

Share your good news in the next issue of *Alumnus!*

We would love to share your good news in the next issue of *Alumnus* because the *Alumnus* newsletter is all about you! Have you been elected to any offices or committees, reached any professional or personal milestones, received any awards, or achieved any personal successes? Let us know and we'll share your news with your fellow alumni. We'll also accept good quality digital photos as well.

Email your news to molbrysh@nuhs.edu or mail to Marie Olbrysh, Office of Communications, NUHS, 200 E. Roosevelt Road, Lombard, IL 60148. You can also go to our website, www.nuhs.edu, click on *Alumni & Donors* at the top of the page next to the search box. Select the *Alumni Home Page* box, then *Publications/Alumnus Magazine* and click on the *Submit this form* link. We look forward to hearing from you!

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In Memoriam

Gerard E. Achilly - 1952
Phil L. Aiken (LI) - 1949
Lewis G. Baltzell (LI) - 1953
Roland N. Elliott (LI) - 1949
Richard C. Erdmann - 1950
James J. Mohr (LI) - 1951
John O. Pagano (LI) - 1958
Robert I. Runnells (LI) - 1943
David J. Sather - 1959
L. Leigh Steinbach (LI) - 1954
Donald C. Stephens - 1954
Faye Steuck - 1979
Michael Yoka (LI)

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Professional Reputation

James F. Winterstein, DC
NUHS President



In the 1980 film titled "A Christmas Without Snow," the pastor's son, in a fit of anger, rips a number of pipes from the pipe organ in the church and bends them and significantly damages them. John Houseman, the "curmudgeonly" old choir director, sits and listens to the sounds of an electronic organ a salesman has brought into the sanctuary as a potential replacement for the damaged pipe organ. The organist plays a few lines from Handel's "Messiah" and the pastor says, "Well, that's not too bad," to which Houseman simply says, "It's a good imitation of a great sound."

The message was clear. One cannot replace the genuine with an imitation. It just does not meet the expectations or the needs. This is absolutely true when it comes to reputation — that of a person or that of a profession. In fact, if we recall, Houseman also, for a number of years, was the "face" on television for Smith Barney and his line was, "At Smith Barney, we make our money the old fashioned way — we earn it!"

So it is with reputation. It cannot be given; it cannot be purchased; it cannot be imitated. Reputation comes from doing the right thing for the right reasons over and over through a significant period of time, and when that happens, people sit up and take notice. If the opposite happens, people also notice, but their reaction is negative and clearly "untrustworthy."

Where are we as alternative health care providers? Yes, I still use the term "alternative" because as far as I am concerned all health care providers are, or should be "alternative" to each other depending upon which has the best answer for the patient at hand. So where

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Historic Fall Commencement

National University's Fall 2012 commencement ceremonies on December 13 represented a "first" for the institution. Among the 58 graduates from the College of Professional Studies' (CPS) four degree programs were the first three doctors of chiropractic from the Florida campus. In all, the CPS awarded 48 doctor of chiropractic degrees, seven doctor of naturopathic medicine degrees, two master's degrees in oriental medicine, and one master's degree in acupuncture.

Additionally, the College of Allied Health Sciences conferred 10 bachelor of science degrees, one associate of applied science in massage therapy, and five massage therapy certificates at its graduation ceremony. The Lincoln College of Postprofessional, Graduate and Continuing Education also awarded one master of science degree in advanced clinical practice for a total of 75 awardees.

In remarking on the "unique" commencement ceremony, President James Winterstein reflected back on the long road to a chiropractic program in



Catherine Kennedy

Florida. In 2003, State Senator Dennis L. Jones, DC, (NA 1963) invited him to Florida to meet with Dr. Carl Cutler, president of St. Petersburg College (SPC) regarding a collaborative effort between NUHS and the college's University Partnership Center (UPC). Soon after, the president said, an effort was made by the chiropractic profession to put a chiropractic program at Florida State University. When that failed, he contacted President Cutler again in 2005 and was once again invited to discuss a collaboration.

"In 2007, Vice President Tracy McHugh and I went down to the Seminole campus of St. Petersburg College and met with your speaker today, Ms. Catherine Kennedy, associate vice president of the University Partnership Center," he recalled. Subsequently, a

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Following the December 2012 commencement ceremony, NUHS' first graduates of the Florida doctor of chiropractic program pose for a photo. Pictured (l-r) are: Dr. Joseph Stiefel, dean of the College of Professional Studies – Florida, Dr. Margaux Allen, Dr. Guy Reshamwala, Dr. Dex Alvarez, and President James Winterstein. Dr. Alvarez was also the recipient of the Joseph Janse Award Outstanding Graduate Award at the ceremony.

