

PARKER LIFE

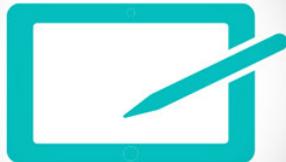
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JAN2014

+ Gone Global

ParkerLife spotlights how the university's expansive global alumni network advances chiropractic care throughout the world.

+ PLUS: Chiropractic Leader: An Interview with Dr. Tim Gross



PARKER
UNIVERSITY

Igniting Passion. Transforming Lives.

PRESIDENT'S PERSPECTIVE

With the start of a new year, I'd like to take a moment and reflect upon all that's happened and all we've achieved these past 365 days. This year more than others represents a new beginning for Parker University, as together we're set to launch additional programs that share the message of chiropractic to new fields and new corners of the health-science spectrum.

As I look back on my first year (or rather, first 10 months) as president of Parker, I realize none of our exciting accomplishments from 2013, nor any of the milestones I know we'll reach in 2014 and the years ahead, are possible without you! Your continued commitment, both to your alma mater and the profession in which it prepared you to excel, has proved crucial to Parker's success—from our students, faculty, and staff to our clinic patients, seminar attendees, and supporters.

I've felt since day one here my role as president is to serve; to serve you, serve the chiropractic profession, and serve the value of your degree in this rapidly-changing health care environment. I continue to do so by energizing my efforts to ensure this university's College of Chiropractic becomes a highly renowned and selective program.



On behalf of the entire Parker University leadership team, I'd like to thank you for allowing us the opportunity to serve you, and we look forward to continuing this exciting forward momentum together in 2014.

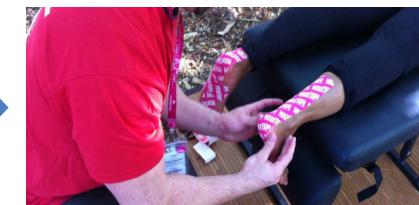
Looking forward,

BJMcAulay

Dr. Brian McAulay

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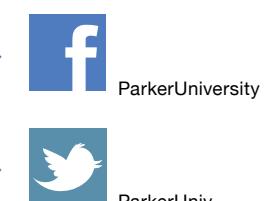
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Thomas Nuñez
Chief Marketing Officer

Questions? Comments?
We'd love to hear from you!
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ALUMNI EVENTS

10 YEAR REUNION CLASS OF 2003



The class of 2003 came together at Rafain Brazilian Steakhouse in Dallas to celebrate 10 years since graduation. Thanks to Bianca Benitez and Kristi Corder for helping organize the evening!

25 YEAR REUNION CLASS OF 1983



The Class of 1988 reunited at Via Real in Irving for a fun evening of story-telling and memories. Thank you to Dennis Harris and David Hardison for your leadership for this reunion!

GradFest



Alumni, faculty, staff, and students enjoyed food, drinks, music, and prizes at GradFest during Homecoming 2013. Thanks to all who made it out to the event!

20 YEAR REUNION CLASS OF 1993



The class of 1993 came together at the Warwick Melrose Hotel in Dallas to celebrate 20 years since graduation. Thanks to Don Proper for helping organize the evening!

CLASS NOTES

Have you had a personal or professional achievement that you'd like to share with the Parker community? ParkerLife would like to share your notable life events with your fellow classmates, friends, and colleagues. [Submit your class note to parker.edu/class-notes today!](http://parker.edu/class-notes)

Tabassum Ali, DC '12 ran in the Nike Women's Half Marathon in October to raise funds for the Leukemia & Lymphoma Society.

Phyllis Books, DC '86 released a new book, *Reversing Dyslexia* (Square One), where she lays the groundwork for significant improvements made by those who have this learning disorder, stressing the importance of nutrition and exercise.

Brandon Brock, DC '98 provided his expertise to "Good Morning Texas" for a discussion on how modern technologies affect brain function.

Rita Castriotta, DC '12 was recently featured in an interview in her local paper, the *Westlake Picayune*, an affiliate of the *Austin-American Statesman*, in which she advocated for chiropractic care.

Jennifer Cullen, DC '13 opened her new clinic, Glen Rose Family Chiropractic, which was welcomed by The Glen Rose Chamber of Commerce with a celebratory ribbon cutting!

Dennis Doan, DC '01 is involved with the documentary "Healed", which will air on PBS nationally this year. Healed shows the struggle of James Klages, the former cornet soloist for the Marine band. Dr. Doan practices in Oklahoma City, OK at Doan Family Chiropractic.

Myranda Golla, DC '12 announces the grand opening of her new clinic, Dr. G's Chiropractic in McAlester, Oklahoma.

Kyle Hammes, DC '99 moved his clinic from Dallas, TX to Frisco, TX and is happy to bring neck and back pain relief to where he calls home.

Gregory Howard, DC '95 shared his decision to practice in a small town and why his services are vital to the rural Oklahoma community with *The Oklahoman* newspaper.

Todd Hinze, DC '01 was featured in his local paper about his work as a chiropractor and his goal to empower patients to take charge of their lives in the *McCook Daily Gazette*.

Charles Laughlin, DC '11 opened the doors to his new practice, New Day Chiropractic, this past February in Overland Park, KS.

Nicole Mathey, DC '99 and her husband opened their new practice, Tri-State Clinic of Chiropractic in Fayetteville, Tennessee.

The Chamber of Commerce hosted a grand opening ceremony on October 11, along with a ribbon cutting.

Michael J. Norman, DC '92 authored *Unbridled Grace: A True Story about the Power of Choice*, released in 2011 and currently available online.

Camille Reagan, DC '01 celebrated the opening of her second location of Reagan ChiroSport Center in McKinney, TX where U.S. Olympic triathlete Jarrod Shoemaker spoke to attendees.

William Shaw, DC '11 recently opened his own clinic in the Salt Lake Valley in Utah. He and his wife, Misty, also welcomed their third child in June.

Logan Sherman, DC '13 won the Texas Rangers Labor Day 5K race. He was recognized on September 9 at a Texas Rangers home game. Dr. Sherman has also joined the staff at Reagan ChiroSport Center, owned by Parker graduate Camille Reagan, DC '01.

Leif Stephens, DC '08 was featured in his local paper, the *Ft. Morgan Times*, where he discussed his practice and the variety of options for patient care.

Samantha Traylor, DC '13 joined Minimally Invasive SpineCare to work as part of the therapy team. Dr. Traylor specializes in neuromuscular and skeletal rehabilitation.

Lorin Wolf, DC '07 discussed his passion for helping people and what led him to open his clinic with his local paper, the *Brownwood Bulletin*.

New Programs Explained

In 2013, Parker University implemented four new academic programs, part of a larger strategic plan to develop 12 new programs by 2017. The development is part of Parker University's evolution to a comprehensive university, which will offer new academic programs designed specifically to compliment and support the chiropractic profession.

