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In loving service,

William E. Morgan, DC
President, Parker University

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A NEW COURTYARD ENTRANCE FOR PARKER

A Dedication Ceremony Welcomed Dr. Parker to His New Home

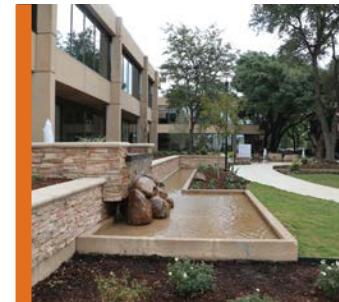


In October of 2016, the Parker community gathered at The Parker Experience Dallas to dedicate the newly remodeled courtyard and to celebrate the tremendous vitality and history of Dr. Parker's vision. Held on Parker University's Dallas campus, university faculty, students, staff, and alumni joined together with the sponsors, professionals, and staff of Parker Seminars for this singular tribute to our founder.

The new courtyard is part of an expansive complex to welcome new visitors to the Dallas campus and into the heart of Parker University. Visitors will proceed past the newly positioned and welcoming statue of Dr. Parker and into the central shaded courtyard that had housed it for so many years. There they can proceed

into the newly remodeled admissions office or to any of a number of destinations.

Even after the street party, courtyard dedication, award ceremonies, talks, and banquets that marked The Parker Experience Dallas and the Sapphire Celebration—there's no shortage of ways to continue to participate in the work and history of the Parker community. Parker Seminars events are available three times a year and in diverse locations across the US. Additionally, a museum dedicated to Dr. Parker is open by request and the Parker University library contains many artifacts and documents from Parker's early years.



CBI AND THE DEPARTMENT OF VETERANS AFFAIRS HOSPITAL

Working together to Provide Quality Service and Care to America's Veterans

From its inception 13 years ago, the Community-Based Internships (CBI) Department has provided Tri-10 students the opportunity to become immersed in multifaceted training and knowledge-based clinical settings. These environments afford them the use of their education and training from the classroom in order to apply their knowledge to real world issues.

The Department of Veterans Affairs Medical Center in Dallas, for instance, hosts a flourishing rotation program that was founded in 2008. Eight years later, 165 Parker students have walked through the doors of the VA and treated more than 64,000 patients. From its inception, Lee Moses, DC '92, a staff chiropractor at the VA and an official Parker mentor, has guided Parker students, teaching them how to apply their education to care for service veterans with an array of health issues. "The VA/Parker affiliation provides students an opportunity to give back to those who have served our country and a strong reminder of the importance of providing the very best care each and every day," says Dr. Moses. The hospital setting not only teaches students how to handle the work environment of an established medical system, but also how chiropractic treatment adds a valuable component to veteran health care.

Such teaching comes with a few specific requirements. "The students must be on time, listen intently, and type, type, type! Seeing an intern learn how to type examinations and daily notes, as well as become an 'efficient historian' comes with the territory," says Dr. Moses, who believes these are essential skills in today's litigious society.

For Parker alumnus Jay Bhakta, DC '15, the last three clinical trimesters at Parker prepared him to be an expert historian. He said, "The clinical education at Parker was both exciting and intimidating, but it taught me about clinical procedures and how to document within legal standards."

He also said the CBI program gave him the opportunity to improve his skills as taught in the Parker classroom. "The VA rotation exceeded my expectations and helped me in more ways than I could have imagined."

Dr. Moses' perspective resonates with Bhakta's in seeing Parker interns take what they have learned in the classroom and apply that knowledge to treating complex conditions during their rotation. "The volume of patient

care challenges the students daily and prepares them for real world experiences," said Dr. Moses.

Such challenges were something Bhakta faced when he first started his internship at the VA. He described it as a bit overwhelming at first because of the different clinical processes between Parker and the VA. "Once my mentor trained me, the process started coming together and it was very efficient."