Continuing Education Courses for March - April**March 2-3**

Clinical Nutrition & Wellness II
NUHS Campus / Lombard, Ill.

SOLD OUT
Acupuncture 100
Adjunctive Patterns II
NUHS Campus / Lombard, Ill.

Clinical Orthopedics
Hip & Pelvis: Common
& Complex Disorders
NUHS Campus / Lombard, Ill.

Introduction to DNS
NUHS Campus / Lombard, Ill.

March 9-10

Pediatrics 100-2
Integrative Pediatric Medicine
NUHS Campus / Lombard, Ill.

McKenzie Method: Part D1
NUHS Campus / Lombard, Ill.

Improving Documentation
NUHS Campus / Lombard, Ill.

March 16-17

Sports & Functional Rehabilitation
Team Physician & Sport Pre-Exam
NUHS Campus / Lombard, Ill.

The Lumbar Spine & Extremities
NUHS Campus / Lombard, Ill.

March 23-24

SOLD OUT
Acupuncture 100
Comprehensive Review / Exams
NUHS Campus / Lombard, Ill.

Advanced Acupuncture - 11
Sooji Chim Korean Hand
Acupuncture
NUHS Campus / Lombard, Ill.

McKenzie Method
Part B1 – Cervical & Thoracic Spine
NUHS Campus / Lombard, Ill.

Independent Medical Evaluations
NUHS Campus / Lombard, Ill.

April 6-7

Clinical Nutrition & Wellness III
NUHS Campus / Lombard, Ill.

Clinical Orthopedics
Hip & Pelvis: Disorders
of the SI Joint
NUHS Campus / Lombard, Ill.

Pediatrics 100-3
Fertility, Prenatal Care, Webster
NUHS Campus / Lombard, Ill.

April 13-14

McKenzie Method: Part D2
NUHS Campus / Lombard, Ill.

Manual Therapy & Clinical
Decision Making
NUHS Campus / Lombard, Ill.

April 20-21

Advanced Acupuncture - 12
Final Examinations
NUHS Campus / Lombard, Ill.

Sports & Functional Rehabilitation
Sports Injuries &
Functional Screening
NUHS Campus / Lombard, Ill.

April 27-28

Pediatrics 100-4
Birth, Postnatal Care & Rehab
NUHS Campus / Lombard, Ill.

McKenzie Method
Part B2 – Cervical & Thoracic Spine
NUHS Campus / Lombard, Ill.

Surviving a Deposition
& Testifying in Court
NUHS Campus / Lombard, Ill.

The Cervical Spine Syndrome
NUHS Campus / Lombard, Ill.

For location and registration
information, contact:

NUHS/Lincoln College of
Postprofessional, Graduate &
Continuing Education
200 E. Roosevelt Road
Lombard, IL 60148-4583
630-889-6622
Fax: 630-889-6482
postgrad@nuhs.edu

Note: Dates and times are subject to
change; please refer to the NUHS
website for up-to-date information.

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Reputation

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are those of us who are in chiropractic medicine, naturopathic medicine and acupuncture/oriental medicine? Are we good imitations of a great thing? Are we professions who have earned a good strong reputation, or are we something else?

There is no doubt that what any of us do for patients is often outstandingly useful. It is healing! What we do so often helps when nothing else has, and for those particular patients, all is good and all is well. But what of our reputation? Is it something that society admires?

These are my perspectives, but I have been observing our professions for a pretty long time. Chiropractic medicine has not done well for itself if we are to believe the public surveys. Our reputation has not raised us high on the level of the public “ethics meter.” The November 2012 Gallup poll showed chiropractors 10th on the list of those rated with a very high level of honesty and ethics with only 38% of those polled taking the position that chiropractic physicians rated high or very high. Nurses, by comparison, were rated at the top of the list for the 11th year in a row, while chiropractic physicians have been at the same level, 26% to 38% since about 1999.

Naturopathic physicians and oriental medicine and acupuncture practitioners have not yet made the Gallup poll list as far as I can tell. Clearly these professions have a real opportunity to “make their reputation.”