DOCTOR OF CHIROPRACTIC

MASTER OF BUSINESS ADMINISTRATION (MBA)

- Spotlights health policy, marketing strategy, business analysis, and legal considerations
- Insight in financial planning, cash flow management, and other necessary business skills
- Perfect for doctors who decide to pursue an executive leadership path
- Many doctors of chiropractic opened their own business, but did not receive the education to manage all aspects

BACHELOR OF SCIENCE IN COMPUTER INFORMATION SYSTEMS (CIS)

- Studies the way people and computers interact to efficiently operate a business
- One of the most in-demand degrees in the healthcare industry
- Learn fundamental skills in computer programming and software development
- Develop the skills to plan and implement the computer-related activities for an organization

ASSOCIATE OF SCIENCE IN RADIOLOGIC TECHNOLOGY (RT)

- Students receive hands-on experience during clinical rotations in the Parker University Chiropractic Wellness Clinics
- A rewarding career where you'll make a difference in the health of others
- Graduates will be fully prepared to perform a wide variety of radiological procedures
- Radiologic technologists are employed in clinics, imaging centers, and hospitals

CERTIFICATION IN MASSAGE THERAPY (MT)

- Identifies the relationship between the structure and function of the human body
- Students receive more than 300 hours of clinical and hands-on training
- Demonstrates multiple modalities of massage therapy to provide appropriate client care
- Develops ethical guidelines that govern both business ethics and practice procedures

BACHELOR OF SCIENCE IN HEALTH INFORMATION MANAGEMENT (HIM)

- All health care records are required to be digital going forward
- Ensures health records are accurate, secure, and timely
- Information technology managers work within health care
- Manages the millions of documents and records the industry produces

HIT THE GROUND

RUNNING

How Dr. Brian McAulay immersed himself in the Parker culture, engaged the university's past, and jump-started its future in the process.

A Game-Changing Board Meeting
Following a three month exploration that saw Parker's Board of Trustees and a nine-member search committee search tirelessly for the individual to lead Parker into the future, the respective groups came to a decision. They were to fly in Dr. Brian McAulay, then-leading candidate for president of Parker University and Parker Seminars, to attend the final Board meeting of 2012.

While in attendance, Dr. McAulay and the Board of Trustees, led by Chairman Dr. Wright Lassiter, spoke of the former's history in chiropractic; his years in private practice, his passion for spinal health, and his activism for its global expansion. They then spoke of his work in higher education; the leadership roles in which he's thrived, his expertise in organizational behavior, and his unique understanding of the challenges facing chiropractic education.

Upon the completion of the meeting, which featured Dr. McAulay placing his signature upon a Board-issued letter of intent, Parker University had an integral new addition to go along with its five-year strategic plan: a committed new president to lead the charge.

The Exploration Begins

Immediately upon making his March start date official, Dr. McAulay began routine trips from Georgia to Texas in order to lay the groundwork for his presidential tenure. Upon meetings with staff and administrators, he began to formulate his initial observations of Parker's campus,



curriculum and, most importantly, it's students and faculty.

"My initial observations upon visiting Parker were grounded in three things," Dr. McAulay said. "First, its strong reputation built upon Dr. Parker's principles."

He spoke of his awareness on how Dr. Parker improved chiropractic care and developed innovative methods for establishing successful practices, as well as the role he played in the development of Parker Seminars, a series of events that nearly 40,000 chiropractors, or about two-thirds of the world's doctors of chiropractic, have attended.

"Next," said Dr. McAulay, "I noticed how strong the university's emphasis on its students to develop a strong business acumen was."

At the time of Parker University's founding, business training was not included in traditional chiropractic curriculums. A business-centric approach to operating a chiropractic clinic quickly emerged as the foundation for Parker and still serves, as Dr. McAulay quickly found out, as its basis today.

His final right-off-the-bat observation? "The way Parker intersects chiropractic science, art, and philosophy in its chiropractic curriculum," McAulay said. "It was clear right away that this is a university that teaches its students all there is to know about their chosen field, which really enhances the strength of not only its curriculum, but its affiliations all around the world."

The Plan Was Set

Dr. McAulay was to get right down to business by meeting with multiple constituency groups -- students, staff, alumni, and chiropractic professionals alike -- in an effort to immerse himself in the Parker culture and get to the bottom of what was working, not working, and any goals the campus should collectively set its mind to conquering.

Dr. McAulay immediately encouraged the Parker community to lend their voice, writing in a May blog post that coincided with the initiative,

"Have an awesome idea for an on-campus group? I encourage you to leave the blog a comment! Hoping to see a greater focus on alumni outreach? I encourage you, leave a comment! Frustrated with

a certain administrative decision? You guessed it—leave a comment, and know I'll be a more informed, more prepared president for you having contributed your voice."

Similar requests were issued early and often throughout the length of Dr. McAulay's listening initiative; at dinners with local constituency groups; in the Donovan Lounge with students between classes, and at several other events throughout his 100-day call-to-action. Results—in the form of comments, suggestions, and thoughtfully-written letters—poured in.

Through his 100 Days of Listening, Dr. McAulay and the Parker community got to the bottom of the issues dominating discussion on campus, including concerns about the role of the chiropractic program and confusion about our mission, vision, and direction in the years ahead.



Following the completion of the 100-Day initiative, several weeks of meetings, analyses, and presentations culminated in a new mission, vision, and strategic goals at the forefront of Parker University's future:

NEW MISSION

Parker University, built upon the legacy of its flagship Doctor of Chiropractic program, has established itself as a leading comprehensive institution. Parker University provides students, patients, and wellness professionals with the knowledge and health care experiences to realize their full potential through a dedicated focus on education, research, and service.

NEW VISION

Parker University, rich in its chiropractic tradition, is the leading health and wellness education resource in the world.

NEW STRATEGIC GOALS

1. The College of Chiropractic program is a highly renowned and selective program.
2. The institution is a comprehensive university with an emphasis on health sciences.
3. Parker is a leader in health and wellness education and research.
4. Parker University has an innovative organizational culture of high performance and transformation.
5. Parker University has a strong financial position.
6. The Parker University community is engaged and supportive.



SEMINARS TRACK

LEADERSHIP
INSPIRING THE FUTURE



Wayne Dyer at Las Vegas January 2013

Join us in 2014 to advance your career and celebrate the chiropractic profession!

The longstanding power source for the chiropractic industry is set to make three big-time stops this year.

With each new seminar, feel the pulse of the chiropractic industry as together we spotlight aspects of the chiropractic profession. That's what our 2014 series is all about: creating and maintaining a culture in our profession marked by leadership, innovation, and inspiration for the future.