And while there are challenges, both agree the experience is beneficial for all. Dr. Moses said the veterans enjoy sharing in the learning experience with the Parker students. "The eagerness and joy students bring to the treatment room is appreciated." He added that the students are humbled by serving veterans and are thankful that they are able to give back.

Bhakta noticed the changes in veterans when someone finally believed that it was not all in their heads. "Veterans have been through unthinkable situations which caused detrimental changes to their mental and physical health. The joy and happiness seen on their faces as they left their visits was the most rewarding feeling. It made me more confident in my skills and solidified the reason why I do what I do."

Gregory Page, DC, director of community-based internships, knows the confidence it brings to students. He feels privileged and proud of the support of the Parker administration for giving students a broad spectrum of clinical choices in their last trimester. He says the rotation at the VA gives the students experience and knowledge in an "interdisciplinary approach to spine care patients and, additionally, it prepares our graduates for success."

For Dr. Moses, this rotation has been a pleasure, through seeing the students' enthusiasm to learn and share and through the brightness they bring to daily patient treatments. "I am thankful I have an opportunity to share what I have learned, and am hopeful that the students find applicable knowledge which will advance their careers and the quality of patient care."

For more information about the Community-Based Internship Program please contact Dr. Greg Page at gpage@parker.edu.

GIVING LEADERSHIP

Investing in the Value of the University



In higher education as a whole, philanthropic support represents two things: first, commitment to the principles and mission of the institution; and, second, freedom to broaden the value of a university's degrees. On the first point, donations are a frequently used measure of the strength and devotion of a university's community. Further, donations are funds that may be dedicated directly to the mission the community supports. On the second, donations enable universities latitude in their decisions that tuition may not. In the case of a student, even a small scholarship may open up possibilities to attend conferences that might be left by the wayside. In the case of a university as a whole, new buildings are the most visible example of donors increasing the value of the university, but often it's smaller and more frequent gifts that can enable institutions to make more deliberate decisions about specific course opportunities or even major institutional decisions like the tuition and fees rate. At Parker, however, things are a little different.

Here, the Parker Principles themselves guide our perspective on giving—a perspective where 'Loving Service' is given precedence. Thanks to the Parker Principles, giving at Parker is approached from what might be termed a leadership perspective. Sponsorships, for instance, are a hugely important aspect of giving at Parker, but a better example might be named scholarships, which Parker offers at a variety of levels. What matters to this program is less that each scholarship become a self-sustaining fund in its own right—though that is an excellent approach—but rather that each scholarship present the opportunity for students to enjoy the freedom to make better decisions about their own education, and for donors to determine their own ability to make their scholarships work for the cause of education.



Measuring Philanthropic Support

When universities are evaluated by their giving community, three factors tend to come up again and again:

Depth: How much charitable support the university can rely on, both from year to year and for major projects.

Participation: The percentage of stakeholders, such as faculty and alumni, that give on a yearly basis measures the philanthropic culture surrounding the university

Engagement: Alumni and community stakeholders who volunteer or participate in university events and programs all contribute to this measure. This is a metric where Parker University traditionally does very well—more than doubling the national standard for higher education.

Annual reports, such as the one Parker is preparing this spring, provide excellent information on donor support.

To receive an annual report this spring, please email Donna Wald at dwald@parker.edu or call 214.902.2433

Leadership in Giving

Over the course of the past year, Parker University has been engaged in the silent phase of a campaign to double those scholarship assets—making it a leader in funded scholarships among universities offering the doctorate in chiropractic. This is the kind of campaign that truly works with Dr. Parker's principle that "To be in harmony with my success, health, and happiness goals, I must act with love based upon free will and react with faith based upon God's will." Finding harmony for a giving campaign of this magnitude means finding leaders who can be approached with faith to make a free decision for the university. Prior donors to the named scholarship programs—both individuals and corporations—are, of course, a natural first step, and Parker has been overwhelmed by the

commitments of these donors to continue their support and sacrifice for our students. Even beyond those generous individuals, however, Parker has been honored to be the recipient of several generous leadership gifts.

