

LIFE STYLES

THE MAGAZINE OF LIFE CHIROPRACTIC COLLEGE WEST

VOL 36 | ISS 2

A woman in a black dress is walking a tightrope high above a city skyline. She is holding a long pole for balance. The background shows a dense urban landscape with various skyscrapers, including the Empire State Building. The scene is captured in a cinematic style with soft lighting.

Man on Wire

A Philippe Petit Exclusive

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Finding Your Success Equation
Being a Lifelong Chiropractic Ambassador

2015



LIFECHIROPRACTIC COLLEGE WEST

Creating a Brighter Future for Humanity

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A collection of happenings in and around Life
West campus

This issue of Life Styles Magazine is dedicated in memory of Tom Fritz.

Positive Changes Ahead



By Dr. Brian D. Kelly, President

In the past two years, Life West has experienced tremendous growth due to your unflagging support. This growth means that we must meet the needs of a larger student population.

We have invested in appropriate technology, added staff with expertise in key areas, and added resources to better support our staff and student community.

Since we moved into our current campus over 16 years ago, we have spent very little on capital improvements. Now is the right time to make these major investments in campus enhancements.

We are very excited to complete our much anticipated new auditorium this year. The auditorium costs approximately \$3M and the funding has been kick-started through a generous grant of \$500,000 from Standard Process. This space is integral to our campus infrastructure. The auditorium allows us to host graduations on campus, a variety of student friendly events, and Friday seminars. The entire student body will be able to gather in one space and we anticipate this investment will greatly enhance the student experience.

Another exciting enhancement coming is the complete remodel of the Health Center. This project will be completed in phases, and will include the physical remodel plus a new electronic health records system. The new Health Center will have a layout maximized for a more contemporary and efficient patient flow, and a highly attractive and functional new reception area.

Another facilities upgrade supports our athletics program. The heavily used sports gym houses numerous student practices and competitions. New HVAC and bathroom facilities will be installed to make the space hospitable and welcoming. This project is scheduled to be completed first.

Lastly is the campus cafe, formerly known as the Bistro. This location holds the heart of activity for the entire campus. Renamed Café au Life, it is a place students spend significant time for studying, meetings, social events, meals and refreshments, as well as many great conversations and debates. This highly utilized space is becoming more functional in order to meet the variety of needs. We have already finished remodeling the indoor area, including new furniture, and will



expand the patio for outdoor dining, doubling the available space. In addition, we have hired a new professional food service vendor that has worked as a caterer with Life West for years.

All of these vital enhancements are a major investment in the Life West community. I would like to thank all those who have donated to this \$6M+ project. I invite those of you who would like to support these initiatives to do so at the level you feel comfortable. If interested in learning more, please call the alumni office at +1 (510)780-4500, ext. 2400.

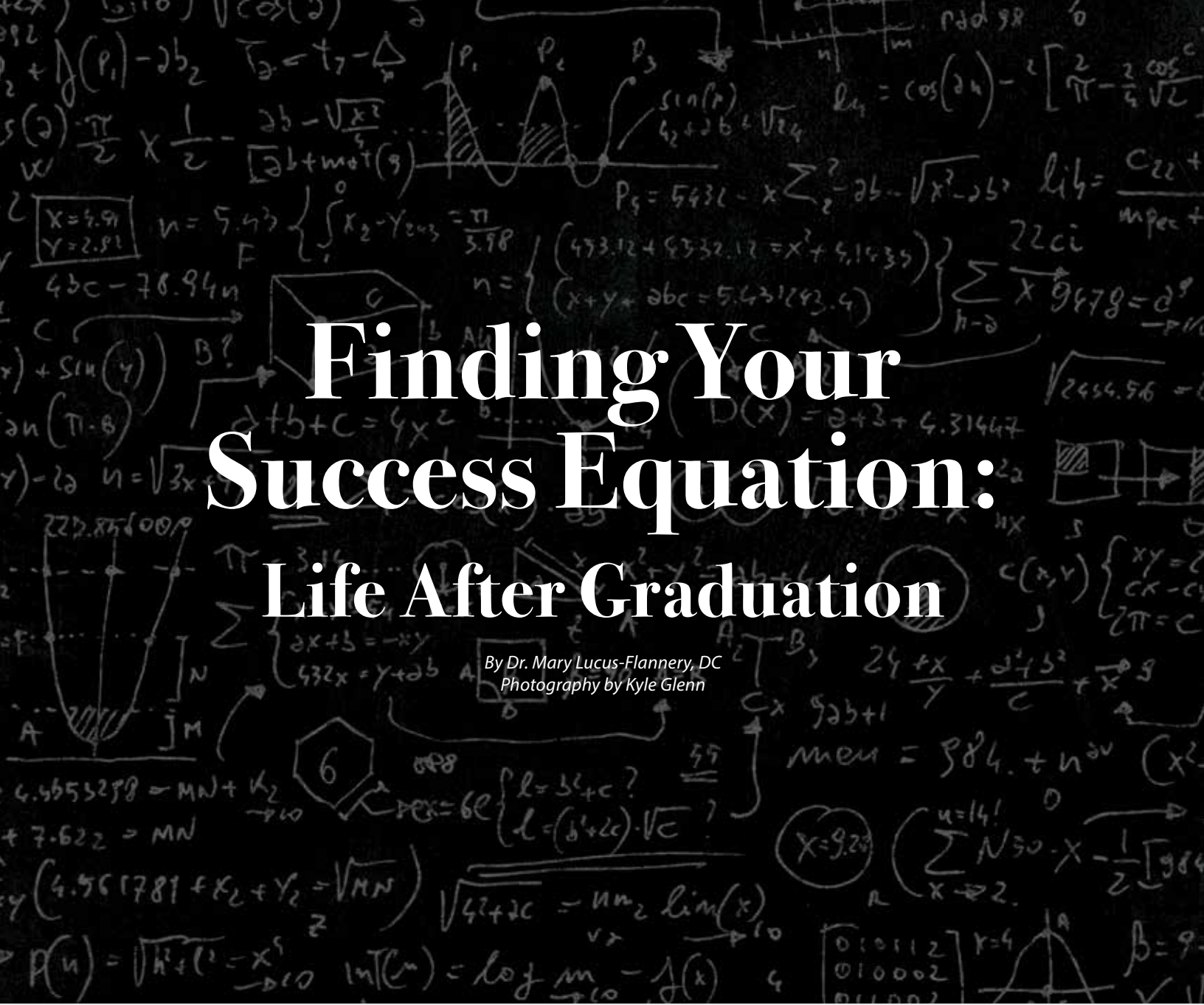
“IT IS THE RIGHT TIME TO MAKE THESE MAJOR INVESTMENTS INTO CAMPUS ENHANCEMENTS.”

This is a very important time for chiropractic and for chiropractic education. Life West continues to stand for principled chiropractic, without the inclusion of drugs or surgery in our profession. Has there ever been a more important time to build and strengthen a world-class college?

Thank you for your support of Life Chiropractic College West. ■



RENDINGS BY DAVLEN DESIGN



Finding Your Success Equation: Life After Graduation

By Dr. Mary Lucas-Flannery, DC
Photography by Kyle Glenn

We hear many stories about chiropractors who are well-established and are experiencing stellar outcomes in practice. But what did it take for that chiropractor to get there? What happens right after graduation? What can we all learn from that critical, scary and exciting place of transition?

This is a story about three recent Life West graduates who are defining success from a deep and authentic place. Success comes in all shapes and sizes. Success is not just a big paycheck and public

acclaim. Success is making a difference. Success is challenging yourself and sticking to it. Success is finding your inner voice and confidence. They are living a vitalistic expression of success.

These three “fledgling” chiropractors have found success within a year of graduation. They all show admirable confidence, charisma and perseverance. These common denominators of success are a great reminder to all of us that we can achieve great things by applying these fundamental principles.



{DR. BRETT JONES}

The Source Chiropractic

Oakland, California

Brett was an active chiropractic student with big dreams. While he was finishing chiropractic school he was actively planning his first practice. Before he graduated he had built a website and developed a logo and many detailed plans for practice.

In Brett's final quarter he precepted with a local chiropractor. The timing was perfect. The precept doctor was interested in selling her practice and Brett was ready to jump in with both feet. They created a plan that allowed Brett to purchase the practice and take over ownership and control as soon as he had his license. Within months of graduating, Brett found himself the owner of a chiropractic office.

A Fresh Start



Business ownership has had its ups and downs. Brett has had challenges with leases, has moved his office, has hired staff and is deep into the process of building and refining systems. He knows that making a practice that can thrive takes an incredible work ethic. Brett believes in doing things the "hard-easy" way rather than the

"easy-hard" way. That means he thinks that by doing the deep and challenging work in the beginning, he will be able to save himself painful lessons and hardship down the road.

Not that he thinks he has it all figured out. He knows he has much to learn. But he is consciously willing to do whatever it takes to set himself up to thrive.

