almost all developmental stages of CM.

“The findings highlight that promoting moderate amounts of coffee or caffeine intake as a dietary habit to healthy people might have far-reaching benefits for the prevention of CM,” Ke said.

Numerous epidemiological studies have revealed the protective effects of coffee, tea and caffeine consumption on morbidity of single cardiometabolic diseases. However, the potential effects of these beverages on the development of CM were largely unknown.

The authors reviewed the available research on this topic and found people with single cardiometabolic disease may have a two-fold higher all-cause mortality risk than those free of any cardiometabolic diseases. By contrast, the researchers found individuals with CM may have an almost four to seven times higher risk of all-cause mortality. The researchers also noted that CM may present higher risks of loss of physical function and mental stress than those with single diseases.



The authors concluded:

“Habitual coffee or caffeine intake, especially at a moderate level, was associated with a lower risk of new-onset CM and could play important roles in almost all transition phases of CM development. Future studies are warranted to validate the implicated metabolic biomarkers underlying the relation between coffee, tea, and caffeine intake and CM.”



# Chiropractic News

## 28th annual Fees and Reimbursements Survey

Last year's small perks upward and downward in numbers continue, according to the [2024 Chiropractic Economics survey](#); the average overall fee increased a bit, for example, to \$76 from last year's \$67 and 2022's \$64. The overall reimbursement decreased enough to take last year's rate of 63% down to 57%.

This year's analysis is based on 168 respondents comprised of 51% from the U.S. and 49% from outside the U.S. Due to this relatively low number of people who responded, you will see occasional cases where there was no statistically relevant data to report. Such cases are indicated by N/A.

DCs with solo practices (with no other DCs in the office) once again made up a majority of our survey respondents in 2024, though the percentage, 45%, is significantly lower than last year's 73% and the prior year's 70%. We attribute this at least in part to our reconfiguring of that question to allow several more specific options, such as multidisciplinary and hospital based practice.

When asked what specialists they work with in their practice, the largest number of DCs said "none" (52%). The rest reported a variety of specialists, the most popular (26%) being a licensed massage therapist (LMT).

So, things seem to be holding steady out there financially, while chiropractic care continues to shine with its promise of natural ways to address the chronic illnesses so many people are still living with here in the U.S. and worldwide.

## US economy is pulling off something historic

The US economy is on the verge of an extremely rare achievement: America's economy is about to stick what's called a "soft landing," which is when inflation returns to the Fed's target without a recession — a feat that's only happened once, during the 1990s, according to some economists.

Economic growth in the first half of the year was solid, with the economy expanding a robust 2.8% annualized rate in the second quarter, according to fresh Commerce Department figures released Thursday, which are adjusted for inflation and seasonal swings.

Stocks surged in the morning after the economy's powerful show of resilience, but later lost steam and closed the day mixed. The Dow rose 81 points, or 0.2%, after jumping more than 500 points earlier in the session. The S&P 500 fell 0.5% and the Nasdaq Composite lost 0.9%. That comes after the benchmark index and tech-heavy Nasdaq on Wednesday logged their worst day since 2022.

Gross domestic product, the broadest measure of economic output, was much stronger in the second quarter than economists had predicted. The GDP report showed that businesses are continuing to invest and that consumers are still opening their wallets. That's key, because consumer spending is America's economic engine, accounting for about two-thirds of US economic output.

As the economy continued to expand from April through June, inflation resumed a downward trend and seems to be on track to slowing further toward the Federal Reserve's 2% target.



Our calendar is brimming with returning programs that have proven to be favorites in the past. We're also adding more programs that are sure to be new favorites as well. We cover all aspects of chiropractic as it relates to an assortment of subjects. We schedule as far in advance as possible to help you plan. All live programs shown are held on the Parker University campus in Dallas unless otherwise noted and are dependent on pre-enrollment numbers and any current distancing rules and mandates.

Check out our Continuing Education schedule – both live and online at [www.parkersuccessacademy.com](http://www.parkersuccessacademy.com). For the best pricing on live programs, register more than 3 weeks prior to the event date. We accept MasterCard, Visa, American Express and Discover. Discounts are available for Parker University alumni and TRI-eligible students, contact the Continuing Education office for promotional codes at [askpostgrad@parker.edu](mailto:askpostgrad@parker.edu).