Shiva Shirvani, DC '95, has pledged \$100,000 to the Dr. Shiva Shirvani Leadership Scholarship. Already, students have benefited from this innovative and flexible scholarship program that adjusts to fit the needs of every recipient and works to promote strong initiative and leadership among DC students.

Tony DeRamus, DC '99, has pledged \$25,000 to the campaign. His scholarship works to shore up specific needs among students who may be facing crises in the course of any given tri—working to prevent such emergencies from disrupting their studies.

The William M. Harris Family Foundation has committed \$75,000 as a matching grant to fund the William M. Harris Practice Management Scholarship. This fund will support both alumni and students of the DC program who are seeking to take courses leading to an MBA in practice management.

Such leadership, in turn, works to support further giving. The William M Harris Family Foundation, for instance, makes its funding contingent upon matching donations provided by the Parker community, and the work of Dr. Shirvani and Dr. DeRamus will enable the scholarship campaign to enter its public phase this spring. Keep an eye out for more news on this important effort by Parker alumni and friends.



The Scholarship Campaign

This three-year campaign looks to make Parker University the leader in donor-funded scholarships for education in health care and wellness by doubling our existing scholarship assets. To learn how you can support this effort to serve Parker students and patients across the nation, please consider how you might support:

- A Named Scholarship of your own
- The Alumni Association Named Scholarship
- Donor events, campaigns, or societies

To investigate all of these options, please visit parker.edu/give or call Dr. Fred Zuker at 214.902.2433



Rally for Chiropractic

Another strong example of campaigns led by Parker alumni is the opportunity brought to our attention by Tyce Hergert, DC '98, president of the Texas Chiropractic Association. This year, a combination of legislative initiatives and court rulings threatens to change the laws governing chiropractic in Texas, and, therefore the nation, to remove the legal capacity for chiropractors to provide diagnostic care to their patients. Parker is strongly committed to furthering its educational mission by supporting those who will gather to represent our cause to the legislators and through the courts.

To find out more on how you can help, please visit the TCA at chirotexas.org, or contact Dr. Fred Zuker at fzuker@parker.edu, or at 214.902.2433

Giving Among Leaders

Another important aspect of giving at Parker University is the importance of our leaders to our giving. Parker has faith in the ethos of loving service and the alumni leaders and volunteers who embody it. As a result, in addition to major university campaigns, Parker has also committed to supporting campaigns under the initiative of alumni leaders. A prime example of this is the FSTT campaign put forward by the Alumni Association Board of Directors. This campaign looks to raise funds for a second Force Sensing Table Technology™ device for the university. The first table was acquired as a result of a leadership gift from a member of the board of trustees. In addition to major gifts from the alumni board, the board of trustees, and university leadership, Rose Lepien, DC '91 has made a \$5,000 gift towards the table. While this program enjoys the full support of the Office of Institutional Advancement, it's the board of directors themselves who passed the first fundraising hurdle and who have proven to be the most effective and passionate advocates for the campaign.

To learn more about how to support efforts such as those mentioned above, Parker Serves, the Walk to Cure Arthritis, and Parker's sponsorship of the BMW Dallas Marathon, please watch for more news in alumni newsletters or visit parker.edu/alumni

CHIROPRACTIC UNDER DURESS

A Path to Victory in the Lone Star State



To become a chiropractor you have to earn a Doctor of Chiropractic (DC) degree and a state license. To be admitted to a DC program you are required to have 90 semester hours of undergraduate courses in the liberal arts and in physics, chemistry and biology. Once admitted to a DC program, prospective chiropractors classroom courses will include anatomy, physiology, biology, and similar subjects. They will train in clinical education, focusing on spinal assessment, spinal adjustment techniques, and diagnosis. They may also specialize in areas such as orthopedics and pediatrics through postgraduate education.