The Transition Zone

When Brett was a student he saw two main ways he could excel. The first was to hone his ability to communicate. He trained to learn how to communicate what he did as a chiropractor in a way that would make sense to his clients. Secondly, he saw the importance to train hard in delivering the "work" of a chiropractor in the form of the adjustment. For Brett, that meant developing a system to train in adjusting skills. He formed a group which met every morning on campus at 6:00 am before classes began and they trained on both communication and technique skills. The group, The Adjusting Ninjas, grew and thrived.

Brett still works with the Ninjas, and now they (the students) come to his office to collaborate and train. He sees the Adjusting Ninjas program as a pivotal element in his transition from student to chiropractor. He is passionate about helping chiropractic students have the same opportunities to find their path to practice success via the Ninja program.

Words of Advice from the Trenches



Brett has learned that it is imperative to be "all in". He advises students that they need to show up big in school and focus their energies on the classes and activities that will most translate to success in practice. Brett says that neither school nor practice are a day job. They both require a vigorous willingness to do the work and find and use all the resources around you. The best way to get it all done? Set up a system and work the system. Gather a group of like-minded people and do it together. Make things happen, rather than wait for them to happen.

The Success Equation



For Brett, success is the daily pursuit of excellence. He seeks daily activity which will challenge and propel him forward. In the short term, he sets goals and when he meets a goal, he sets a new one.

But it's not all goal setting and go-go-go-ing. Brett also acknowledges that success is finding happiness and contentment in the now. He treasures his time with his wife and baby son. He values his many interests and friends. But he stays hungry.

Brett says that sometimes at the end of a busy day or in the middle of a busy event, he will pause and think to himself "it's really happening". All his dreams and goals and hopes - they are manifesting one by one. He gets great satisfaction in seeing a patient progress and become empowered in finding their own inner strength and tapping into their innate intelligence. That is Brett's daily serving of success.



{DR. CHRISTINA ALBA}

Rivulet Chiropractic

Lafayette, California

Christina came to chiropractic after a successful career as a professional marketer and branding strategist in New York City. She switched careers because she saw chiropractic as an opportunity to be her own boss and gain greater rewards for her hard work.

Starting a practice



Christina had a vision to start her own practice immediately out of school. She graduated and opened her practice in Lafayette just three months later. Those three months were filled with an intense schedule of work and preparation. She got involved with her local Chamber of Commerce, went to a myriad of community events

and underwent a short internship (three weeks) within a highly successful practice in order to learn systems and business application. Her focus was to learn how to market chiropractic.

Christina chose to practice in Lafayette because it is a health conscious community with the ability to invest money in their health. She wanted to be where she could grow relationships with the community. And that is exactly what she has done. She conducts screenings at local festivals, farmers markets, sporting events, yoga and other activities. She makes it a point to eat, dine, and shop locally. She attends other business openings and mixers, and then offers to collaborate to support those other business, from an authentic place. Christina says her mantra is to "Make friends and mean it."

Life Post Graduation

Christina says that finding her path to success was all about the basics. She focused on the basics when she was in school. She paid attention to things like her attitude, work ethic, ability to find patients, how she communicated with patients, and thought about the details.

Christina explains that she approached the Life West Health Center like it was her own practice. She was always looking for a variety of types of patients and considering what she might do in her own chiropractic business. Christina believes that the clinical experience is a critical time to mature and find your voice as a chiropractor - from explanation of care, to how you adjust and how you talk to your patients when you adjust.

For many young chiropractors, the switch into practice is a real "wake up call". Christina emphasizes the need for developing a capacity to lead and make things happen. "That skill can be the difference between getting paid and having work to not making it. That responsibility is somewhat scary but also liberating."

Advice for Those Still in School



Christina is proud of her path to success and she thinks others could follow the same path.

"The key is confident humility. You will need to be confident and experienced, which is why you should be seeking out challenging patients and situations while in school. But you will still need to be humble that you don't know everything and have much to learn. The humbleness will allow you to deal with rejection and move on without it shaking your confidence."

A Definition of Success

Christina says that she defines success right now as "being happy doing what I'm doing and being financially rewarded for what I do."

She feels successful after just one year because she has the things that matter. She is able to eat great food, travel and start making a dent in student loans. Christina knows she is on the path she needs to be on. She can meet her overhead every month with confidence, and is now able to hire a CA part time (with full-time potential).

But success is more than her financial reward and business growth. Christina is always careful to return to the big idea that brought her to chiropractic. She is proud of the significance of her work. She greatly values chiropractic philosophy and loves that the value of removing subluxations is being understood and recognized by her new community.



{DR. ANGEL OCHOA-REA}

LGBT Chiropractic

Oakland, California

Angel had a thriving career in corporate sales but was lacking passion in his work. Then he met a chiropractor and saw how much he loved his job. Angel realized that he wanted to have a job he could love that much. This epiphany led him to start over again and become a chiropractor.

When Angel graduated from Life West, he was still sorting his path out. He was precepting in an office near the school and was offered a position to continue there as an associate. The associateship was brief but very beneficial and allowed Angel the time to plan and get ready to open his own practice.

Within a few months, he was ready to take the next step. Angel found a space in Oakland in an open loft above an LGBT gym. The space, the community and the opportunity to start with a minimal overhead were exactly the right fit. Angel opened his solo practice just six months after graduation.

Building the Dream



Angel built his client base by getting really involved in communities he was naturally attracted to. "I focus on service to the LGBT community. I work out at a gym, I run and play tennis. I do partnerships with massage therapists, and acupuncturists. I also work with capoeira and salsa dancing groups which puts me in contact with a lot of people.

I do these sports and activities because I enjoy them. My interest is in sports — so I find people through sports activities I do or help with."

The Transition Zone

The key to Angel's transition from student to doctor has occurred in two primary areas: confidence and business skills.

Just before graduating, Angel went on a Life West service trip to India which took him from anxious about adjusting to confident in his skills. In India, he saw 200 people per day for five days and learned that he had everything he needed to deliver a fantastic chiropractic adjustment. Then he worked in a chiropractic office for six months and learned office flow and patient visit protocol.

Since he has started practicing on his own he has become even more comfortable and is more assertive. There were scary moments in the beginning and Angel found if he focused on adjusting the subluxation, the patients responded and then he knew he was on the right track.

Angel has a degree in business but had to learn to apply that to chiropractic and owning a small business. He found that some of those skills had to be learned in the trenches. He spoke to other small business owners and other chiropractors and learned what technical things he needed to do. He focused on chiropractors who practiced in a way that felt in-line with his plan. In fact, he visited 14 different chiropractic offices and learned more in that process than he ever imagined.

What is Success?

Angel believes that success is feeling happy and fulfilled with what you are doing.

He feels successful right now because he loves what he does every day. He is able to look forward to going to work. He is able to represent the LGBT community in a positive way and provide a safe space for the community to be themselves.

He feels that he owes some of his success to his ability to be open-minded to opportunities. This has allowed him to come up with some unusual solutions to common problems. He has minimal overhead, sets his own hours, builds community every day and is living all the elements he was looking for when he made the decision to switch careers.

"I have learned how important it is to work in a community that I want to work in, to work with patients I want to work with. When I do this I get great referrals and my practice grows."

THE COMMON DENOMINATORS

Three very different graduates share so many great truths. They love to serve and to connect with their communities. They are willing to dig deep and work hard to build the foundations of their practices. And they have all found their authentic voice. They speak about the power of chiropractic with clarity and confidence. The future is very bright indeed. ■

The Art of Giving

Dr. Joseph Awender's POV



Twice a year, Life College Chiropractic West graduates walk on the stage in caps, gowns and hoods and embark on a lifetime journey promoting health and wellness. This is a day that every student enthusiastically awaits. It's a momentous occasion filled with excitement and sharing of accomplishments with their peers, family, and friends. It's a time when students can move forward into the real world and apply what they've learned in class and clinic. Life West has nearly 5,000 alumni in practice across the United States and around the globe. Each alumni story begins with experience, education, and involvement as a student at Life West.

Dr. Joseph E. Awender II graduated from Life Chiropractic College West in 1990. He is a second generation chiropractor with 16 chiropractors in his extended family. His father is still in practice after 54 years of service to his community. Dr. Awender spent a lot of time at his dad's office as a child. He remembers a patient giving his dad a holiday gift. His curiosity led him to ask the patient why he'd given his father a gift. The patient gratefully replied, "Your dad helped me when medicine failed." He thought how rewarding it would be to help patients become healthier and is proud to carry on the family tradition of excellence in health care.

As a Life West alumni, he has many fond memories from his time as a Life West student. Dr. Awender remembers the supportive and committed teachers with whom he made long lasting connections. He pays tribute to Dr. Jim Hawkins (Alumni Ambassador), Sue Ray (former Chair of Basic Sciences), Dr. Michael Schmidt (served as Dean of the College at Life West for ten years, and Chair of the Department of Technique from 1986 - 1990, and Chief of Staff of the Life West Clinic from 1982 - 1986) and Dr. Deborah Lindemann (former Dean of Students) for their service and commitment to continuing educating the next generation of chiropractors.

Today, Dr. Awender serves on the Board of Regents and has

been a part of the recent growth and reorganization at Life West since 2011. In 2014, Dr. Joe Awender was elected as the new chair of the Life Chiropractic College West Board of Regents and became the first alum to hold this distinguished position.