# Perinatal Care with Webster Certification

*Date Change: the "Perinatal Care with Webster Certification" class in Daytona is re-scheduled for November 23-24, 2024*

(13 Hours) Take home the educational tools to successfully reach and care for more pregnant mothers and their babies in your practice. This 13-hour course will offer you the skills to provide advanced techniques and evidence-based care to the perinatal patient. The course includes an in-depth approach to a physiological birth and the chiropractic relationship. Note: ICPA membership is required for Webster seminar registration and certification.

Become an ICPA Webster Certified provider so families in your area can find you, learn to provide expert prenatal care, and gain the confidence to support physiological birth. Pricing (includes \$100 certification fee): DC Members - \$580; Student Members - \$460.

[Click here](#) for the full list of upcoming ICPA seminars.

<b>Perinatal Care with Webster Certification</b>		
<b>Pediatric</b> <b>Perinatal</b>		
Oct 5-6, 2024	Stephanie Libs, DC, CACCP	REGISTER
Sat: 8:30 AM - 6:30 PM Mountain Sun: 8:00 AM - 12:00 PM Mountain	Phoenix, Arizona	Venue & CE Details
<b>Perinatal Care with Webster Certification</b>		
<b>Pediatric</b> <b>Perinatal</b>		
Oct 26-27, 2024	Pamela Stone, DC, DACCP	REGISTER
Sat: 8:30 AM - 6:30 PM Central Sun: 8:00 AM - 12:00 PM Central	Overland Park, Kansas	Venue & CE Details
<b>Perinatal Care with Webster Certification</b>		
<b>Pediatric</b> <b>Perinatal</b>		
Nov 9-10, 2024	Stephanie Libs, DC, CACCP	REGISTER
Sat: 8:30 AM - 6:30 PM Eastern Sun: 8:00 AM - 12:00 PM Eastern	Detroit/Novi, Michigan	Venue & CE Details
<b>Perinatal Care with Webster Certification</b>		
<b>Pediatric</b> <b>Perinatal</b>		
Nov 23-24, 2024	Pamela Stone, DC, DACCP	REGISTER
Sat: 8:30 AM - 6:30 PM Eastern Sun: 8:00 AM - 12:00 PM Eastern	Daytona, Florida	Venue & CE Details
<b>Perinatal Care with Webster Certification (Dec 2024 session) (Live Streamed)</b>		
<b>Pediatric</b> <b>Perinatal</b>		
Dec 7-8, 2024	Pamela Stone, DC, DACCP	REGISTER
Sat: 9:00 AM - 7:00 PM Eastern Sun: 9:00 AM - 1:00 PM Eastern	Stephanie Libs, DC, CACCP	Venue & CE Details
	LIVE	

# Chiropractic College News

## CUKC Annual Conference & Expo

The 2nd Cleveland University-Kansas City (CUKC) Annual Conference and Expo (ACE) event is set for Oct. 31-Nov. 2, 2024, at the Overland Park Convention Center in Overland Park, Kan. ACE attendees can earn up to 16 hours of Continuing Education Units (CEUs) during the weekend.

All ACE information, including registration details as an attendee or an exhibitor and the session schedule, is online [ace.smartchoicece.com](http://ace.smartchoicece.com).

Featured speakers include Dr. Heidi Haavik and Dr. Brandon Steele. Haavik is Vice President of Research and Dean of Research at the New Zealand College of Chiropractic. She is on the Editorial Board of the Journal of Manipulative and Physiological Therapeutics and Journal of Chiropractic Education.

Dr. Steele, a Board Certified Chiropractic Orthopedics Diplomate (DACO), is a lecturer and author on various clinical topics for the chiropractic profession. He is a co-founder of ChiroUp.com and president of the Illinois Chiropractic Society-Southern District.

Other notable presenters will cover various continuing education topics and information sessions, including neuroscience, sports chiropractic, posture, regulatory compliance, women's health, pediatrics, and more.

There will also be numerous vendors on site throughout the weekend sharing information about various products and services. Doctors of Chiropractic can add other CEU credits anytime via the CUKC online CE platform: SmartChoiceCE.com.