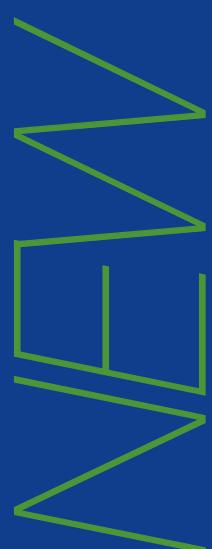
Plus, check out Parker Seminars' recently introduced ultra-specific, ultra-informative session tracks intended to spotlight different aspects of the chiropractic profession. Cruise on the redesigned CA track, or take in three high-energy days of top speakers, coaches, and practice leaders on these seminar tracks:

- Business Acumen
- Marketing & Communication
- Science & Nutrition
- Procedures & Management
- Philosophy & Inspiration
- Clinical Technique



Stay on the same track, or veer from one to the next- *it's your call!*

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LIFETIME MEMBERS

Dr. Beau B. Hightower '11 ◆ Dr. Bart Patzer '93 ◆ Dr. Timothy A. Gross



“IN MY OWN WORDS”



Steve Brooks, DC '99, president of the Parker Alumni Association Board of Directors, shared his thoughts on Homecoming weekend for the inaugural edition of "In My Own Words," where ParkerLife asks a member of the Parker community to get on their soapbox and discuss any aspect of Parker University, clinical practice, or the chiropractic profession itself.

I have the privilege of being the president of the Parker University Alumni Association. This past homecoming, in October, we held our annual board retreat on campus. The positive changes we saw as board members are very impressive and, together, we can tell Parker is at a turning point in its history.

The university's goals, led by Drs. McAulay and Hochanadel, are set forward for the betterment of not only Parker, but the entire profession. I had the pleasure to attend the scholarship dinner that night,

and I was moved and touched by the emotions of each student who earned a scholarship. As alumni association members, we all can help ensure this recognition continues and add to its legacy.

100% of all lifetime membership dues go to our endowment fund, which allows us to give more scholarships to deserving students on our campus. I urge you—if you are not a lifetime member, consider joining this elite status and ensure helping Parker students for years down the road. There have been many changes at Parker since I graduated in 1999, yet I continue to be very impressed and encouraged with the direction we're going to ensure Parker remains the leader in chiropractic education.”

A CULTURE OF SERVICE

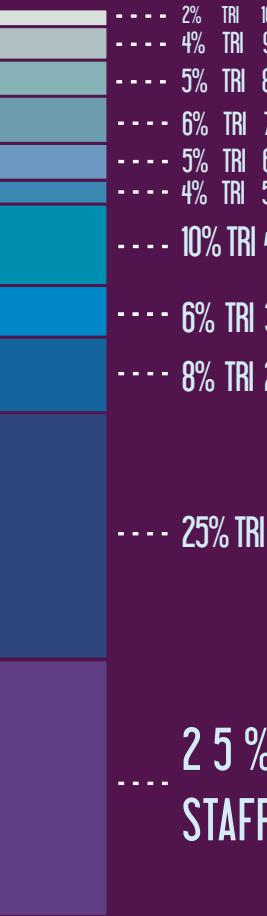
Parker University closed down its campus on Friday, September 20, to send more than **500 Parker students, faculty, staff, and alumni out to volunteer for more than 2,000 cumulative hours at 20 charitable organizations** in the North Texas community. The volunteer initiative, named Parker Serves, was created by Dr. Brian McAulay in lieu of a traditional president investiture ceremony.

Parker
Serves

403 PARTICIPANTS



STAFF & STUDENTS



ALUMNI & FRIENDS 20 173 PARTICIPANTS

4.75 HOURS AVERAGE TIME PARTICIPATING

► In higher education, the investiture ceremony is a hallmark event for a new president—a chance for the individual to formally accept his or her role as leader of the institution. Instead of participating in a formal investiture, Dr. McAulay established one day a year where Parker University turns the focus outward—toward helping neighbors through selfless service and community volunteer efforts.

"I'd like to extend a heartfelt thank you for making the first ever Parker Serves a fulfilling success," said Dr. McAulay. "From the North Texas Food Bank to the YMCA to donation and resource centers, it was a joy and an honor to see and hear of the service, compassion, and hands-on philanthropy exhibited by Parker ambassadors throughout the entire North Texas community."



PARKER PRINCIPLES IN PRACTICE

Parker University alumni Edgar R. Rivera, DC '09, and Mayda N. Serrano, DC '09, took on the task of integrating chiropractic care into the Puerto Rican medical community upon arriving on the island following graduation in 2009.

In 2010, Drs. Rivera and Serrano opened a private practice in the Hospital Pepino Health Group in the town of San Sebastian, Puerto Rico. Between 2010 and 2013, the doctors of chiropractic began to educate the medical community on the benefits of chiropractic care. Their chiropractic patients ultimately urged their respective primary physicians and specialists to visit the private practice and experience firsthand how chiropractic improves patient health.

Dr. Edgar R. Rivera and Dr. Mayda Serrano continued their campaign, which went on to reach nearby towns. This past September, Dr. Rivera was invited to be part of the medical faculty at the Hospital de Castañer in Lares, Puerto Rico, which granted him unprecedented hospital privileges at the well-respected hospital.

On October 24, 2013, he began to treat patients in the hospital. The following day, Dr. Rivera was moved to the hospitalization area to render services to private patients and remain on-call for consultation, examination, and to provide chiropractic care to patients by request.

This development represents the first time in the chiropractic history of Puerto Rico that a chiropractor acquired hospital privileges and medical faculty privileges.

Drs. Rivera and Serrano continue to integrate chiropractic care throughout the Puerto Rican health care community.



DR. JAMES W. PARKER
1920-1997



PARKER HAPPENINGS

In early November, Parker University students provided care to more than 500 participants of the Dallas-Fort Worth Susan G. Komen 3-Day for the Cure Walk.

For the tenth consecutive year, Parker University Chiropractic Wellness Clinics served as the official chiropractic partner for Susan G. Komen Dallas/Fort Worth 3-Day Race for the Cure. The race, which covered 60 miles in three days and began on November 1, featured participants walking to raise money and awareness for breast cancer research and community programs that support education, screening, and treatment.

Parker University students and faculty provided chiropractic adjustments to 584 participants throughout the afternoon. They also helped the walkers by kinesiology taping, making ice bags, caring for blisters, taping sprained knees, and more.

A special thanks to Rocktape for graciously donating bright pink tape!

Chiropractic Leader: An Interview with Dr. Tim Gross



Dr. Tim Gross, the new vice president of the College of Chiropractic, shared his vision for Parker University's flagship program in an interview with ParkerLife during the fourth week of October, his first week on the job. In his new post, Dr. Gross provides leadership, management, and oversight to the college of chiropractic, which includes the academic department, wellness clinics, research institute, and library.