Life West and chiropractic have transformed his life. He believes that each human being has value and an intrinsic purpose. "As a chiropractor, my purpose is to draw out that value spiritually, mentally and physically with each chiropractic adjustment. Life West has been that conduit in allowing me the privilege to touch and change lives throughout the world. Everyone involved with Life West, whether an educator, a student or the executive vice president, has the ability to change the world by living and sharing the chiropractic lifestyle," he shared.






Dr. Awender is mastering the art of giving every day by "Lighting the candles of others removes the darkness in this world and makes the world a little bit brighter." He would like to the friends and alumni of Life West to light as many candles as they can. There are many different ways to give; gift of time, monetary gifts and or gifting your skill or contacts. A few easy ways to start giving are becoming a champion doctor, lecturing at the college or giving a donation of any amount to support the value of a Life West education.

His example sets the stage for all to imagine how much better Life West and the world would be through your support and contributions. Together we will thrive. ■

"LIFE WEST HAS BEEN THAT CONDUIT IN ALLOWING ME THE PRIVILEGE TO TOUCH AND CHANGE LIVES THROUGHOUT THE WORLD."

5 Easy Ways to Give Back to Life West

www.lifewest.edu/institutional-advancement

-  1. Give online using PayPal.
-  2. Give by mail.
-  3. Give by phone.
-  4. Pay in credit card installments.
-  5. Transfer stock.



Life West Rugby Wins National Title

The Life West Gladiators secured the USA Rugby Division 2 National Championship title on June 14th at Infinity Park in Denver, Colorado by beating the Eastern Conference Champions, Wisconsin Rugby 43-24. In their second year of the program, Life West Gladiators made the National Club Championships after being runners-up in the D3 competition in 2014.

The team from Life Chiropractic College West is comprised of chiropractic students, some on scholarship and players from the local community. The team went undefeated all season with a record of 23 wins and zero losses. Their toughest encounter was against Tempe Old Devils in the National Championship Semifinal two weeks prior. In the final led by MVP Nili Latu, the Gladiators forwards laid a challenge from the opening kickoff with their powerful defense. Life West scored first when stand-out openside flanker Akuila Uaisele scored a try after three minutes of play.

After some bruising defense by the Life West forward pack, in particular 6th quarter student, John-Austin Colvill, the Gladiators turned the ball over and Mose Fualaaau scored close to the posts. This took the Gladiators to a 14-0 lead before Wisconsin dug deep to make a game of it by leading 17-14 with ten minutes left in the first stanza.

Under pressure, this champion team took the game to another level. The green juggernaut kicked into action and the Gladiators scored another five tries.

The conditioning of the players was evident and according to Head Coach, Adriaan Ferris, the regular chiropractic care made a huge difference. He said, "We only had one major injury all season so it is clear that our strength and conditioning program, along with regular chiropractic adjustments made the difference in the end."

Along with regular chiropractic care, Life West really pushed boundaries with their professional outlook in preparing for this year's National Championship title run. Partnering with

Standard Process, Life West provided a customized nutritional program for each player that facilitated change in players' approach to how they prepared for rugby. In addition, Foot Levelers came on board to ensure all players had the orthotic support to help with their biomechanics that they needed.

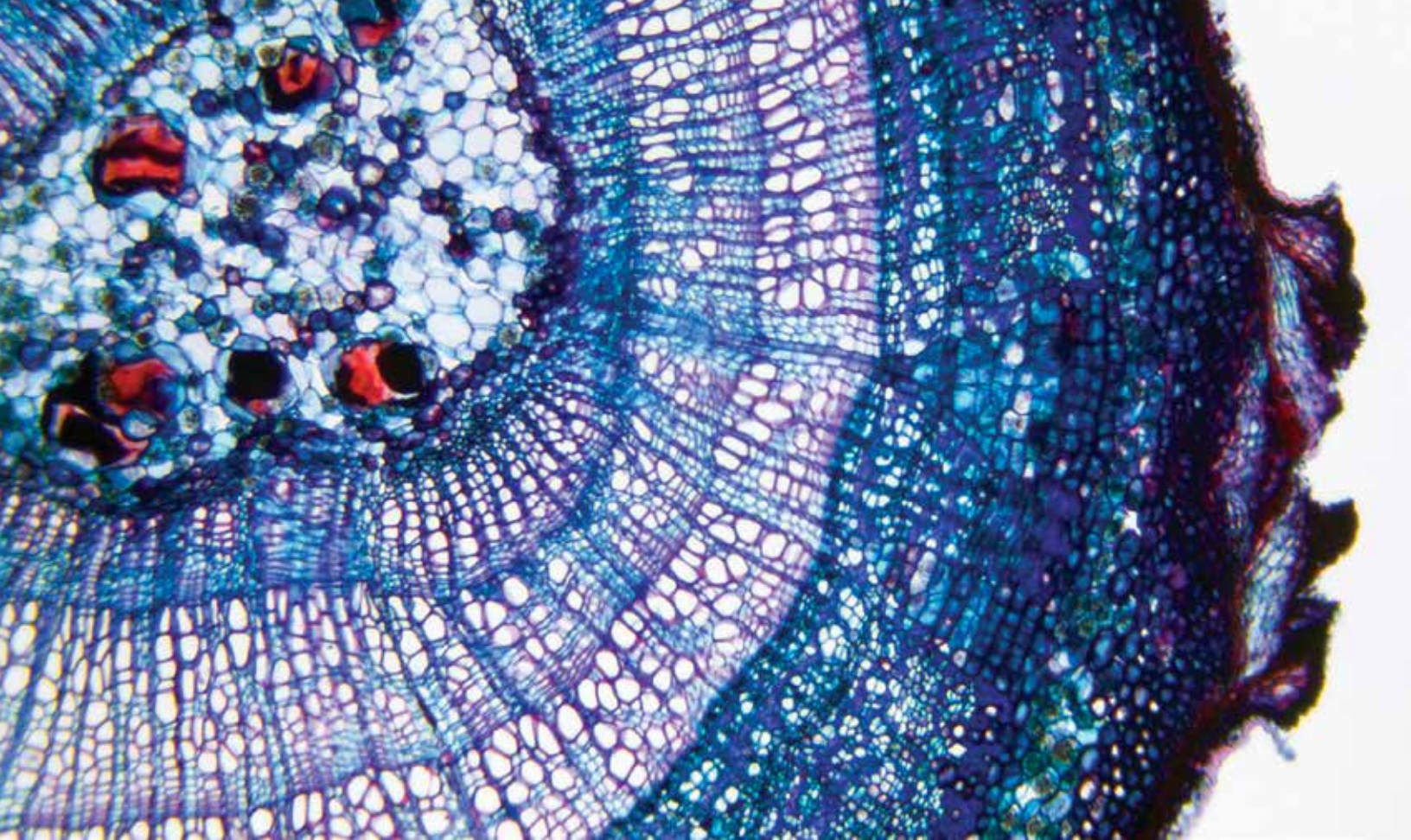
Additional training nights, regular video analysis and one-on-one player training sessions helped shape the team into champions. The new season is already on us, so check out their website for more information at www.lifewestrugby.com.

Rugby and chiropractic have a long history in the United States with Palmer College and Life University being traditional powerhouse programs. Now there is a newcomer to the table. This is a program that combines the very best chiropractic care, a professional focus and the pursuit of excellence that Life Chiropractic College West is known for. Through the vision of Life West President, Dr. Brian Kelly, the rugby program is gaining tremendous momentum. Two successive division finals in consecutive years, Life West Gladiators have become the talk of USA Rugby. With the women's team now officially started; there are only good things ahead for this young program. The best is yet to come. ■



For information about rugby scholarships or to support the program, please contact www.lifewestrugby.com.

KYLE GLENN



Q & A with Dr. Bruce H. Lipton, PhD, Cellular Biologist and Epigenetic Expert

Bruce H. Lipton, Ph.D.*, cellular biologist and author, was formerly an associate professor of anatomy at the University of Wisconsin's School of Medicine and research scientist at Stanford University's School of Medicine. Dr. Lipton has served as a visiting professor at Palmer College, Life Chiropractic College West and The New Zealand College of Chiropractic. He is the author of the bestselling books *The Biology of Belief* and *The Honeymoon Effect*, and co-author of *Spontaneous Evolution*.

*Dr. Bruce Lipton teaches at Life Chiropractic College West.

You had a significant career as a cell biologist and focused on stem cell research. Where did you conduct the research and what did you discover?

I started grad school at the University of Virginia in 1966. About a year later, I was working in the lab of a famous scientist named Dr. Irwin R. Konigsberg, who was cloning stem cells. So I learned how to clone stem cells and soon after started my own research on stem cell cloning.

What was the relevance of the research?

When cloning a stem cell, you take one stem cell, which is the equivalent of an embryonic cell, put it in a petri dish by itself and it divides every 10-12 hours. After a week, you have 50,000 cells in the petri dish but the most important fact is that all cells are genetically identical.

At the same time, I was involved with teaching. Part of the curriculum involved teaching the concept that genes control life - a belief known as genetic determinism. Genetic determinism is a theory that genes control not just your physical structure but your emotional and behavioral characteristics as well.