Chiropractors care for patients with health problems of the neuromusculoskeletal system. A doctor of chiropractic assesses a patient's condition by reviewing the patient's medical history, listening to their concerns, performing a physical examination, and analyzing the patient's posture and spine. They provide musculoskeletal therapy by adjusting the patient's spinal column and other joints. In addition to these duties, a DC conducts diagnostic tests that include evaluating a patient's posture or taking x-rays. Once a DC has completed the assessment of a patient, they provide a report of findings and a schedule of treatment for the patient.

DIAGNOSIS - a district judge's decision to remove the verbiage of diagnosis from the Chiropractic Act, a necessary component for a chiropractor to treat patients, has precipitated a potential crisis for practitioners and patients. Tyce Hergert, DC '98, a chiropractor and owner of Chiro Care Southlake said, "The invalidation of any rule that includes your right to diagnose the entirety of the human body is not acceptable." He calls the attack from the TMA (Texas Medical Association) concerning patient protection a red herring and that

the sole purpose of TMA's agenda is to challenge the existence of the chiropractic profession.

And while TMA's agenda is to attack and threaten the chiropractic profession, the TCA (Texas Chiropractic Association) has its own plan to campaign before the legislature to preserve "diagnosis" in the Chiropractic Act. The TCA, along with Dr. Morgan, president of Parker University, students, alumni, faculty, and staff are presenting a united front and are turning out strongly for a rally on February 9-11, 2017 in Austin and throughout the legislative session. "It's paramount in this legislative session that we, as chiropractors, show up in large numbers, physically, at the Capitol to make our voices heard," said Hergert. This action is crucial to practitioners, patients, and advocates of wellness.

In addition to the removal or exclusion of key elements like "diagnosis" and "nerve" from the scope of practice, the review process performed by the Sunset Commission may further impact the chiropractic profession if the Texas Legislature does not extend the Chiropractic Act. Dr. Hergert hopes that Dr. Morgan's testimony before the Sunset Commission in Austin on November 10 encouraged the legislature to address the diagnosis issue in the Chiropractic Act as part of the sunset process or in stand-alone legislation.

If the TMA leaders prevail, Dr. Hergert feels that the only way for chiropractors to see patients would be by referral from a medical professional:

"The TMA does not make idle threats. They have been, and are, attacking us [chiropractors] based solely on our ability to compete with them and on our ability to prevent the medical profession from owning a monopoly on health care in Texas."

Hergert feels that the only way to ensure that the field of chiropractic is not always under duress is to have a modernized practice act that is transparent for licensees, regulators, and the public. The key, he said, is a law that bases the chiropractic profession licensure on the profession's level of education, training, and experience. "Our law is antiquated and in need of some work. The current sense of urgency is based on a real and rational fear of losing this profession as we know it."

To learn more about this campaign please visit the TCA website at chirotexas.org or parker.edu/lone-star-chiro-legislative-initiative. To help Parker support chiropractors in Texas, please contact Dr. Fred Zuker at fzuker@parker.edu or call 214.902.2433



PARKER SERVES

A Tradition and Practice of Direct and Loving Service in our Community

Whether you were playing fetch with Spot, stocking a food pantry, preparing food, pulling up weeds, cleaning stables, or being a child's playmate for the day, you were part of an important day for Parker University. The fourth annual Parker Serves, September 23, 2016 carried on the tradition of Dr. Parker's vision and principles. The first one being: "Develop a compassion to serve that is greater than the compulsion to survive." Staff, faculty, students, alumni, and friends came out in record numbers to do just that, to serve. A total of 487 volunteers demonstrated that loving service is their first technique, helping more than 16 organizations answer the call to help others.

The organized effort to serve others showed the impact and the solidarity of the Parker Community. Our Parker Community is strong. Health and wellness is our daily regimen, but service is our life.

Parker continues to show that working together for the greater good changes lives and communities—not just in a single day but every day.