## Parker Seminars presents: Innovate, Empower, Transform

Homecoming is the premiere adjusting and integrative practice seminar, focusing on chiropractic and associated care to improve the lives of our patients. Friday, October 4 - Sunday, October 6, 2024 at the Parker University Campus.

Parker Seminars has hosted more than 430 seminars across the globe and trained over 40,000 Doctors of Chiropractic and more than 200,000 chiropractic assistants. Parker Seminars features at least two large North American programs every year. This includes the legendary Parker Seminars Las Vegas, recognized as the largest gathering of chiropractors, chiropractic assistants and chiropractic vendors in the world. Additionally, Parker Seminars hosts Parker Seminars Dallas in October of each year that coincides with Parker University's Homecoming. International seminars have been held in Japan, Europe, Mexico and Australia.

[Click here](#) for more information.

## D'Youville University's national ranking soars

D'Youville University has increased in national ranking among both Top Performers on Social Mobility and Top Overall Performer according to *U.S. News & World Report*. The ranking of National Universities for 2025 places D'Youville at 82 nationally and at 6 amongst private universities in New York State for social mobility. The report evaluates close to 1500 national colleges and universities using 17 measures of quality and has also ranked D'Youville University at 259 in overall ranking across the country.

"We are thrilled to once again be recognized as a driver of upward socio-economic mobility," states President Lorrie Clemo, PhD. "This recognition underscores our commitment to innovative programs and financial aid initiatives that empower students from all backgrounds to achieve success in healthcare and beyond.

According to *U.S. News & World Report*, "social mobility" measures how well universities graduate economically disadvantaged students. D'Youville University distinguishes itself through its collaborative health care environment where students are learning techniques to treat the whole

patient in fields that include nursing, pharmacy, physical and occupational therapy, chiropractic, nutrition, mental health, speech language pathology, and exercise science programs. This focus is why 96% of graduates are employed following graduation.

The report publishes the Best Colleges rankings each year to provide students and their families a comparison of the undergraduate programs within America's colleges and universities. The rankings offer detailed information of the institutions and data on factors such as graduation rates, graduate indebtedness, and post-graduate earnings.

### **Sherman College of Chiropractic accepting abstracts**

Sherman College of Chiropractic is now accepting abstracts for its 20th International Research and Philosophy Symposium (IRAPS). This peer-reviewed chiropractic conference addresses vertebral subluxation research and the philosophy of chiropractic. Abstracts and the author's CV must be submitted by November 1, 2024, to be considered for presentation at IRAPS 2025, which will be held in conjunction with the college's flagship event, Lyceum, May 1-3, 2025, on the Sherman College campus in Spartanburg, SC.

Topics for abstracts, both for both platform and poster presentations, may include:

- Case studies focusing on the location, analysis, and correction of vertebral subluxation (LACVS).
- Philosophy of chiropractic as a component of LACVS-type care.
- Scholarly pursuits that will advance chiropractic education, practice, and the profession.

"The goal of IRAPS is to bring leaders in philosophy and research together, along with practitioners and educators who are centered on vertebral subluxation practice, to build a stronger academic community worldwide regarding the subluxation model of chiropractic," explains Christopher Kent, DC, ACP, JD, Sherman's Director of Global Presidential Initiatives. "The program intends to foster a view that the chiropractic profession is centered on vertebral subluxation, based on vitalism, dedicated to research and developing a discipline of philosophy."

Continuing education credit will be available, and attendees may attend the entire Lyceum program, including IRAPS, or a one-day IRAPS-only package. IRAPS speakers will receive a 25 percent discount at registration, and complete program

details will be released after speakers have been selected. Conference registration opens in November 2024.

Abstracts should be formatted as short papers, approximately 300 words, and include references. Additional information and a rubric for peer review of abstracts are available on the Sherman website at [www.sherman.edu/iraps](http://www.sherman.edu/iraps). You may also contact Alan Brewster, DC, ACP, Sherman's Director of the Center for Scholarly Activity, at [abrewster@sherman.edu](mailto:abrewster@sherman.edu) or 800-849-8771, ext. 212.