So in the classroom I'm teaching that genes control life, and yet in the lab I'm cloning stem cells. You have to understand that 48 years ago there were only a handful of us in the entire world that knew what a stem cell was. I was actually cloning using the very advanced technology that we're using today. So I had a unique opportunity to be in the right place at the right time 48 years ago to study stem cells.

What did you discover?

Stem cells are grown in tissue culture medium, which is a laboratory synthetic version of blood. When I grow mouse cells, I try to use medium that matches the composition of mouse blood. The culture medium for stem cells is the equivalent of blood. What was unique in my experiments is that I had genetically identical cells from one main dish then I split the cells into three dishes. In each of the three dishes I had genetically identical cells but I changed the chemical composition of the culture medium a little bit in each dish.

In dish one, the cells formed muscle. In dish two, the cells formed bone. And in dish three, the cells formed fat cells. The relevance is profound. Genetically identical cells in different environments led to different fates. It wasn't the gene that was controlling the fate of the cell, it was the environment. I had a big problem because my classroom teaching obligations of the curriculum differed greatly from my observations in the lab.

After publishing several articles on the nature of how you can change the expression of the cells by the environment, I realized that almost all my colleagues didn't really care about this. This ultimately led me to leave the University of Virginia and go to the University of Wisconsin, performing research which revealed the same thing over and over again: the environment controls genes.

The fact that my colleagues didn't think this was relevant was why I actually left the university system. I had tenure but I walked away because I realized that my scientific colleagues were ignoring the fact that my work wasn't an artifact. It was repeatable. So I left the school system and went out on my own.

During this time period, which was about 1981 -1987, I spent a lot of time trying to understand the mechanics of how environmental signals from the culture medium were actually controlling gene activity. Without a mechanism, it was only an observation and nothing that science could understand.

That's when I understood the nature of quantum physics. I already understood the nature of the cell membrane and how it functioned. Armed with this information, I ended up at Stanford School of Medicine in Pathology and Dermatology. At Stanford I had an opportunity to expand on those stem cell cultures and environment influences and write a couple of publications on the nature of how the environment was controlling genes and the membrane was the actual brain of the cell and not the nucleus.

Interestingly enough during my final days at Stanford, I was giv-

ing a lecture on the new biology that I was working on and how the membrane was translating the signal from the environment and that those signals were then controlling behavior. The signals were not physical signals by chemistry but were primarily from the energy field as referenced through quantum physics. I was talking about invisible energies, vibrations and controlling cell biology. It was a public lecture on this topic.

Shortly after the lecture, I got a phone call from Dr. Pat Gayman, who was the Dean of Sciences at Life West at the time. She asked me if I would like to come give a lecture at the college. I said that would be very interesting but, I have no knowledge or concept about the chiropractic science at all. This is when I was offered a wonderful book from then Life West President Dr. Gerry Clum entitled "The Chiropractors Adjuster" written by DD Palmer.

What effect did that book have on you? What happened next?

Reading a book about chiropractic gave me some insight into the philosophy of chiropractic. As I read it — I recognized that Palmer was trying to explain observations of what was going on in life without a scientific model to support those observations.

"I ENTERED THE WELCOMING ARMS OF THE CHIROPRACTIC COMMUNITY AND FOUND MY LIFE GOT BETTER."

At the time of DD's writing, the world was caught up in a Newtonian world of physical things and everything was focused on chemicals and drugs. The Newtonian model ignored the role of energy because quantum physics hadn't even come on the horizon yet. Quantum physics didn't hit until 1925 — 25 years later. So the interesting part was trying to read a description of something that there was no science for.

When Palmer was writing the book, he wrote it in the language of the time but there was no biology behind it. It sounded much more metaphysical; energy, vibration, and the concept of innate. Innate intelligence and universal intelligence was still connected to metaphysics as spirit and God. When you read DD Palmer's work from 1890s to 1910, you have to recognize that he is trying to describe something with no available scientific description so that leaves everything open to interpretation. The lack of scientific biological basis in his work unfortunately gave chiropractic a strictly metaphysical foundation.

Yet when I was learning about chiropractic, it was through my own understanding of the cell membrane, quantum physics and the new biology. I thought DD Palmer was actually describing the new biology I had spoken about at Stanford. After reading Palmer's book, my mind was blown. I thought "This guy had new biology understanding a hundred years ago. We are

Q & A WITH DR. BRUCE H. LIPTON

only now beginning to understand and perceive using modern science; the role of quantum mechanics, cell information systems, membrane structure, and chips.”

Chiropractic was built on the philosophy that I was trying to get allopaths to understand – however they were resistant to it. So I gravitated away from allopaths and found a welcoming community that was hungry for what I had to share. I entered the welcoming arms of the chiropractic community and found my life got better. I began to work with Guy Riekeman's group, the New Zealand chiropractic community, and the Parker community. Being amongst chiropractors and learning to recognize the philosophy that DD Palmer was writing about was fundamental to my own health and wellbeing.

Your first teaching at Life West was in 1992. What course did you teach?

Dr. Gerry Clum asked me to teach an elective and gave me the opportunity to teach whatever I wanted. I decided to teach a whole new science called fractal biology. It was a science of putting the nature of fractal geometry, quantum physics, epigenetics, and information processing science all together in a new field. We built a wonderful community that stayed connected for many years.

This year your first book, “The Biology of Belief” celebrates 10 years and continues to sell well in many languages. To what do you attribute its success?

I wanted to write a book in a language understandable by the public. For the first time, here was a scientific book written in layman's terms so people could have a personal understanding of their own biology and genetics. People have been programmed by medical science to believe we are victims of our heredity - we're victims of our genes. We are taught that genetic determinism controls our life and we don't control our genes. My book turns that around 180 degrees and explains how that is a misbelief.

Genes don't control anything. It's the environment and specifically your perception of your environment that controls the outcome. If you change your mind or if you change your environment or if you change your lifestyle, your biology changes along with it. This was so compelling to the public that they let go of their belief of being the victim and started to recognize that they could control their life by changing their beliefs and changing the world and lifestyle they live in.

You have had the opportunity to meet many chiropractors and their families over the years. What has been your observation of them?

It was one of the most necessary wake-up calls to change my old vision into a new one. As I started to become more closely

associated with chiropractic and chiropractic families, I saw how the philosophy of chiropractic is in such harmony with life. You can see the positive outcome. You see families that are the healthiest, happiest, most intelligent, energetic people on this planet as a group. That is the tell-tale nature of the effectiveness of what chiropractic can offer the world.

We know health care is changing rapidly. What do you see as the role of the chiropractor going forward?

What we are beginning to see is the allopathic community pulling away from the pharmaceutical industry. We are beginning to find that physical defects such as genetic alteration are only responsible for less than 1% of disease. If you see that genetic physical breakdown and biochemical breakdown is only responsible for less than 1% of diseases, then the key question is: what is responsible for 99% of disease? We are beginning to recognize stress and other things are effecting lifestyle. This is the cause of disease.

What happens next?

Awareness is now coming to the forefront of how people perceive health. People are realizing that the biology will take care of itself; if you put the mind in the right place. Chiropractic is a philosophy focused on living life in harmony. It's really a science of learning how to adopt a healthy lifestyle. People are embracing new options, rather than focusing on the pharmaceutical mechanism for change.

The life sciences are beginning to recognize this and see that physical imbalances are a reflection of the lifestyle imbalances. So they are moving ...slowly... but moving in this direction. They are starting to recognize that we can create health by focusing on wellness. I am saying that I believe the allopathic community is moving toward chiropractic philosophy. And this is why it's important for chiropractors to distinguish themselves now as the resource for wellness.

“CHIROPRACTIC IS A PHILOSOPHY FOCUSED ON LIVING LIFE IN HARMONY.”

Unfortunately chiropractors keep messing with their own community because of their issues and philosophy vs evidence based science issues. They are destroying from within. Chiropractors are breaking down a community that should be building up its power by coming together and recognizing the wellness attribute of chiropractic healthcare vs the sickness attribute of allopathic care.

So yes, healthcare is changing. It looks like it's changing for the worse because the healthcare crisis is increasing. But crisis precipitates evolution. The only way out is to think differently and I think that when allopaths start thinking differently, the direction they are going to go is thinking the same as chiropractic.

So prepare!

So I take it you see the move by some in the profession towards prescription rights as a ...?

Chiropractors looking for prescription rights is the biggest mistake possible! Even the AMA recognizes medicine is the 3rd leading cause of death which is based on conservative data that they select from. Gary Null published a paper titled "Death by Medicine" revealed that allopathic science was the leading cause of death using actual numbers. You say, so what does that mean? I say, "Why would you try to emulate the allopathic community when it is the leading cause of death?"

If chiropractors really wants to do the job that is really the correct job then I say follow the chiropractic philosophy to the letter! The philosophy was correct 100 years before the biology even got there. The pharmaceutical industry is trying to repress the evolution of the medical industry because the future medical industry will not prescribe drugs. They will start to deal with prescribing lifestyle and this is what chiropractors do right now. So it's absurd to even think of chiropractors prescribing drugs. It's hard for me to believe and it's embarrassing.