If you're ready to volunteer as a site leader for Parker Serves 2017, or would like more information about the role and responsibilities of a Parker Serves site leader, please contact askalumni@parker.edu



DR. SHIVA SHIRVANI AND LEADERSHIP IN GIVING

The Founding of the 2016 Scholarship Campaign



in any given trimester, the award amount is flexible enough to meet the needs of students. For Dr. Shirvani, a Parker education, and thus giving to Parker, is about more than simply preparing to work, "it's about getting people ready to wake up every day to do what they love." Donor scholarships are uniquely suited to that purpose; even a small gift can enable a student to say "Yes!" to something beyond the core requirements and to truly seek the inspiration that can spark a love of service to last a lifetime.

“It’s about getting people ready to wake up every day to do what they love”

In the spring of 2016, donor-funded scholarships were enjoying their own time of growth and renewal. Changes in the way these scholarships were administered and organized within the university meant that the pathway from donor to student would be shorter and more robust. Now these scholarships, which already filled an important role at Parker, could be used by continuing students as a more effective complement to the institutional scholarships and aid packages that already support their studies. A more nimble scholarship program could also function on a larger scale, and Parker University made a commitment to double its donor-driven scholarship funding over the course of the next two years.

“I was fortunate to attend Parker and to work with Dr. Jim Parker. He inspired me to always be more successful than the day before”

Shiva Shirvani, DC '95, stepped in to help start the ball rolling on this new era of philanthropic support at Parker University by making an incredibly generous leadership gift to the program. As she has said, "I was fortunate to attend Parker and to work with Dr. Jim Parker. He inspired me to always be more successful than the day before," and the donations she has made reflect that experience. The Dr. Shiva Shirvani Leadership Scholarship is one of the most flexible and generous scholarships on campus. While it always works to support a number of students

"Dr. Parker would invite us to Denny's and teach us about the passion of chiropractic, how he became a chiropractor, how he was successful, and how to love people. Give unlimited love to life in general, to your friends, to your family, and to your patients. He always said success comes from being yourself and giving love. The money and career will follow—if you are passionate about what you do. Be proud and passionate about chiropractic and educate others. We followed that advice exactly through 21 years of practice."

Parker University is grateful for her leadership in giving students the chance to further their own passion and educate others.

If you are interested in following or participating in the scholarship campaign please contact Dr. Fred Zuker at fzuker@parker.edu. For more on Dr. Shirvani's story please see her podcast at parkertalk.com/podcast/parker-talk/celebrity-healthcare

PARKER VETERAN EMPLOYEES

An Interview with Georgina Pearson, MBBS



What advice would you give new Parker employees or prospective employees?

Our focus should be student-centered to help students achieve their dream of a better future. We should be asking ourselves, what can I do to further that mission and not just what would make things easier and better for me.

How has Parker changed your life?

I thought that I was starting working at a job to get my husband through school and then get his practice going. Instead, what I found was a career and a calling to be a teacher that would last the rest of my life. I am fortunate that instead of just a job, I have work that I enjoy doing every day and I still look forward to coming here every morning.

If you were asked to create a new Parker Principle, what would your Parker Principle be?

If there is an obstacle don't think of it as a problem but a challenge to overcome and work to make that happen. I learned that from observing Dr. Jim.

If you had the opportunity to have one final conversation with Dr. Parker, what would you say?

Thank you for providing me with a rewarding career and a place where I could become more than I thought that I ever could professionally.

If money were no object, what gift would you give to Parker?

New and improved classroom and clinic buildings and facilities, with part of it housed in a spine shaped building as Dr. Jim envisioned.