### **Texas Chiropractic College appoints first female president**

Texas Chiropractic College (TCC) formally celebrated Sandra Hughes, DC, MEd, FICC as the institution's 16th President during an investiture ceremony August 3rd. The celebration of a new era at TCC was held inside the Dr. Yasunori Iwama Education Center on the campus of Texas Chiropractic College in Pasadena.

Dr. Hughes, an alumna of Texas Chiropractic College, began her tenure as the first female President of TCC September 1, 2023. Prior to assuming presidential duties, Hughes had served as TCC's Executive Vice President since 2020.

A former teacher in Alief Independent School District and adjunct professor at Houston Community College, Hughes also worked for TCC as the college's Vice President of Administrative Services (2016-2020), Dean of Institutional Advancement (2014-2016) and Director of Admissions (2003-2009). Before returning to Texas Chiropractic College in 2003, Hughes operated a Chiropractic practice and taught science in El Paso. Now, for nearly a full year, she's been leading a college committed to excellence in chiropractic education, research and patient care.

"Seeing the growth and success of our students has been the highlight of my inaugural year as President of Texas Chiropractic College," Hughes remarked. "As a proud TCC graduate myself, I've witnessed how our world-class faculty, dedication to innovation and supportive community prepares students for a fulfilling and successful career in chiropractic care."

While serving as Executive Vice President of TCC, Hughes championed efforts to promote academic success and enhance the student experience. She cites prior experience with students, faculty, staff, supporters and alumni as being instrumental in a successful first year as President.

*Continued on next page*

# Chiropractic College News

*Continued from last page*

“As I journey into my second year as the leader of Texas Chiropractic College, I am more committed than ever to investing in opportunities that will inspire and empower every life TCC touches,” Hughes affirmed. “As the education landscape changes, we will continuously improve to meet the needs of future students and patients to fulfill our mission of developing practice-ready Doctors of Chiropractic.”

## **Chiropractic care included on pain management team at Affinia Healthcare**

Noah Hass, a trimester 10 Doctor of Chiropractic (DC) student at Logan University, is working on his preceptorship within the Integrated Health Centers Affinia Healthcare rotation – a community health center serving the safety net population historically impacted by low socioeconomic status, chronic pain and the opioid crisis.

Known for his motivation and innovative ideas, Noah was placed with a pain management team, working closely with Kelsey Lewis, DC ('17), a seasoned clinician at Logan University Health Centers. Dr. Lewis had long been a proponent of integrating chiropractic care into pain management strategies, especially for patients suffering from chronic pain and opioid dependency.

One of Noah's most significant cases involved a patient who had been attempting to solely manage his pain, following a work-related accident in the early 2000s, with narcotic medication. The patient's quality of life had been severely diminished, with a sedentary lifestyle and a bleak outlook on life. However, under the guidance of Dr. Lewis and the collaborative efforts of a multidisciplinary team—including internal medicine, a clinical pharmacist and a behavioral health specialist—Noah played a pivotal role in the patient's journey to recovery.

Noah's approach was hands-on, focusing on behavioral changes and mindfulness practices alongside chiropractic care. Over time, the patient began to experience remarkable improvements. He gradually reduced his opioid intake from 50 mg to 10mg, started participating in water aerobics and even began sleeping better. His wife noticed a significant change in his demeanor; he was more active, had joined

the YMCA and was making new friends—something unimaginable just months before.

“I am so proud of the work Noah has done, especially with this patient,” said Dr. Lewis. “This is a powerful example of how integrating chiropractic care into a contemporary pain management team can transform lives. It also served as an outlet for highlighting the crucial role of chiropractic care in managing chronic pain and reducing dependency on opioids in vulnerable communities.”

Logan staff and students provide chiropractic care for Affinia patients, which is invaluable. “Chiropractic care is filling the gap in the bio-psycho-social model of Affinia's chronic pain program and is an integral part of our interdisciplinary treatment approach, working together to address chronic pain,” said Rajeev John, behavioral health specialist at Affinia.

## **Northeast College takes open house on the road**

Northeast College of Health Sciences will introduce its health sciences programs during open house events, September through November 2024, in eight states and Canada as a part of its Northeast on the Road series to meet prospective students interested in being future healthcare professionals. The first stop will be Sept. 28, in Parsippany, N.J., and Northeast College will host its final On the Road open house event on Nov. 3, in Cleveland, Ohio.