You are back at Life West and taught a class last year entitled "Fractal Biology". What is the essence of that class?

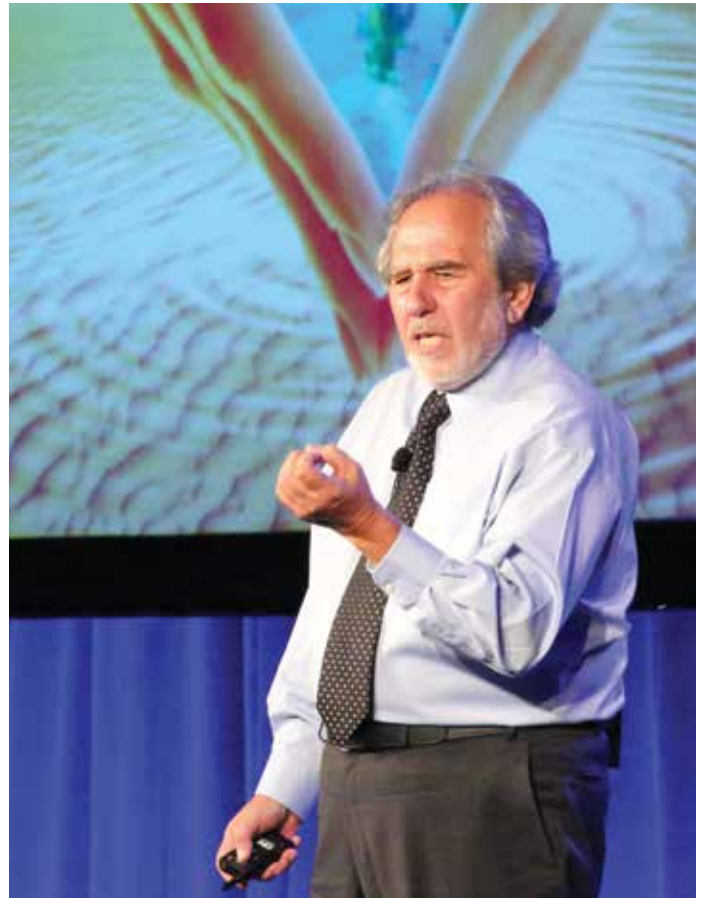
Fractal Biology uncovers the complete scientific foundation for the practice of chiropractic. This class looks to undo the fables that have led to conventional allopathic medicine practiced today, while simultaneously laying down a solid scientific foundation to support the chiropractic philosophy that made chiropractic so successful in the first place.

I see the science of vitalism class as a clearing house to clean out old ideas and replace them with new, fundamentally sound ideas. These ideas actually represent what the philosophy of chiropractic has been saying for over 100 years.

During the past few years you have travelled the world extensively, met many people, written two more books, and spoken on many world stages. What do you see in the future?

I see the future very optimistically. Most people see the changes and the crises that we read about every day in a fear-based understanding of the world in which we live. I see it falling apart and it's not working, and everyone saying "OMG, I should be afraid of the world" and I'm thinking "OMG, complete misunderstanding".

What you see falling apart is the most important step of evolution for a simple reason. Einstein said, "We cannot solve problems with the same thinking that created them". You look at the crises we face today and ask why? Because we bought



into a number of scientific beliefs as being true that are not. The beliefs that we live in a Newtonian world, which is based on the

"IF CHIROPRACTORS REALLY WANTS TO DO THE JOB THAT IS REALLY THE CORRECT JOB THEN I SAY FOLLOW THE CHIROPRACTIC PHILOSOPHY TO THE LETTER!"

physical realm, turns out not to be true. What is true is we live in a quantum mechanical world which is based on the energy realm. Belief in allopathic science, that genes in some way determine and control our life – NO – this is completely wrong.

The new science of epigenetics really reveals how it is environment, and thought, and perception, and belief that really control these genes.

I prefer to focus on the positive outlook because I believe there is enough great science and indications that we can reach knowledge this time to help survive through the crisis that we are facing. ■

32nd Annual Life West Golf Classic Brought Community Together



The 32nd Annual Life West Golf Classic, was held Saturday, May 9, 2015 at the Monarch Bay Golf Club in San Leandro, CA. The event hosted dozens of foursome teams made up of Life West faculty, staff, students and friends of the college.

The Life West Golf Classic is Northern California's largest chiropractic golfing event. This long running event continues to bring together a cross section of the chiropractic community for a day of fun, reconnecting with old friends and colleagues and making new friends along the way. The participants did all of this while supporting a good cause. All proceeds from the golf classic benefit the Monte H. Greenawalt Health Center at Life Chiropractic College West.

Monarch Bay is situated on the shoreline of San Francisco Bay and has beautiful views of the surrounding East Bay hills, the Bay itself and San Francisco's towering skyline. Beautiful, sleek red foxes and many ducks, geese and shorebirds are common sights on the course. The 18-hole, links-style course offers 6,100 yards of challenge from the white tees with long par 3's and par 5's that play into the wind.

Because we played early in the morning, the weather was a bit cool but the warmth of the community wasn't dampened.

After finishing 18-holes, participants enjoyed a buffet lunch at the club house and the opportunity to win over 30 raffle prizes. Several people at lunch were already discussing their 2016 strategies. ■

To keep posted on next year's golf classic, visit www.lifewest.edu/lifewestgolf.



GOLF CLASSIC WINNERS

1st Place Flight I Team: Larry Thill, DC (Alumnus), Jason Sauvinet, and Ed Fralick (score: 62)

2nd Place Flight I Team: David Kong, DC (Alumnus), Ferrera Leb-lanc, Dan Boutell and Larry Crume (score: 64-won on 1st runoff hole)

3rd Place Flight I Team: George Amaral, David Calcagno, Doug Calcagno, and Dan Ceballos (student)(score: 64-won on 2nd runoff hole)

1st Place Flight II Team: Richard Doss, Kris Strang, Tim Luke and Chris Walker (all student team) (score: 67)

2nd Place Flight II Team: Brandon Roberts, DC (Alumnus), Verne Roberts, Ryan Roberts and Eric McKillican (Alumnus) (score: 68)

3rd Place Flight II Team: Dale Johnson, PhD (Staff), Daryl Walker, Tim Hale and Mark Childress (score: 69)

Closest-to-the-Pin Hole (number 10): Stacey Mackey



KYLE GLENN AND EMILY MCKILICAN

The Pioneers



By Jim Hawkins,
Alumni Ambassador

When I first took up my chalk at Pacific States Chiropractic College, I taught CNS anatomy to the first class of 22 students. I had no idea that 36 years later I would be looking back with such pride in their accomplishments. Dr. George Anderson and Dr. George Wentland founded Pacific States

with one major goal in mind—to offer the NUCCA technique to budding chiropractors. Here are some examples of how well they succeeded.

Recently, I visited the office of Dr. Miguel Gracey in Mesa, AZ. He has been practicing NUCCA for 33 years and took over his uncle's NUCCA practice, who had also been practicing NUCCA for many years.

In San Francisco, I visited Dr. Michael Zabelin, a NUCCA doctor for 33 years, who has served as a NUCCA instructor at Life West for many years. Last month, he was elected president of NUCCA (the National Upper Cervical Chiropractic Association).

In El Cerrito, CA, Dr. Joe Ball and Dr. Carol Ball have been practicing Atlas Orthogonal technique for 33 years and have been teaching this technique elective at Life West for several years.

In Fresno, CA, Dr. Claudia Anrig has continued the tradition of her father, Dr. Ernst Anrig and has also been in practice for 33 years caring for families with a focus on children. She is a founding member of the ICPA (International Chiropractic Pediatric Association) and has authored textbooks on technique and pediatrics.

I am certain that the spirits of the founders, Dr. Anderson and Dr. Wentland must be soaring with pride. I know that I am. ■

Keeping in Touch with Alumni Relations

Life West values its relationship with its alumni. To learn more about benefits of becoming an Alumni Board Member or how you might be the next featured alumnus in Life Styles magazine, please contact Alumni Relations at:

 (510) 780-4500, x2425  alumni@lifewest.edu

 www.lifewest.edu/alumni

IN MEMORIAM

Tom Fritz, Board of Regents 2014-Present

With great sadness, we acknowledge the sudden passing of Life West Board member, Tom Fritz of Spokane, Washington. Mr. Fritz passed away during a fishing trip at Lake Coeur d'Alene in Idaho in July. He joined the Board in August 2014 after attending the WAVE. He was active on the Executive, Finance, Audit, and Facilities Committees of the Life West Board. Mr. Fritz recently retired from his position as CEO of Inland Northwest Health Services. Serving on the Life West Board of Regents was one of the activities he was participating in with his new free time. Chiropractic colleges have always had input and service from people outside the profession, and Tom continued that tradition and served in that capacity. He had spent his life working with public healthcare, and it was his love of helping others in the health community that brought him to our College. Tom is survived by his wife Ann, son Alex (27), and his mom Irene. He will be missed.