What was your familiarity with Parker University prior to learning of its opening for a new Vice President of the College of Chiropractic?

I've been in chiropractic education for over 15 years, and through that time I've always had a knowledge of Parker through the work I've done in relation to clinical education. I've known Parker's clinic directors, its educators, and its graduates, many of which have contributed to the profession in some really significant ways.

What are the greatest challenges facing the chiropractic profession today and in the years ahead?

The greatest challenge facing the chiropractic profession right now is how our graduates are going to be successful in practice in this fast changing health care environment. We have changing health care laws that may significantly change the way health care is practiced under the Affordable Care Act, and together we need to examine how chiropractors are going to integrate, function, and ultimately thrive based on those changes.

What have you learned at former institutions that you believe will help you succeed at Parker?

I was dean of clinics at Palmer (College of Chiropractic) in Davenport, Iowa, and then I became dean of clinics at Life University where I also had several other administrative positions. Really, it almost feels as if all of that has been preparation to come here and work for Parker University. I feel my experiences in clinical education -- developing clinics, developing programmatic curriculum -- and experience with the operations of how a university runs, specifically a college of chiropractic, have really prepared me for the position of VP of Parker's College of Chiropractic. Also, I feel my experience as a Site Team Academy member and chair with the Council on Chiropractic Education (CCE) will be useful. I've been involved with CCE doing sight team visits for about 10 years, and I'm confident that that knowledge and experience will benefit the College of Chiropractic and how our faculty and students are engaged in the educational process.

Have you already identified any particular changes you'd like to make or challenges you expect to be a focal point?

Surveys of recent graduates tell us that one of the things our profession needs to do better at is preparing students to enter practice, from a business perspective. While I do feel that Parker provides an excellent educational experience, we're going to keep a strong focus on that aspect of the education and ensure graduates have a successful business/practice model. It's going to be critical to success, for our graduates to have that strong business acumen.

What strategies will you use to build relationships with Parker students, alumni, and faculty?

Similar to Dr. McAulay's "100 Days of Listening," I'm going to really devote myself these first few months to getting to know the Parker community. I need to come in and really assess what's here, and one of the events that will give me a great opportunity to do that is our CCE self-study, which we're already in the process of doing. So that's going to give me a good opportunity to come in and really see where we're at as an institution, and it's something I look forward to.

Do you have a philosophy that guides your outlook on chiropractic?

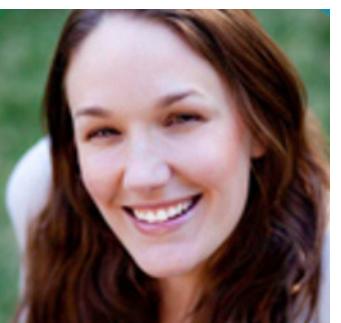
I do-correction of vertebral subluxation in patient care as a primary focus, and also being committed to assisting patients in achieving their health care goals. I believe by developing programs that focus on what chiropractors do best and providing quality patient care addressing the patient's health care needs, students will get an excellent education, become great chiropractors, and receive the financial and personal rewards to match.

ALUMNI ASSOCIATION AWARDS

The Parker University Alumni Association recognized chiropractic leaders during the annual awards luncheon held on October 25. The Alumni Association honored Dr. Milton T. Morter, Jr. with the Lifetime Achievement Award for his influence on the chiropractic profession, while Autumn McGinn-Gore, DC '03, Boyce Kinnison, DC '01, and Lezlie Maloy, DC '08, all received additional Alumni Association Awards during Homecoming weekend.



Dr. Milton T. Morter, Jr.
**LIFETIME ACHIEVEMENT AWARD
(AWARDED POSTHUMOUSLY)**



Dr. Autumn McGinn-Gore
DC '03
ALUMNI OF THE YEAR



Dr. Boyce Kinnison
DC '01
**INTERNATIONAL ALUMNI
OF THE YEAR**



Dr. Lezlie Maloy
DC '08
YOUNG ALUMNI OF THE YEAR

GONE GLOBAL



ParkerLife spotlights how the university's expansive global alumni network advances chiropractic care throughout the world.

ISRAEL

Ronen Mendi, DC '98



I was born and grew up in Israel. I came to study at Parker, yet my wish was always to serve the people in Israel. At this point, chiropractic is not widely known in Israel. But, similar to the U.S., many of those familiar with chiropractic care perceive it as a form of alternative health care for back pain.

Chiropractic was legalized only three years ago in Israel, but

again, most Israelis just don't know too much about it. To help market my practice, I write bi-weekly columns in a local magazine, which allows me to further explain chiropractic care and address any questions some might have. I'm also president of the Israel Chiropractic Society and a member in the International Federation of Chiropractors and Organizations (IFCO) and a Lifetime Member of the Parker University Alumni Association.

In practicing here in Israel, I've come to the realization that chiropractic is for function strengthening and reactivation in healthy people, not for treatment of any ailment, disease or disability—yet proper function mostly enables healing.

If any Parker students consider practicing in Israel, I'd encourage them to visit me and my office. I really do feel the potential for chiropractic expansion here is great.

JAMAICA

Neil Gardner, DC '09



I'm Jamaican, and actually lived in Jamaica with my wife prior to enrolling at Parker. It was always our plan, my wife and I, to practice chiropractic in Jamaica upon graduating. While I was a student, I was on a student visa and was allowed one year of career practicum training. I used that year to open a practice so that I could figure out how to run a successful practice prior to returning home to Jamaica. Very little is known about chiropractic care in Jamaica, and the laws have not yet been formalized to include chiropractic.

Most Jamaicans are pro-alternative health care and have a very negative viewpoint about medications. In general, chiropractic is readily accepted by the public, but until the laws have been formalized, many MDs are still unwilling to refer to or even work with chiropractors. Jamaican insurance companies do not currently offer much coverage for chiropractic and as such all chiropractors in Jamaica have virtually a cash practice—the problem that we face is that there are no policing organizations to ensure the safe and appropriate practice of chiropractic. To recruit patients and raise awareness in my region, I do a lot of screening events in offices, write articles for local newspapers, make guest appearances on television and radio talk shows, and my wife and I do internal marketing with our patient referral programs, along with twice-monthly patient health workshops at our office.

Jamaica has a socialized health care system and so people will sometimes go to a health clinic that is free as opposed to visiting a chiropractor. The majority of people who see a chiropractor do so after having exhausted all other options. Education is critical in getting these people to adopt a more proactive, preventative approach. In practice, I've had the opportunity to treat many very prominent Jamaican personalities, including the former prime minister, government officials, Olympians, and prominent musicians. My coolest experience has been working with children with cerebral palsy or other neurodevelopmental disorders and having them start to walk or talk while under our care.