On hand at each event, the admissions team, faculty, student and alumni representatives will be available to talk about Northeast College's in-demand healthcare degrees, including graduate and undergraduate degrees, as well as online programs and certificates.

**Northeast College Powerfully Prepares Healthcare Leaders**

An established leader in providing graduate-level education, Northeast College has delivered its renowned Doctor of Chiropractic program for over a century and offers the degree at both its Seneca Falls main campus, in the Finger Lakes region of N.Y. and its Long Island Campus, in the greater New York City area.

Master's degrees in applied clinical nutrition and human anatomy and physiology instruction are offered 100%



online, and Northeast College offers its undergraduate degrees, including an AAS in radiologic technology, an AAS in diagnostic medical sonography, and a new certificate program in massage therapy, on its Seneca Falls Campus.

### Logan University announces promotions

Logan University has announced the promotion of three individuals: Kristina Petrocco-Napuli, DC, MS, DHPE ('23), FICC, FACC, who was promoted to vice president of Logan's College of Chiropractic; April Taylor, DBA, JD, who was promoted to vice president of Logan's College of Health Sciences and Student Affairs; and Deshae Redden, EdD, MA, PMP, CIC, who was promoted to assistant vice president of operational excellence, planning and learning.

"Dr. Petrocco-Napuli, Dr. Taylor and Dr. Redden have visions for academic and operational excellence that align with Logan's mission to cultivate a dynamic learning environment and advance our position as a whole healthcare provider," said Logan University President Clay McDonald, DC, MBA, JD. "We congratulate them on their well-deserved promotions and look forward to their continued leadership and contributions to our university."

Dr. Petrocco-Napuli has been a pivotal part of Logan's academic community, demonstrating exceptional leadership in curriculum development and faculty engagement in all facets of the College of Chiropractic. In her new role, Dr. Petrocco-Napuli will also oversee the operations of the Office of the Registrar.

Dr. Taylor's contributions and leadership in the College of Health Sciences continue to position Logan as a leader and provider of health sciences education through online platforms. In addition, Dr. Taylor will oversee the Office of Student Affairs.

Dr. Redden serves a key function that is crucial to the success of Logan through strategies, systems and tools using Continuous Quality Improvement (CQI). With Logan's newly established Center for Learning and Leadership, Dr. Redden



From left, Dr. Petrocco-Napuli, Dr. Taylor and Dr. Redden.

will ensure the implementation of innovative programs aimed at preparing students to have positive impacts both inside and outside the university.

### Memorial scholarship created at UWS

In fall 2023, the Dr. Steve Edward Oliver memorial scholarship will be established by Ray Matlock Smythe, BA, MAT, to help ease the financial burden of future chiropractic physicians. This annual \$5,000 scholarship will be awarded fall term to one returning student enrolled in the University of Western States doctor of chiropractic program.

Dr. Oliver maintained a private practice in Portland and served as the academic dean of the UWS college of chiropractic, vice president of the university and chiropractic technique instructor. In 1978, at the age of 29, Dr. Oliver was named Chiropractor of the Year for the state of Oregon. He earned professor emeritus status in June 2012. One of Dr. Oliver's proudest achievements was establishing the Student Health Center at UWS, where students had more opportunities to practice their techniques.

"Steve loved being a chiropractic physician," said Smythe. "It was the supreme joy and passion of his life and it was truly amazing to witness. He contributed so much to his patients, students, colleagues and everyone around him. It's an honor to recognize him in this way and I know he would be proud."

[Students can find this and other scholarships here.](#)

### University of Bridgeport and Follett Higher Education collaboration saves students \$1.9M

A collaboration between Follett Higher Education and University of Bridgeport (UB) has helped students save more than \$1.9 million on textbooks and course materials over the last year. In summer 2023, UB partnered with Follett to manage its bookstore and launch a new Follett Access program that provides students with all their required course materials, textbooks, and supplies for free, with no additional increase in tuition or fees.

"As we embark on another academic year, UB is proud to celebrate the success of our partnership with Follett Higher Education in significantly reducing costs for our students," said UB President Danielle Wilken. "This collaboration underscores our commitment to accessibility and affordability in higher education, ensuring that financial considerations do not hinder our students' academic pursuits. We look forward to continuing this initiative and further enhancing the educational experience."