Dr. Roger A. Petrie, Class of 1989

Dr. Roger A. Petrie, 51, passed away in Vallejo on March 3, 2015. He was a native and lifelong resident of Vallejo. He graduated from Hogan High School in 1982, UCLA in 1987 and Life Chiropractic College West in 1989. He owned and operated Petrie Chiropractic in Vallejo the past 25 years.

Roger was an active member and pillar of our community. He was a member and former Director of the Vallejo Police Activities League, Vallejo Chamber of Commerce and Vallejo Rotary Club. He was a member of the Native Sons of the Golden West.

Scott T. Fuller, Class of 1998

Scott T. Fuller, 47, of Glastonbury, died Monday, February 16, 2015 unexpectedly at home. Born December 28, 1967 in Hartford, son of Shirley (Tryon) Fuller of Glastonbury and the late Linwood Fuller, he had lived in Glastonbury all his life.

Scott was a self-employed insurance broker. He attended CCSU and obtained his Doctor of Chiropractic degree from Life Chiropractic College West in 1998. Besides his mother, he is survived by a brother and his wife, a sister, his nieces and nephews.

Sallie MacNeill Karan, Class of 1987

At Age 64, Dr. Karan of Oakland passed away peacefully on the evening of December 7, 2014, holding her husband Daniel's hand, having enjoyed her last day surrounded by family and friends. Sallie is survived by Daniel Karan, her husband of 27 years; her stepson, 3 brothers, 3 nephews, 2 nieces, 2 grandnieces and one grandnephew.

Sallie received her BA from Mills College in 1981 and her Doctor of Chiropractic from Life Chiropractic College West in 1987, graduating Valedictorian. She practiced chiropractic until the end of 2012 and was loved and cherished by her many patients.

The Balance of Life

Philippe Petit's Take on Life

By Diana Rohini LaVigne



LIVING THE HIGH LIFE

With years of work planning for this moment, Philippe Petit takes smooth deep breaths with an acute awareness of every single element of the situation around him, as he steps onto a 7/8 inch steel cable rigged 1,350 feet above the sidewalks of New York City. It is illegal. There is little chance he won't end this day in jail or worse and yet, he steps forward to face the challenge head on. Joy washes over him and he is suddenly in the place he has imagined for so many years.

As he describes the moment over 40 years later, it still gives a listener goose bumps. And this moment was well underway taking shape in Petit at sixteen years old when he began to follow his passion towards tight rope artistry.

"I was learning by myself from age six about many things like magic, juggling, and later the high wire, and all kind of other things. When you are passionate, you put your body and soul fully into the task. To do it well, you need the focus to frame this mysterious alchemy. When I was learning to walk on the wire, I would consider that the world around me ceased to exist. But this focus, I found out later on, was dangerous because when I am on the wire I need to be very aware of the world around me," said Petit

The balance of Philippe Petit is first about being aware of everything and then being able to move to a place where he can block out certain things that are distracting or not helpful to the process.

"I need to smell. I need to hear. I need to feel. I need to touch. It's something that is very difficult to teach because it has to do with faint feelings and variations on how you feel. But basically, I created an intense focus that is half taking the world out and half accepting that world with a filter. And I think every artist, performer, and person who puts their body fully into its action will enrich themselves immensely. They create their own focus that is tailored to the task. That is not black or white, in the sense of blocking the outside world, but has a kind of gray filter," he adds.

DISSECTING FEAR

One innate fear that people are born with is a fear of falling and the other is a fear of loud noises. Both could prove crippling to a high wire artist. While Philippe Petit doesn't have a fear of heights, he does have fears of things unknown to him.

"Passion is a very strong motive which is made of immense energy and joy. If you are not joyfully learning and exploring, you are not passionate. If you are exploring and learning with joy—which is my subtitle for the word passion—then there is really no fear. If fear crosses your path, you discover very quickly that it's an absence of knowledge," explains this extraordinary high-wire artist. "The minute you start studying the subject of your fear, you'll dissolve what was preventing you from moving forward on your passionate path. On occasion, I look at the impossible unknown I just did and then I get scared. But actually I am never scared to walk on the wire because I love it so much."

So what makes him fearful? This is what he calls "silly fears" because he hasn't confronted them and learned enough about them to overcome those fears. Snakes, swimming long distances in deep water, big spiders and German Shepherds are among the fears he mentioned.

"I can laugh at such fears really because one day I may decide to just stop and concentrate on fighting that fear. I know I will be victorious," he added.



THE SUCCESS FACTOR

What Petit does is unimaginable to many of us but he claims to be a typical human being like the rest of us. He attributes his success to practice...a lot of it. His typical practice regiment is not for the faint of heart. Outside of bad weather and traveling, he practices three hours a day, six days a week. Starting with a warm-up routine, he will juggle for an hour or more, practice on the wire an hour or more and then end with lifting weights or low cardiovascular programs that help prevent injury. He also subscribes to regular massage.

Petit has worked with chiropractors along the way as well. He recalls being assisted by a chiropractor for back pain from a minor injury.

"I have been in the hands of chiropractors who always have been helpful. And all that has been very helpful (to my success), of course," Petit said.

A RENAISSANCE MAN OF MANY TALENTS

Magic and high wire artistry are well documented talents of Philippe Petit. But he is also notable in many different areas, including: fencing, rock climbing, bull fighting, and 18th century carpentry. He adamantly denies the suggestion that he knows something about everything. Yet, it is clear he has an in-depth knowledge to fill many lifetimes.

Petit has worked with chiropractors along the way as well. He recalls being assisted by a chiropractor for back pain from a minor injury.

"All the things I do are part of the same universe to me. It is part of the same process. So if I write a book, I would want to illustrate it with my own drawings. This will trigger my sense of



design. I will propose a cover. I will talk about the margins and the fonts. It is not just writing a book for me. It's not just writing a text and passing it on to a publisher and hoping for the best. It's actually being part of making the book happen. For example, I built a barn with 18th century tools and methods to shelter my performance equipment and to create "the smallest theater in the world". Of course, I didn't have the money at that time, but if I had had the money I never would have thought of calling for people to bring in a (pre-fabricated) barn by helicopter. The process of building, the process of preparing, the process itself is something that I truly love because it represents my entire life," he added.

And this is how Petit learned to do so many things. One by one, he tackled them all because he enjoyed the process of learning. For him, magic, juggling, fencing, the high wire, and carpentry are all connected. He especially is interested in doing things that surprise, mystify and inspire people. So instead of viewing him as a man with many directions; view him as a man with one foundational pleasure of creating. It is the contrary to multi-directional. It is about going all the way in one direction and creating and learning along that path. When you look at it through

the lens of building, it is clear that there is a direct connection to all his activities.

HEROES AND LEGENDS

What Petit finds, in the United States, is that people often surround themselves with sports or performing arts heroes. Petit states he never had such heroes when he was building his arts but he did have the equivalent to mentors. It could be a painter; it could be a poet, a magician, a great dancer, or a juggler. And some of them, he has met and has become good friends with as well. For example, Señor Wences, the ventriloquist, and Francis Brunn, the greatest juggler in the world, he said were his good friends when they were alive.

"In my barn, where I practice every day, I have two big frames with a collage of personalities, painters, cinematographers, great jugglers, and more. Just by looking at those pictures, it inspires me. It rekindles my ardor whenever I am a little bit down," he said.

What would this legendary figure want to pass on to people to inspire them? Petit would love to create a foundation of per-

THE BALANCE OF LIFE

forming arts, not just the wire. This would be a place where young people would be invited to develop their performing talents with all kinds of disciplines offered.

Petit explained, "So if you are a magician, why should you study bullfighting, fencing and drawing? Well, I can prove to you that studying other arts can really enrich another art. That is what I did all my life. I have done workshops in prestigious theater schools. For example, I can take a group of theater students—of course it's better if they have already a few years in their craft—and teach and coach them to be sensitive to many things that maybe their theater teacher has never addressed. I can teach them a sense of volume and time, to make an entrance, to make an exit, how to present the most delicate and beautiful moment of their art. These are things that are not always evident and that come from a lifetime of having done it. So that will be my inspiring knowledge to pass on."

THE ESSENCE OF PERFORMANCE

Petit always advises young artists, when they practice—which is the essence of performing—to never leave a session of practice on a defeat. For example, if a juggler is practicing and on the last try all the objects fall to the floor, it is not the moment for this person to bag their props and to leave according to Petit. S/he has to do the exercise one more time and one more time until there is a victory. Even a very small victory, such as catching the ball before it hits the floor, is enough to end on a high note. For a wire walker, it could be doing a beautiful move. And that victory could be very small, it could be only visible and felt by the performer. But this is something that he strongly urges young performers to do; never leave a session of practice on a defeat; always on a victory. This advice goes beyond performance artists and could be a profound motto in the business world as well.

"After my lectures, usually I have a lot of people telling me what they thought. They say it's interesting because there are so many things they can take away and apply to their own way of life and their own profession. That is very important and it's certainly not for me to tell my audience how they could use things in a profession that is not mine. That is the beauty of it," humbly replied Petit.

THE LIFE CYCLE

The subject of Petit's Twin Tower anniversary (Aug 7th) is twofold for him. It is always joyful because it's the day that he did the famous walk between the Twin Towers. But at the same time, he is reflective about it. He says it's an indication that time is passing by. To see that the world continues to waltz, he admits he begins to wonder, at some point, what will be the end of his life; although, he has no bitterness about it either.