To current students, I suggest not to be afraid to volunteer with an international doctor. Many may prefer to know how reliable, willing to serve, and how competent you are before committing to hire you and take on the responsibility to sponsor you in your work. It's an opportunity that gives you an opportunity to check out the practice and the country before making a long term commitment.

Netherlands

Justin Tobias, DC '07



Prior to my first job, I visited another Parker Graduate, Servando Molina, DC '06, in the Netherlands for about a week. During that time, the office he was employed by offered me a position. I went home, thought about it, and decided to accept the position. One month later, I found myself living in the Netherlands for the first time, and at this point I've been here for the past six years.

Chiropractic care is relatively well-known in the Netherlands. The Dutch health care system, with regards to musculoskeletal problems, is dominated by physical therapists. Many are manual therapists, which are therapists who manipulate the spine but are not identified as chiropractors. Then, of course, there are chiropractors, about 300 registered throughout the country, but they treat less than 5% of musculoskeletal problems in the Netherlands.

There are currently mixed perceptions of chiropractic here. Many feel what we do is amazing, while others are skeptical, especially with regards to cervical spine treatments. This is a result of bad press mostly. There are some organizations working hard to give us a bad name, as well as news outlets that tend to feed the fire.

On September 4, the Health Care Inspectorate placed a prohibition on upper cervical treatments, which was later retracted after the Dutch Chiropractic Association (NCA) presented evidence that upper cervical treatments are safe and of low risk, but not before the media ran several one-sided stories that sensationalized the risks. Before this, there was definitely a more positive perception of what we do, and I'm confident that I'll soon return with positive P.R. campaigns and time. We're just fighting battles here that occurred long ago in America.

A major difference between chiropractic in America and in the Netherlands is that chiropractic is not a protected profession here, meaning anyone can open an office and identify as a chiropractor and treat people, though that almost never happens. We maintain professional associations—the Netherlands Chiropractic Association, for example—that protect patients and chiropractors from people who attempt to deceive the public. Regarding the financial aspect, there's one price for a treatment, with the reason being that all chiropractic offices in the Netherlands are cash offices. Being located in an international city, The Hague, has allowed me to have a wide patient base and help people from all backgrounds. Every day brings a variety of people, from diplomats and professional musicians to World War II veterans and survivors. I must say, it's flattering when people travel from different countries to The Hague to receive treatment from me.

CHIRO GAMES RESULTS

It may not be Yankees-Red Sox or Lakers-Celtics, but the rivalry between Parker University and Life University proved to be the hottest match-up in the chiropractic world this past November.

In 2012, Life put an end to Parker's hopes of a third consecutive overall team championship in the 12-sport event. Ever resilient, Parker students adopted the theme "President McAulay isn't the only thing going from Life to Parker this year" and, subsequently, the Parker Patriots held true to their word, winning the 22nd Annual Chiro Games 56-52 over Life and bringing the championship trophy back to Dallas.

Logan College collected third place honors with 42 points, while New York (34), Palmer-Iowa (20), Palmer-Florida (16), Canadian Memorial (14) and Los Angeles CC (6) topped the 13-school field.

Parker's march to its record-breaking 12th title was highlighted by four championship performances. Men's basketball got the parade to the awards stand going with a title over Palmer Florida. The Patriots kept the momentum going when they topped Life for the gold medal in flag football. The Parker tennis team then grabbed its first championship since 2010 with a victory over Palmer-Florida. In the most dominating performance of the games, the Parker swim team cruised past New York to claim the team championship. Parker also picked up silver medals in women's basketball and softball, as well as a bronze in running.

The championship marked Parker's seventh title in the past nine years and extended the Patriots' streak to 13 years of top-three finishes.

The championship for Parker also proved it's not how many teams and athletes you have, but who you have. Life made the drive down from the Atlanta area with a record 18 teams and 180 students, while Palmer-Florida and Logan each entered 15 teams. New York and Canadian Memorial weren't far behind, entering 12 teams. But Parker's 11 teams and 89 student-athletes proved to be enough to claim the championship trophy down in Cocoa Beach!



2013 CHAMPIONS!



3 QUESTIONS FOR ALUMNI AWARD WINNERS

During the week of Homecoming 2013, ParkerLife spoke to two Alumni Association award winners about their life, practices, and post-Parker accomplishments.



Autumn McGinn-Gore, DC '03 | Alumni of the Year

Dr. Gore primarily serves mothers and children at her Dallas-based practice, which was recently recognized by Dallas Child magazine as a mom-approved health care provider. She has dedicated her entire career toward growing her practice and honoring the innate capacity for a person to heal, grow, and thrive. Most recently, Dr. Gore has networked with physicians and medical teams at Baylor hospital, in doing so expanding her referral base with medical professionals curious about applying chiropractic care in the greater health care landscape.



Lezlie Maloy, DC '08 | Young Alumni of the Year

Less than five years after graduating, Dr. Maloy built one of Dallas' most successful sports chiropractic clinics, Spring Valley Spine and SportsCare. Shortly after graduation, she purchased a small, struggling clinic in north Dallas and quickly turned it around toward success. Her clinic is staffed by a certified USA triathlon coach, a licensed acupuncturist, a massage therapist, and her committed support staff along with some of the most advanced technology available today in cycling or running.

1

How did your time at Parker University prepare you to operate a successful practice?

Dr. Gore: The Principles uncovered by DD Palmer, developed by BJ and taught by Jim Parker have transformed my understanding of life, including my relationship with myself and my world. It is my intention and mission to share the Vitalistic principles of an innate-based life with everyone I have the opportunity to serve. Our philosophy is centered around respecting the Innate wisdom within all of us; reminding the members of our practice that they have the power to heal, inspiring them to find the courage to grow, and supporting them to unleash their potential!

Dr. Maloy: As a doctor, you quickly realize that memorization of facts will not get you very far, but knowing which books or resources to find the answer is very important. I learned and absorbed quite a bit of information as a student, but more than anything I built relationships with other students, administrators, and professors I can call on as a doctor for help. While a student at Parker, I learned that I cannot do it all on my own and was able to build lasting relationships that helped me succeed as a student and as a doctor. I can't tell you how many times I've called my staff doctor from Parker for advice since graduation; sometimes for patient care sometimes for business questions. I have also relied heavily on other professors or administrators at times for advice on operating a successful clinic.

2

What excites you about the future of your practice, Parker University, or the chiropractic profession as a whole?

Dr. Gore: The most exciting thing I see happening in chiropractic has been sparked as the consciousness of the public has begun the dramatic shift from a symptom, sickness and disease treatment approach to life into taking personal responsibility for their healing and well-being. People, once isolated in their thoughts and ideas of living their lives in a naturally right way, are benefiting from the accessibility of information and support through expanding technology. In large numbers, people are seeking what we provide; natural solutions to obstacles in their expression of vitality and a supportive community to help them take back responsibility for their lives. As chiropractors, teaching the innate principles of life and healing provide us the unique opportunity to create communities for our clients to heal, grow, and thrive.