# IACP Marketplace

## *The IACP News,*

this monthly newsletter of the Idaho Association of Chiropractic Physicians, reaches 600-800 chiropractors across Idaho every month.

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Idaho chiropractors, do you have something to sell, share, or advertise with your fellow practitioners? List it as an IACP classified ad. These ads will be listed online and included in the IACP newsletter for two months. Email your ad to: [iacpcontact@gmail.com](mailto:iacpcontact@gmail.com)

**Equipment for Sale: Subluxation Station** - \$1,500 - Purchased in 2017 - Includes Computer and Keyboard - The Subluxation Station is a neurospinal screening and evaluation system that uses surface electromyography (SEMG) technology originally designed to measure changes in the spinal muscles of astronauts. This spinal care technology is now used at Inspired Chiropractic, along with other technologies to assess the spinal muscle of our clients. It is the only such system in the world certified as a 'Space Technology'.

**Neuropathologist Wall Chart and Computer Software from Visual Odyssey** - \$500 - Purchased in 2017

- Helps bring instant patient comprehension when a button is pushed
- Helps the patient get the "big idea" between spine and organ correlation
- Helps save you time while not sacrificing the quality of the patient visit
- Designed to help you create a custom per patient slideshow for each visit
- Features a webcam spinal screening tool
- Graphics to use for workplace education, lectures, and ROF's

**Small Neuropathologist** - \$300 - Purchased in 2016 **Equipment for Sale: HCIM Digital X-Ray Machine** - \$19,500, Model: HF-300, Serial No: HCG-1206, Manufactured: Apr 2002, and **Hologic FluroScan C-Arm** - \$15,000, Model: Insight 2, Type: C-Arm Assembly, Manufactured: November 2011. Location: Advanced Neuropathy Center, 2016 S Eagle Rd, Meridian, ID 83642. Contact Info: Jessi - 208.949.5410 (Call or Text).

Posted 6/21/2024

**Boise, Idaho: Amazing Opportunity to Become an Associate Chiropractor.** Become an associate chiropractor at a fast-paced and well-established Boise chiropractic office. This is a minimum 3-year commitment. Our practice has been seeing patients for 20 years in the Boise area. We are looking to add another full-time doctor to our team ASAP. Benefits include retirement 401K program with corporate matching, group health insurance, dental, vision, paid vacation time, malpractice insurance, reimbursement for up to 18 CE's/year and reimbursement for your membership to the IACP. We have 2 locations and are planning on opening others in the future. If ownership of your own office interests you, you could run your own office location in 2-3 years, with the contractual potential to own the office in the future (no-risk start-up!). Applicants should be high-energy and thrive in a busy clinic setting. Must work well with a team environment. We have minimal marketing requirements for our doctors. Applicants MUST be willing to learn and adopt the same adjusting technique methods as the other doctors in the office. We manage our patients as a TEAM...No one has "their own" patients. This allows doctors to take time off easier and makes scheduling for patients more convenient. Interested applicants should reply to [shelly@modernchiropracticcenter.com](mailto:shelly@modernchiropracticcenter.com) with a Letter of Interest, resume/Curriculum Vitae and any other relevant information.

Posted 5/22/2024

# Office Posters



We have created a FREE [printable PDF](#) of the

## ***Winter Tips for Healthy Living***

poster on the following page, and  
the following posters are available online:

***The drug-free approach to pain reduction***

***Get up and move!***

***STRETCHING for better joint health***

***Easy exercises to keep your neck healthy***

***Were you pain free this morning when you got out of bed?***

***Tips for safe stretches***

***Don't let pain keep you from enjoying life***

***Walking now touted as "a wonder drug"***

***Four ways to avoid pain and injury when starting an exercise regime***

Please feel free to print out and use any or all of the flyers.

Or, make them available as handouts to your patients.

They are available on the website,

[www.IACPnews.com](http://www.IACPnews.com) in an easy to print format.