Added Petit, "Usually on birthdays, for example it's typical of

The subject of Petit's Twin Tower anniversary (Aug 7th) is twofold for him. It is always joyful because it's the day that he did the famous walk between the Twin Towers. But at the same time, he is reflective about it.

me to even forget that I have a birthday that day. And friends remind you, by surprising you. But on that anniversary date of August 7th, I am very happy each time remembering it. And sometimes I celebrate, but I don't have to. I don't have a regular system; although last year actually, I did a performance to celebrate the 40th anniversary exactly on that day. It was a low



cable. Obviously, I was not going to rebuild the Twin Towers in a little garden in the Hamptons. But it was a beautiful walk and the audience was standing room only. So, I don't need to do that and I don't want to do that every year. But 40 years was a nice round number, so I thought "Okay, let's do something. Let's perform on that day. And, it was a specific show that recalled, on the wire, many of the most important moments of my walk."

THE WALK

The Robert Zemeckis-directed PG-rated feature film, *The Walk*, in 3D and IMAX 3D starring Joseph Gordon-Levitt as Philippe Petit opens this October. This is a statement film for Tom Rothman, the Sony Pictures Motion Picture Group chairman who green-lighted *The Walk* as his first major picture when he revived the TriStar label. *The Walk* is poised for success.

Petit said he has been involved in the film from the beginning. He said it was a very long process over many years. At some

point, when the decision was made by the producers and directors to hire Gordon-Levitt, he offered to teach the young actor to walk on the wire. He succeeded in teaching him. Due to the film being in its final stage of editing, Petit, nor anyone else, has seen the film's final cut. Petit has collaborated with Zemeckis for a long time so he explains he is confident about the film and excited about it. He notes that the aerial sequences are going to be mind-blowing because they use 3D and IMAX 3D technology, which will hopefully transport moviegoers into the world of the clouds and birds. While this technology is sometimes overused, this technology was developed exactly for this type of film.

He chuckles as he said, "You will clasp your arm rests, trust me; because nobody is ready to fly like this. But the movie maker, he is going to make you fly!"

There is no question Philippe Petit is flying high with success but poised for the next amazing chapter of his already incredible life. ■

Never leave a session of practice
on a defeat; always on a victory.

-Philippe Petit

THE WAVE

Keynote Speaker: The WAVE 2015

Aug 7, 2015

High Wire Artist Philippe Petit presented at The WAVE 2015 on the 41st anniversary date of his famous walk between the Twin Towers which was the topic of the documentary, *Man on Wire* and the upcoming film, *The Walk*.



Dedicating Yourself to Being a Lifelong Chiropractic Ambassador

Brandon Roberts, DC: Champions for Life Doctor

Brandon Roberts graduated from Life West in the fall of 2001. He is the son of a chiropractor and was comfortable with the “big idea” of chiropractic in the way of someone who has lived it all of his life. Brandon set up his practice in Antioch, CA and began the process of finding his path to chiropractic success.

In 2012 Life West founded a new program, the Champions for Life: Doctor Recruitment Program. The timing could not have been more perfect for Brandon. His practice was strong and steady and he was ready to get more involved in the profession.

Brandon signed up to become a Champion for Life, even though he was not exactly sure what that meant. He came to his first Champions Weekend because a colleague in his area told him that it was a great program and that he needed to just go and see it for himself. He thought he would probably get a tour of the facilities, get some questions answered, hear some updates about the campus and maybe get a chance to interact with prospective students attending the student portion of the weekend. He was amazed by what actually happened.

The first thing that surprised him was the level of inspiration, attention to detail (the right details) and high-level chiropractic

content that the students and doctors were exposed to within the program. He saw the unique and safe environment that was deliberately created to help prospective students (and their guests) to get out of their comfort zone and to learn and experience something new to them.

Brandon loves how the weekend creates an environment in which the support person (the prospective student’s guest: a parent or spouse or partner) can engage deeply and truly be part of the conversation and learning environment. Brandon explains, “Even the guest can grow from the weekend. They aren’t forgotten about and don’t have to just sit and listen to people talk about a career they may have no interest in.”

“I LOVE SEEING PEOPLE HAVE BREAKTHROUGHS AND LEARN THINGS ABOUT THEMSELVES THEY MAY HAVE NEVER LEARNED IF IT WASN’T FOR THIS WEEKEND.”

Brandon’s favorite part of the weekend is the Saturday breakthrough experience. Saturday morning is a combination of low ropes course activities, leadership training and personal coaching. Both the prospective students and the doctors participate and there is something for every level of personal growth.

According to Brandon “I love seeing people have breakthroughs and learn things about themselves they may have never learned if it wasn’t for this weekend. I didn’t really want to do them (breakthrough exercises) my first Champions Weekend, but I’m glad I did get that experience to learn a little about myself and have the experience to know what the others are going through.”

In the past three years, Brandon has been to seven Champions Weekends. Sometimes he just comes to the Saturday session so he can participate as a mentor and get the benefits and buzz of the environment.

"I keep coming back because I can. I get to see the prospects become students and have even seen a couple become Student Champions. It's fun to be back on campus and feel the energy from the students. I also benefit from meeting other champion doctors and collaborating to grow and shape this profession and this school. Selfishly, it's a great experience to mentor and present to a group (now usually over 100) and talk about yourself and your experience being a chiropractor. I learn when I hear others do the same and I grow by experiencing their speaking styles and abilities."

Brandon joined the program and came to Champions Weekend because he wanted to give back and offer support. What he has received is far beyond anything he expected. He says that since getting involved with Champions, his practice has grown. His confidence has grown. His abilities and communication skills have grown. His patients see him showing leadership and they think it is cool that he is involved in his profession and building a future for chiropractic.

As a result of his involvement with the Champions program Brandon has begun working with a local medical high school doing career talks and mentoring. The Champions program gave him all the materials he needed, a power point presentation and the training so that he feels ready to extend himself this way. Brandon has found that the more he gets involved and extends himself, the more he gets back.

Brandon exemplifies the spirit and purpose of the Champions Program. The Champions for Life Program is for any chiropractor who wants to collaborate to build the future of the profession. We welcome alumni and non-alumni alike. In fact, the Champions doctor roster has more non-alumni involved than alumni.

Brandon would like to leave you with these final thoughts about the Champions program. "It's time for us all to step into some new roles and find more ways to collaborate. Just find a way to get involved. The Champions program is an excellent way to do it. Join today if you are not already registered as a Champion doctor. Come to a Champions Weekend if you have not been to one yet. It will far exceed your expectations. You will experience an inspiring and rewarding weekend that will help you excel. And the food is always amazing!" ■

WANT TO KNOW MORE ABOUT THE CHAMPIONS FOR LIFE PROGRAM?

Champions Weekends occur four times per year. You can find a champions weekend every January, April, August and October on the Life West Campus.

Register yourself or a prospective student for a Champions Weekend at www.lifewestchampions.com



LIFE WEST WELCOMES THE FOLLOWING NEW CHAMPIONS FOR LIFE:

RACHAE BELL, DC – SPOKANE, WA

ERIN DAUGHERTY, DC – SANTA CRUZ, CA

DAVID GUZZARDO, DC – CLINTON TOWNSHIP, MI

RODRIGO IMANA, DC – NEW YORK, NY

JORDAN LANDHOLM, DC – SCHAUMBURG, IL

AKALA LEMUS, DC – AUSTIN, TX

ANGEL OCHOA-REA, DC – OAKLAND, CA

PAUL OFILI, DC – MILL VALLEY, CA

DERRELL PRATT-BLACKBURN, DC – UNION CITY, CA

PATRICK RAY, DC – THORNTON, CO

IAN SHTULMAN, DC – LAKE WORTH, FL

THE CHAMPIONS TEAM CONGRATULATES THE FOLLOWING DOCTORS WHO ATTENDED CHAMPIONS TRAINING THIS YEAR:

JOSEPH BALL, DC

KRISTINE HICKS, DC

BRETT JONES, DC

ROBERT MARTINES, DC

ERIC MCKILLICAN, DC

ANGEL OCHOA-REA, DC

DERRELL PRATT-BLACKBURN, DC

PATRICK RAY, DC

BRANDON ROBERTS, DC

We are very proud of the inspirational work done by our Champions for Life. Our success is built upon your tireless work and support. When we work together, great things happen.

Become a champion today at
www.lifewestchampions.com or
contact mary@lifewest.edu.



Bones, Archaeology & Adventure: One man with many facets

Dr. Mark Thompson has a lifelong interest in education. His approach to chiropractic, both as a provider and educator, reflects this commitment. But before chiropractic came into view, Dr. Thompson had his own brush with navigating the complicated aspects of health and wellness.

Dr. Thompson has always been a physically active person. He engaged in body building, power lifting, wrestling, and mountain climbing. When he was 19 years old, he injured his lower back while wrestling and went for surgery to fix a disc herniation. The surgery failed and doctors recommended more surgery. At the time, he still knew nothing about chiropractic. He was told there was nothing that could be done.