3

What did it mean to you to receive the award from the Parker Alumni Association?

Dr. Gore: I received the Alumni of the Year award with deep appreciation and gratitude. When I attended Parker, my ideas and vision of an innate-based practice were radically different from many surrounding me. My mentor and friend, Dr. Gilles Lamarche, encouraged me to stay involved with the school and to remain congruent with the chiropractic principle and take an inside-out approach in contributing to the growth and evolution of the profession. After eight years of helping students explore and develop through the philosophy of chiropractic, I am humbled by the honor of the award and excited about Parker's future.

Dr. Maloy: Winning the Young Alumni of the Year Award was really a valuable recognition and validation of the work I put forth over the last five years. It is easy to wonder if the work you're doing is beneficial past your own financial desires. It's great to earn a living doing what you love, but to know that you are somehow making an impression or improving your chosen profession is a really great sense of accomplishment. It's really hard to be successful in life without help, and I chose to celebrate my award with those who have been the most supportive during my journey through chiropractic school and while forging my way through starting a business: my husband, my parents, and of course, my Parker staff doctor, Dr. Leon Tom.

AFTER HOURS CLINICS



The After Hours Clinic Visit Program had a wonderful fall, thanks to our supportive and dedicated alumni who graciously opened their clinics to future grads. Students heard from Parker grads first-hand about the business aspects of starting and owning a clinic. Thank you to our Fall After Hours Clinic Visit Hosts!

CLINICS CLIENT TESTIMONIAL

For the last few years, I've dealt with spasms in my back and tremendous pain down my legs. I couldn't sit down for an extended period of time. After doing some research, I found Parker University Chiropractic Wellness Clinics. After treatment from Dr. Pearce and my intern for the past two months, through adjustments and spinal decompression therapy, my pain is almost completely gone. I went from a 10 (the worst pain imaginable) to a one (almost no pain). I can now sit for long periods of time with no pain, and I feel great!

- Victor R.

DARWIN GRIFFETH, DC '05 | CORE PHYSICAL MEDICINE

Building a Multi-Location Practice

KENYON GODWIN, DC '10 | GODWIN CHIROPRACTIC & WELLNESS CENTER

Tips for Your First Practice

MEREDITH GRADY, DC '02 | HANDS ON HEALTH CHIROPRACTIC

Your Practice 11 Years After Graduation: Patient Retention & Steady Growth

JENNA WEBSTER, DC '10 | IDEAL BALANCE

How to Have Your Dream Clinic and Avoid Debt

Interested in hosting an After Hours Clinic Visit of your own?

Visit parker.edu/after-hours and complete an interest form today!

FACES OF PARKER



Gavin Wolff

Current Tri-8 Student
Utilizing Student Opportunities
for Future Success

The alumni office goes above and beyond to show the versatility of chiropractic by choosing and screening the best chiropractors. My deepest thanks to the good doctors that are willing to show their vulnerability and share with the next generation of chiropractors the tools for success and how to avoid mistakes.

What has been one of your favorite experiences at Parker?

Parker University became my choice when I learned of the diversity offered in the technique courses, basic sciences, and student-centered learning. One "open house" visit with my wife by my side was all that was needed to see the family atmosphere, attention to detail, and scientific and philosophy-based education. The fact that Parker offered so many techniques made me feel that I was going to find the one that was not only best for me, but for my patients. Also, having Parker in the center of such a great metropolitan area, such as DFW, was the icing on the cake.

What have you found most beneficial from your involvement in the After Hours Clinic Visit program?

The After Hours Clinic Visit Program is by far my favorite extracurricular activity offered on campus.



Dennis Harris, DC, '88

Graduated from Parker in 1988
Led by Philosophy

Why did you choose to attend Parker?

I'm from Louisiana so it was close and it was highly recommended by the doctor that introduced me.

Why do you feel it's important to remain active in Parker beyond graduation?

If this profession is to proliferate, I believe the most vital resource we have is the education of our students. This is where it all begins. I recently co-chaired the 25-year class reunion, and I'm happy to contribute to the school whenever I can. I'm really looking forward to reconnecting with my classmates and other friends that graduated that year.

How do you help spread the word of chiropractic and wellness?

One satisfied patient and miracle at a time. I ask patients to share their story with others and I intend to do more public speaking in the future.

MASSAGE THERAPY GRADS CHECKING IN

ParkerLife got in touch with recent massage therapy graduates to discuss their career and their coolest post-graduation experience. Here's what Catherine Kavanaugh, MT '09, and Francis Batac, MT '10, had to report:

Catherine Kavanaugh, MT '09

I'm a reservist for the U.S. Coast Guard and currently work at Panacea, a local spa. Panacea is relatively small small spa, staffed with three other licensed massage practitioners, but we stay busy by offering innovative ways to promote a healthy lifestyle such as steam baths, healthy food and drinks, and light therapy.

There is no typical day at my spa -- every day is different, just like every client is different. Here in our community, massage therapy practitioners often volunteer to give free chair massages to hardworking employees of local businesses, such as the food bank and a handful of retirement homes.

Altogether, to see the immediate impact massage therapy can have on not only the body and mind, but also productivity levels in a business or workplace, is fascinating. For me, it's fun and truly fulfilling work.

Francis Batac, MT '10

I'm now working at two locations: Siena Massage, where I've been for nearly three years, and Dr. Matt's Wellness Center, where I've worked now for just over a year. I was fortunate to find out about the opening at Siena through Rick Merriam, my kinesiology professor at Parker. As for my job at Dr. Matt's, I discovered the opening through the job postings listed on Parker's website.

I found I've developed a following and my own style of massage in the three years since graduation. My clients are typically comprised of those who have injuries or some sort of chronic pain. This dynamic works really well for me, as I'm the type of therapist that wants to help patients by healing their problems altogether. My coworkers at both locations are all well-versed in what each therapist can do, so we refer each client to the therapist that we believe can best help them. I don't believe I've had a more gratifying job ever in my life -- to know that I'm making a healthy difference in patients' lives is a pretty profound feeling for me.

I never thought about the kinds of relationships that were possible to create with this job. Establishing those relationships has to be the best experience through my career thus far. When I moved to North Texas from San Diego in order to attend Parker, I didn't think I'd be making lasting relationships -- my initial thought was that I'd simply attend school here in Texas and ship right back out to California. But because of the people that I've met, both at Parker and following graduation, I'm still here!