Each has the following tagline:



***This healthy living information is provided by  
your Doctor of Chiropractic and the  
Idaho Association of Chiropractic Physicians (IACP) .***

# Winter Tips for Healthy Living

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*Holidays, stress, post-holidays, even more stress— who has time for taking care of ourselves? You do! Resolve to follow these simple diet, exercise, and lifestyle tips, and you can be good to yourself this winter - and all year long.*

**1. Enjoy the Benefits of Yogurt:** It's creamy smooth, packed with flavor -- and just may be the wonder food you've been craving. Research suggests that that humble carton of yogurt may: help prevent osteoporosis, reduce your risk of high blood pressure and aid gastrointestinal conditions like inflammatory bowel disease and constipation. When buying think low-fat, make sure the yogurt contains active cultures and vitamin D, and keep tabs on sugar content.

**2. Help Holiday Heartburn:** Getting hit with heartburn over the holidays? Help is at hand! Try these hints and you can stop the burn before it starts: Nibble: Enjoy your favorite foods -- but in moderation. No need to heap on the goodies (or go back for seconds and thirds!). Packing your stomach with food makes heartburn much more likely. Know Your Triggers: Certain foods feed heartburn's flame. Typical triggers include foods full of sugar and fat -- think pumpkin pie slathered with whipped cream. Instead reach for complex carbs like veggies and whole-wheat breads -- or at least share that dessert! Get Up: Stretching out for a nap post-meal is a great way to guarantee you'll get reflux. Instead, keep your head higher than your stomach -- or keep right on walking, away from the dinner table and out the door. Light exercise is a great way to prevent heartburn.

**3. Start a Winter Tradition: Family Workouts:** Grandparents are in town, a flurry of kids is underfoot, and you're wondering where you'll find time for a quick winter workout. Here's a thought: Why not get everyone involved with these simple workouts? Walking: It's suitable for young or old, with a pace that's sedate or speedy. Try these ideas to get the gang on their feet: do laps at the mall. If you shop, cart your own packages and then unload them in the car after every store. Disguise the walk as something else. Toss a ball as you stroll, fling a Frisbee, or take the dog to the park. Instead of driving, walk over to your favorite local restaurant.

**4. Try These 3 Simple Diet & Exercise Tips:** Go Slow: You don't need to do a diet slash-and-burn. If you cut just 200 calories a day you'll see slow (and easy) weight loss. Skip a pat of butter here, a cookie there and you're on your way! Start Small: Banning junk food from the cupboards or boosting fiber may be your goal, but think baby steps. Switch from potato chips to low-fat popcorn, for example, or toss a carrot into your brown bag lunch. Just Show Up: Don't feel like working out today? Don those exercise clothes anyway. Still not in the mood? Fine. But chances are good that once you're dressed, you're also motivated and ready to go!



*This healthy living information is provided by your Doctor of Chiropractic and the Idaho Association of Chiropractic Physicians (IACP).*

# The Idaho Association of Chiropractic Physicians

## *The IACP News*

### Display Advertising Policy, Rates and Information

The Idaho Association of Chiropractic Physician's *IACP News* is a full-color digital newsletter, published monthly and distributed to member doctors of chiropractic across Idaho as well as out-of-state members and student members.

**Format:** *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: [www.IACPnews.com](http://www.IACPnews.com). The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to C&S Publishing at [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com).

**Classified Ads:** IACP accepts classified ads. They are published without cost for IACP members, but can also be purchased for \$100 by non-members. For additional information about placing a classified ad, contact Caroline Merritt, IACP Executive Director at (208) 515-6263 or [caroline@idahotruenorth.com](mailto:caroline@idahotruenorth.com).

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Ad Type	Ad Size	1 run	3 runs	6 runs	12 runs
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Full page (boxed)	8" wide by 9 3/4" tall	\$450	\$414	\$378	\$330
Half page	8" wide by 4 3/4" tall	\$267	\$264	\$224	\$190
One Third (V)	2 3/8" wide by 9 3/4" tall	\$190	\$174	\$159	\$140
One Third (H)	8" wide by 3 1/8" tall	\$190	\$174	\$159	\$140
Quarter Page	3 7/8" wide by 4 3/4" tall	\$160	\$146	\$134	\$115
One Sixth	3 5/8" wide by 2 7/8" tall	\$105	\$97	\$88	\$75

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