While he lived over a decade with chronic leg and back pain, Thompson refused to be inactive and continued to engage in many active pursuits. The course of his life was changed by a bicycle collision, where he walked away with a herniated disc and a seriously injured shoulder. Thompson saw a chiropractor for his neck pain and the chiropractor worked on his entire body resulting in being pain free for the first time in over 10 years.

"This is what ultimately led me to attend Life Chiropractic

College West in 1985. I graduated in 1991. After that, I started my own practice, Fitwell Chiropractic Sports Medicine in Noe Valley, where I worked with athletically minded individuals," explains Dr. Thompson.

2004 was a landmark year in Thompson's life. The height of success and the worst challenges of his health came together in those 12 months. San Francisco Magazine named him as one of The 150 Best Doctors in the SF Bay Area and one of the three best chiropractors in the Bay Area. Additionally, he was named San Francisco Bay Guardian 2004's Best Chiropractor in San Francisco Bay Area. While his business was in peak condition, his body was not. Dr. Thompson had extensive degenerative joint disease in most of his extremities. After having a shoulder and knee replaced that year, he was forced to sell his successful business.

In the next year Thompson found a whole new path which led him toward education. Dr. Thompson was hired for an academic position teaching anatomy at Life West. At the time, he wasn't just a teacher; he was a student too. He spent the next decade earning his master's degree in Bio-anthropology and Archaeology on the side. While those years were magical in his mind, his body endured several joint replacement procedures including two shoulders, two hips and two knees. Despite these setbacks, Thompson was finding joy. He speaks about the students at Life West being the biggest reward of his career. Receiving the Teacher of the Year honor eight times in a decade has been inspirational and memorable to him.

Why does he love teaching so much? "I am inspired by my students. They are so full of life and energy and enthusiasm and promise. They are some of the coolest people I have ever met. They are my people. We are the same."

"I AM INSPIRED BY MY STUDENTS. THEY ARE SO FULL OF LIFE AND ENERGY."

Dr. Thompson is a perfect example of what you can achieve with a positive attitude, determination and a smile. He exemplifies the commitment to service in chiropractic and the community at Life West. ■



KYLE GLENN

Younger Next Year: Live Strong, Fit, and Sexy — Until You're 80 and Beyond

A Radical New Way to Treat All Chronic Autoimmune Conditions

By Chris Crowley & Henry Lodge, MD (Workman Publishing, New York, 2007)



Review by Dan Murphy, D.C.

I read everything with an eye towards innate living, the innate lifestyle, the catecholamine profile, and the science of the chiropractic subluxation. This book by Crowley and Lodge is a treasure trove of these concepts and principles and provides natural excitement for the innate-based chiropractor.

Contemporary lifestyles for most Americans are a nightmare of bad (inflammatory) diets, limbic (emotional) stress, bad relationships, and sedentary habits. These issues magnify our pro-inflammatory degradative, degenerative chemicals, led by the pro-inflammatory cytokine Interleukin-6 (IL-6). This adverse cascade must be balanced by anti-inflammatory cytokine proteins, which is led by Interleukin-10 (IL-10).

The anti-inflammatory cytokine Interleukin-10 is markedly elevated by doing regular strenuous exercise. Consequently, the advice in *Younger Next Year* includes:

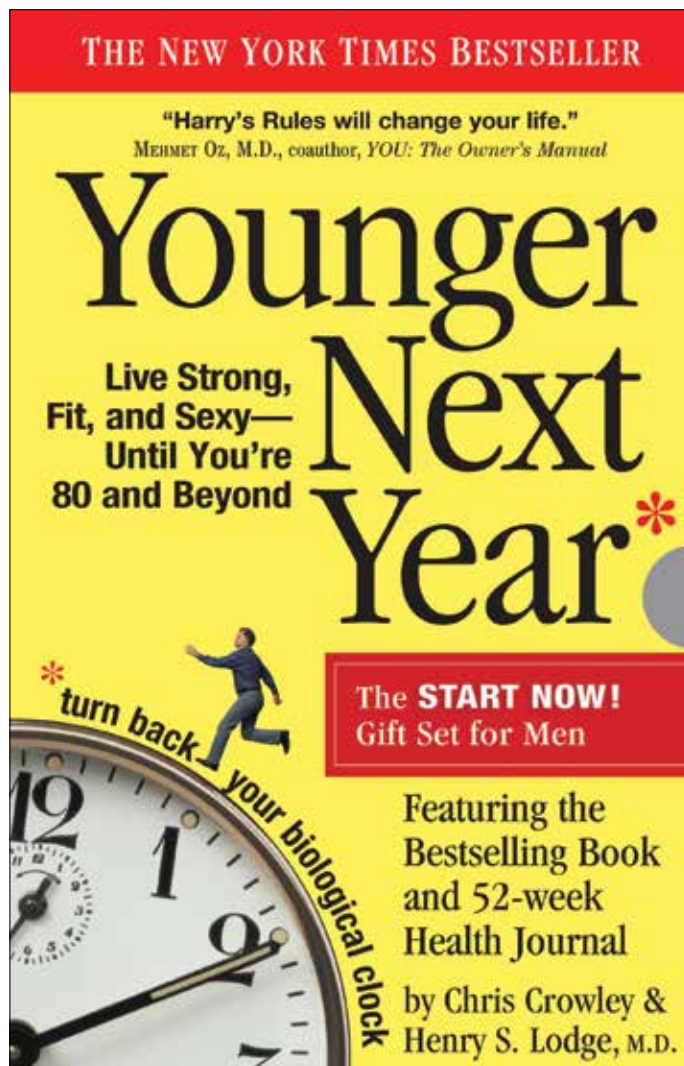
- Exercising 6 days a week for the rest of your life, no exceptions
- Control the stresses in your life
- Clean-up your diet, especially avoiding the consumption of refined carbohydrates
- Connect and commit to someone special in your life, a life-long relationship
- Get deeply involved in, and care about, something much bigger than you (for me, it is chiropractic, the college, and the science of innate lifestyle living)

Crowley and Lodge have a section on subluxation and nerve interference, or as they call it: The Balancing Act.

THE BALANCING ACT

"Now it's time to think about your brain and a concept called proprioception—the deceptively simple notion that you have to know where the different parts of your body are at all times."

"Your body is aware of exactly where each limb is in space every second, because each muscle, tendon, ligament and joint sends thousands of nerve fibers back to the brain through the spinal



"ONE SHOULD ADD CHIROPRACTIC MAINTENANCE CARE TO THE LIFESTYLE."

cord. Those fibers signal every nuance gradation of contraction, strength, muscular tone, orientation, position and movement at every moment of the day."

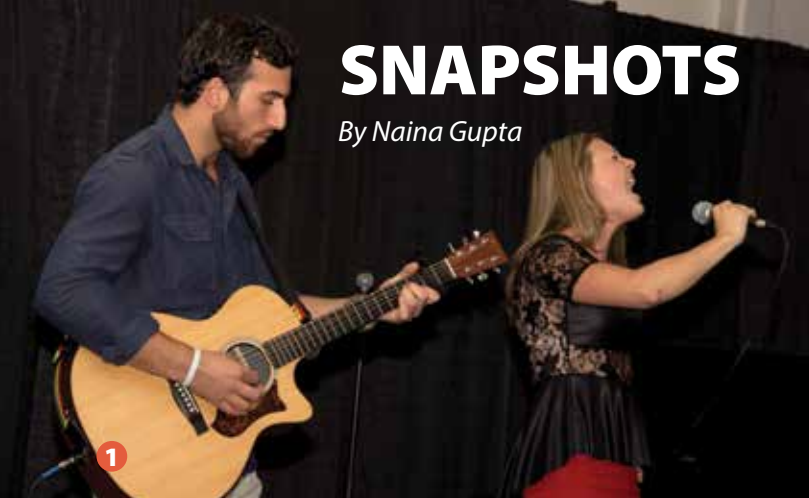
"Your brain keeps careful track of the location of every muscle and joint in your body every second, all day, every day, waiting for you to need the information."

I recently returned from the WFC conference in Athens, Greece. One of the abstracts documented the elevation of Interleukin-10 levels following chiropractic adjusting.

These concepts, combined with the Balancing Act from the *Younger Next Year* book (above), would suggest that along with their other advice, one should add chiropractic maintenance care to the lifestyle. ■

SNAPSHOTS

By Naina Gupta



- 1 Winner's of Life West's Chiropractic Has Talent competition, Joe Zingone & Maggie McInnes
- 2 Life West Chiropractic Has Talent judges had a tough time judging so many talented students.
- 3 Earth Day Celebration included traditional dances, music and educational forums. Life West Rugby team performed a Haka dance.
- 4 The Life West WCCS Club attended the Annual General Meeting in Atlanta, Georgia.
- 5 Life West students provide community service at a Valentine's Day Dance for people with disabilities, led by Stephanie Barbakoff, President of League of Chiropractic Women.
- 6 Life West poster competition winners are featured at The Wave 2015 and is an event that culminates a class taught by Lana Rapa & Dr. Gates.
- 7 A pediatric demonstration was very popular on campus during our Spring for Life event.

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