Dr. Milton Theodore (Ted) Morter, Jr



From being raised on a small family farm in Ohio, Dr. Morter went on to graduate with his Bachelors of Science from Kent State University, his Masters of Science Education from Ohio State University, and his Doctor of Chiropractic degree from Logan College of Chiropractic. He later

served as president of Logan College of Chiropractic, as well as that of Parker University (formerly Parker College of Chiropractic).

He dedicated his whole life to helping people, spending the better part of five decades searching for scientific and philosophical truths of health and life. The author of eleven books and countless audio/video collections on healthy living, Dr. Morter leaves us with a wealth of information he felt was divinely inspired. Dr. Morter's mission in life was to improve the health of mankind, and he certainly succeeded in that mission.

Dr. Dion Higgins



The Parker community mourns the loss of Parker graduate Dion Higgins, DC '97, who passed away July 14, 2013.

Dr. Higgins owned and operated Nebraska City Chiropractic in Nebraska City, Nebraska. Raised on a farm near Giltner,

Dion learned solid midwestern traits early: honesty, integrity, compassion, and perseverance. He illustrated those traits in his family life, constantly searching for ways to be a better husband, a better father, a better son, a better sibling.

In his business, he strived for perfection and excellence, offering his clients health, healing, and a better life. Dr. Higgins was committed to serving those around him and strove to better himself as well.

Dr. James Shahan



We extend our deepest condolences to the friends and family of Parker graduate Jim Shahan, DC '92, who passed away August 10, 2013.

He served in the United States Army from 1974 to 1979. He also served as a United States Merchant Marine in the 1980s before graduating from Parker University in 1992. Jimmy passed away peacefully in the arms of his children, Siobhan and Zebulon, his most cherished friend and wife, Janie, and his mother in law, Ms. Mary Garcia.

Dr. Richard Yennie



The Parker community mourns the loss of long-time friend, Dr. Richard D. Yennie. A chiropractic legend and pioneer of acupuncture in America, Dr. Yennie had been in chiropractic and acupuncture practice for more than 50 years.

He was the first president of the Council

of Chiropractic Acupuncture (CCA), a specialty group under the American Chiropractic Association (ACA) that oversees the development of the Diplomate of the American Board of Chiropractic Acupuncture (DABCA).

As keynote speaker at the first Parker graduation, a frequent guest on our campus, a Parker Seminars speaker, Board of Trustee member, and 2007 recipient of the Parker Alumni Association Lifetime Achievement Award, Dr. Yennie will be greatly missed.

CLINICS ABROAD IN PARKER

"ICARE not only made me a better chiropractor, but opened my eyes to so many different things: new ways to practice, new ways to approach patients, and a new culture. I'm definitely more well-rounded for having participated."

– Vanessa Morales, DC '11



In an interview with ParkerLife, Dr. Juan M. Sanchez, former director of external programs, discussed Intern Clinic Abroad Rotation Experience (ICARE), Parker University's trimester-long study abroad program for students in the latter part of their clinical internship. The program is held in conjunction with the Universidad Estatal del Valle de Ecatepec (UNEVE), a state university for the State of Mexico, located in Ecatepec de Morelos, within the valley of Mexico City.

How did the partnership with Universidad Estatal del Valle de Ecatepec come about?

One of Dr. Parker's dreams was to assist the growth of chiropractic in Latin America, and he knew the region would need a chiropractic college, or at least help from one, to best lay that groundwork. When UNEVE was created by the State of Mexico, it became clear the government needed additional support from an established chiropractic institution. Parker has filled that role since 2005 by supporting UNEVE's chiropractic program and their spinal health expansion efforts in Mexico. We ultimately realized that creating an abroad program for Parker students to go to UNEVE and experience what it's like to take care of patients in Mexico was an excellent way to lend support to both of our efforts simultaneously. In the

eight years since, more than 350 Parker interns and about 35 doctors of chiropractic from Mexico have participated in this unique exchange program.

Who is eligible to participate?

All chiropractic interns that are in good standing and able to see patients in the Parker Chiropractic Wellness Clinic are eligible. All applicants must complete an application, as well as provide two letters of recommendation by either academic or clinic faculty.

Where do students who participate in ICARE live during the trimester?

For the past eight years, we lived in a house donated by the State of Mexico complete with six bedrooms, a huge kitchen, and everything an intern *abroad may need*. *That being said, our next ICARE group will begin a new phase for the program in which we'll live in on-campus dorms provided by UNEVE.*

What is Ecatepec de Morelos like for interns studying abroad?

Ecatepec is a middle-to-low income city, and it's very industrial. While there, our interns live as the locals live. I actually lived there for years, and can say from experience it's a

well taken care of, highly secure community.

How is ICARE a valuable experience for Parker students?

There are many opportunities ICARE represents aside from being a valuable clinic experience -- learning about the culture, visiting historical locations, and being immersed in the Spanish language through daily language classes are all vital aspects of the trip. There's so much for an intern to learn and experience while participating in this rotation, and I expect participants to be very impressed with the experience.

What if students have no prior experience speaking Spanish?

That's no problem at all! All we ask of interns is, again, that they be in good academic standing. Whether an intern speaks Spanish or not will by no means play a role in the selection process.

When is the next trip?

We'll travel to Mexico the second week of the spring trimester, this January. Students looking for more information on this and future ICARE trips are encouraged to visit the external programs team – we'll be happy to answer any and all questions about the program!

PAST, PRESENT, FUTURE

In the midst of the fall trimester, ParkerLife spoke to a group of Parker University academic faculty members about the very best memories they've experienced during Parker's 32-year history. The group of faculty, comprised of alumni, professors, and program directors alike, also shared their vision for Parker's continued growth over the next several years. Here's what they each had to say about their past, present, and, looking ahead, future experiences with Parker University.

PAST

PRESENT

FUTURE

PAST

What's an early memory from your time at Parker University that you still recall?

PRESENT

What about Parker University are you most proud of today?

FUTURE

What excites you most about Parker's future?

DR. DAVID BROWNING
Associate Professor
Hired in September of 2002

Before I was hired, I visited the campus with my wife, Karen. I had informed Dr. Gene Giggelman, then-dean of academics, that I was going to be in Dallas and he told me to stop by and check out the campus. Karen and I showed up shortly before noon and made our way to the academic offices. As I walked in and introduced myself to the woman at the front desk, I was told I was scheduled to meet with Dr. Giggelman at noon. I remember turning to my wife and saying, "sounds like a job interview." Needless to say, what I was told would be a brief campus visit was actually a full-on surprise interview. My wife even came into the office with me, sat through, and following that meeting I was a Parker employee.