ParkerToday wants to hear your story—as a former student or current employee. Please send your stories or class notes to askalumni@parker.edu

NEWS

from Parker



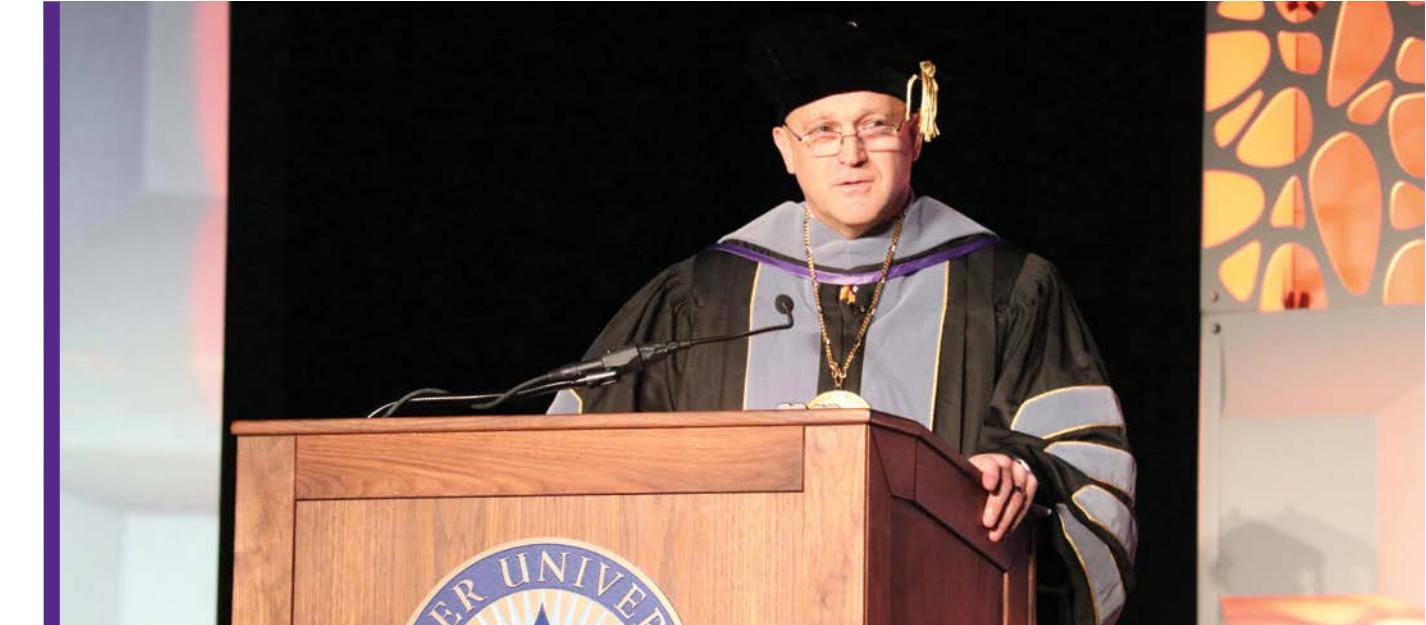
PARKER AT THE BMW DALLAS MARATHON

The BMW Dallas Marathon is an event that proudly carries Parker University pride. For the better part of a decade, Parker University has been the official chiropractic sponsor of the event and witnessed everything from a full on cancellation due to multiple weeks of inclement weather, to a Parker alumnus taking home first place in the race. This year Parker participants raced, volunteered in the expo and training events, and stood at the finish line to greet runners as they finished strong, with alumnus Logan Sherman, DC '15, the 2016 champion finishing.

Arranging for an event like this is a marathon in its own right. Planning begins as soon as the digital ink dries on the write-ups and articles for the prior year's race; and it really ramps up in late spring as Parker begins to investigate how it can best support the event. Parker's partnership with the Dallas Marathon

is always dynamic, each lesson learned from the year before just opens up possibilities for the next. Even as Parker begins considering how best to support its own runners, Parker's faculty and staff are participating in official practice events and providing advice on health and wellness that will serve the runners well in the months ahead. Also there will be the opportunity to work with community partners to help sponsor or support specific groups of runners. Of course, the week of the marathon itself is a flurry of activity as all t's are crossed and i's dotted to make certain everyone will put their best foot forward.