DR. RONALD WELLS
Professor
Hired in May of 1996

In 1989, during an enrollment interview with Dr. Jim Parker, he asked me my priorities. I simply replied, "God first, family second, and chiropractic third." I later received a letter from Dr. Parker stating "You've got your priorities in order -- we want you!" That was the beginning of my chiropractic journey, and it still strikes a tone and resonates with who I am: a believer, a servant, and someone out to make a difference at Parker one spine at a time! I've never forgotten how Dr. Parker took the time to read each letter and reply specifically to each prospective student. That still impresses me to this day, and I'm proud to be part of his legacy.

DR. DREW RIFFE
Director of the School of Massage Therapy
Hired in June of 2007

My greatest early Parker memory wasn't as a faculty member but rather as a student, and that was my graduation from the chiropractic program. It was the first time a member of my family earned a doctorate degree, and my whole family came into town to visit, celebrate, and take part in my graduation.

DR. BAHRAM SARDARABADI
Associate Professor
Hired in May of 1983

As classes started to get bigger and bigger (at the original Irving campus), we, the faculty, had to lay carpet and paint the walls in rooms that weren't being used in anticipation of the increasingly large student population in the coming trimester. At the time, in 1983, the whole building wasn't ready to occupy, but we only needed so many rooms for our charter class. That changed quickly though. But for three or four years there, students, faculty, staff -- everybody was involved in preparing those classrooms.

PAULA ROBINSON
Associate Professor
Hired in September of 1990

The first time I met Dr. Jim Parker, he was walking through the hallway wearing a plaid suit and looking larger than life. From there, I have several memories of my experiences with him: working together on committees and getting to see his passion for chiropractic; my first Parker Seminar and how he would infuse attendees with excitement for the future. It was amazing to see his passion on a day-in, day-out basis for not only chiropractic, but also the university and life itself. I learned from him to embrace change and to always put service first.

I'm most proud of the way that together we're making the transition to a university. As we continue to grow, it's clear we're developing better ways to help our students be successful not only in academic pursuits, but in life. Our current faculty and staff here at Parker are among the very best and I'm proud to be part of this team.

Parker University currently has 6,272 alumni, and it's a blessing to know that many of these doctors operate successful clinics that serve mankind and make a difference in lives around the world. What a privilege it is to be a part of that process. With Dr. McAulay's recent call-to-action on the Parker community to step up and make a difference in our community, which saw about 500 workers volunteer their time and gave back, it really reminded me how blessed we are to have such a committed community here at Parker University.

I'm very proud of the massage school's growth since its inception. The Parker University School of Massage Therapy has produced some of the best therapists who impact patient health care on a daily basis, and I'm confident that trend is only going to continue as we move forward.

What I'm proud of is how big we've become. We've definitely seen Parker go from humble beginnings to some really extraordinary progress in a short period of time, and that progress continues today.

I'm so excited about our future. In order for us to truly impact the way our nation faces the challenges of a failing health care system, we must expand our influence into other areas of health and wellness while maintaining our chiropractic foundation. The principles of this profession are built on sound reasoning and supported by more than 100 years of quality patient care. It's time to get that message to the masses and Parker is poised to it better than any other institution.

I've been associated with Parker since 1992, and I've never seen this much potential, stability, and desire within the collective Parker community. Parker has so much to offer, and we're opening new doors of opportunity for our potential and current students that will only embolden and deepen the respect and richness of our diplomas. Parker not only provides the best chiropractic opportunity in the world, but we now offer multiple degree programs that train health care professionals, as well as business and education leaders, using curricula that embody Dr. Parker's Principles. It's very exciting to see my alma mater step out to embrace these new programs and, under the guidance and leadership of Dr. McAulay and Dr. Hochanadel, tap into all sorts of new potential. I can't wait to see what the future brings!

I'm excited about our new president, Dr. McAulay, and his vision for Parker University. I feel the university has great opportunities ahead to get more involved with the community, more involved in service, and more committed to improve patient care.

To be honest with you? My retirement. *Laughs* I've been here 30+ years! I'm 60 right now, I just turned 60, so that may happen when ... I'm 62-and-a-half, maybe? Beyond that, I'm excited to potentially see Parker expand beyond this Dallas campus and open additional campuses. If retirement happens, it happens, if it doesn't it doesn't, but I do hope that we expand to more campuses as time goes on.

Our future lies in maintaining and improving our foundation in a way that supports our growth and expansion. I'm excited to see our expanded selection of programs, and I hope to see Parker reach across program lines to encourage further understanding of the impact each program has on one another. That way, Parker graduates, regardless of their degree, can support and promote health and wellness long into their careers.



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And now, as the health care industry continues to expand and diversify, we have added new degree programs that support our mission to be a student-centered university committed to being a leader in developing programs that compliment chiropractic.



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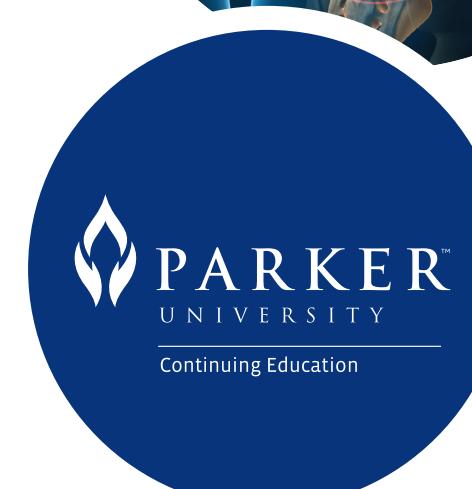
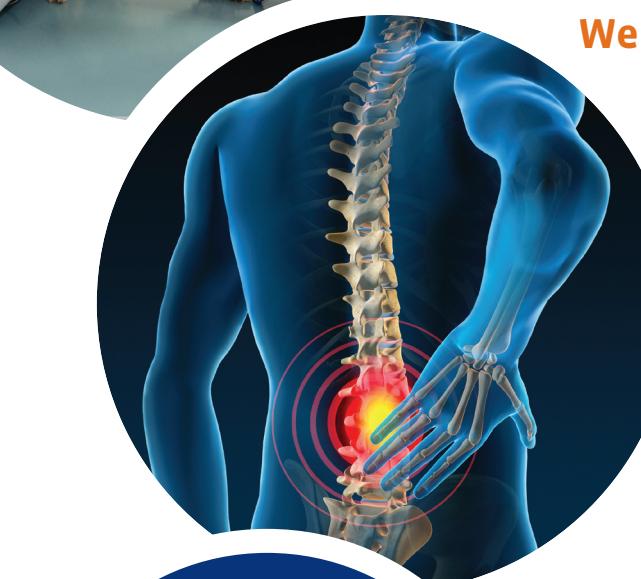
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DESTINATION: DALLAS

October 23-25, 2014

Sheraton Downtown Dallas

Spotlight: Discuss the growth of chiropractic as it relates to health care reform, how your practice may be impacted by the Affordable Care Act, and other compelling issues facing the chiropractic profession.



DESTINATION: LAS VEGAS 2015

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