Congratulations to this year's marathon racers and volunteers! To volunteer for this and other events in the coming year, send questions to askalumni@parker.edu or contact Tran Pham at 214.902.2433



INAUGURATION OF PARKER'S 7TH PRESIDENT

On October 7, the Parker community gathered to witness the inauguration of the seventh president of Parker University, William E. Morgan, DC. Dr. Morgan presides over an expanding roster of programs and students at Parker and has pledged to ensure that Parker's pursuit of its mission and focus on education, research, and service will continue to be a source of pride and inspiration for all those dedicated to patient care, and health care education, across the world.

In the Standard Process Student Activity Center, the history, vigor, and vision of the university were on full display. The staff of Parker Seminars had worked to transform the gymnasium into a sumptuous celebration space. Black drapes enfolding the walls, colorful lighting encircling the stage, and a multimedia suite serving the speakers gave the audience a clear picture of the sort of transformation a new president's perspective can provide to an institution's operations. Though many speakers,

including Dr. Morgan's special guest General Walter E. Boomer, made impressive contributions, a video presentation made by Dr. Morgan's wife, Dr. Clare Morgan, and presented by Parker's media department proved to be the most moving experience for the audience and Dr. Morgan.

As the year progresses, Dr. Morgan will be seeing many more great events at Parker University—graduations, holiday events, commencements, Parker Power weekends, and more—but as an official start to his work, no better event could have been hoped for.

More information and photos of the inauguration can be found at parker.edu/news



CHIRO GAMES

Parker Students Bring Home a 14th Championship

Parker came out on top again in the 25th Chiro Games, bringing home the gold medal in four sporting events: table tennis, tennis, women's basketball, and ultimate frisbee, the first year for this event. "We were lucky to win first place," said Steve Weller, director of athletics and recreation. Parker also brought home the silver medal in men's basketball and running, along with the bronze in swimming, softball, and women's soccer.



Although Parker won first place, so did their rival team Palmer-Florida. Both teams garnered 74 points, the first time two teams have tied in the Chiro Games. Ties are not recognized in the Chiro Games. But with both teams sharing the limelight, the traveling trophy can't be in two places at one time. Luckily for both schools, the team trophy is theirs to keep. The traveling trophy currently is on display in the Standard Process Student Activity Center. Of course, Palmer-Florida will want to show the trophy off as well. "At some point during the year I'll have to ship it down there so they can have it on display at their school," said Weller.



This is the second year in a row that Parker has taken first place, and their 14th team championship. Weller remembers when he started 13 years ago Parker had not won a championship in six years. He said it was tough to convince students to go and play at the games. It took three years for them to win a championship. "Now they have the spirit and energy and they do very well. I'm really proud of what our students do at the Chiro Games. They work really hard to win." With the losing streak long behind them Parker has never gone two years in a row without winning. Weller said that even when they did not win they have always come in second. "They are very competitive," said Weller. Parker has positioned itself in first place nine times in the past 12 years.



Weller believes that the Chiro Games are good for both Parker and the students. "We are giving every student an opportunity to live wellness and not only preach it."

Weller said that the students take pride in wearing the Parker logo at the Chiro Games. He said it means something to the students. Weller said he is just along for the ride. And while he gets credit for what he and the team do at the games, he said the reality is that he has never scored a point or a goal in the 13 years he has been over the program. "I just guide them along." His hope is that the ride continues for a long time. He doesn't see it easing up anytime soon.

For additional information on the Chiro Games or to support members, please call 214.902.2433

MEET THE PARKER PATRIOT

A New Mascot for Parker!



UPCOMING CE PROGRAMS



- Animal Chiropractic Program (starts March 10-13)
- Basic 100-Hour Acupuncture Program
- Books Neural Therapy Program
- CCSP – Certificate in Chiropractic Sports Physician Series
- Extensive selection of Massage Therapy classes
- ICPA – Pediatrics Series
- Summer Relicensure

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