Why, however does the reputation of the chiropractic profession remain so low? I am sure many will have different answers, but as far as I am concerned, the issue began in the early part of the last century when B.J. Palmer and others of his ilk purposely and consistently aggravated and denigrated the allopathic profession. Slogans such as “MD means more disease, more drugs and more death,” did not help to establish us as positive thoughtful professionals in the eyes of the public that had already “bought into the idea” of allopathic medicine.

Furthermore, our continued promotion of unacceptable ideas of human health and disease based on unacceptable concepts of human anatomy and physiology, have perpetuated the image of a profession that is either not aware or not honest.

In 2000, when Canadian members of the public were asked what they knew about “subluxation,” they said “nothing,” but if they had it they would certainly want to ask their MDs whether it was harming them. The scientific community has simply repeatedly questioned and even derogated the traditional concept of spinal “subluxation” and its supposed effects on human physiology. The reality is that we do not have scientific evidence for the continued promotion of old time chiropractic theory and the public knows it. Furthermore, too many in the profession convince people that they need to return for repeated spinal “adjustments” because when one “keeps the spine in line, you’ll feel fine.”

I am sure these comments do not apply to NUHS graduates, but far too often they do apply to the profession in general with the result that our profession has not developed a strong reputation for honest ethical behavior. We can complain that this is all the result of the allopathic profession “putting us down” over the decades, but that argument really does not make for a good reputation either. It simply causes people to think we are feeling sorry for ourselves.

We can change this by consistently promoting ourselves as physicians who advance health through the use of conservative therapies whenever possible, the education of patients about unhealthy habits, and the absolute necessity for good nutrition and exercise in optimizing health.

Further, we should make it clear that we encourage a collegial relationship with allopaths and other health care practitioners for the benefit of our patients. Developing a clear, honest picture of a physician who is simply intent on helping the patient regain and maintain good health through these concepts could go a long way toward raising us on the scale of professional honest and ethical behavior.

If we raised our level on the “ethics” polls, I believe we would also raise our cultural profile as physicians who are to be trusted for the value we can bring to suffering humanity.

I also believe that our history as a profession in this struggle for reputation is something that should be carefully scrutinized by the naturopathic and oriental medicine professions. There is much they can learn from our mistakes!

Commencement

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proposal was made on November 28, 2007, and on June 19, 2008, an agreement was signed with Dr. Cutler.

Soon after, the president said, a member of the allopathic medical community wrote to Ms. Kennedy exhorting her to reconsider the institution of the SPC chiropractic program, “an anti-scientific discipline, which clings to bizarre 19th century theory, and which has absolutely no merit.”

“That’s the kind of thing, my friends that we are all too often up against. Fortunately, Ms. Kennedy and Dr. Cutler didn’t listen to this. They listened to us and the result is that there are three of you here today graduating from that campus,” President Winterstein stated.

In her address to the graduates, Catherine Kennedy, MEd, spoke of her role in forging partnerships between SPC and QUALITY institutions and recalled her introduction to National University. “You obviously know that National is a quality institution but I had to do my homework, and in my review of the curriculum, visiting this campus and the outlying clinics, it soon became very clear to me that your institution exceeded these standards.”

Quoting National University’s motto, *Esse Quam Videri*, “to be rather than to seem to be,” Ms. Kennedy said, “Your school’s motto couldn’t be more appropriate than today. Because today, you are a healer, you are a health care provider, you are an influence on society, and you are a National graduate... Never forget why you chose health care as a profession and remind yourself of that each and every day. You are a healer and as a health care professional and provider, your influence on society will be great. Continue to take advantage of this opportunity “to be” as your motto states.”

For her historic role in the founding of the National University’s Florida chiropractic program, and her continued work toward educational excellence and program diversity at the UPC, Ms. Kennedy received the honorary doctor of laws degree from National University of Health Sciences during the ceremony.

National University News

Faculty Promotions

Nicholas Chancellor, DC, has accepted the role of assistant dean for Institutional Effectiveness. In addition, he retains his role as coordinator of the Training and Assessment Center.

Robin Fan, MD (China), has been promoted in rank to assistant professor in the Acupuncture and Oriental Medicine Program.

Mark Weiland, DC, has been promoted in rank to assistant professor, clinical sciences, Florida campus.

Faculty Accomplishments

Dr. Manuel Duarte, department of clinical practice chair, recently traveled to Ankara and Istanbul, Turkey, at the invitation of the medical schools at Faith University and Istanbul Bilim University. He spoke to students, faculty, physicians, and leaders in the fields of both physical therapy and orthopedics on the relationship between foot and ankle posture and low back pain. Dr. Duarte said there isn’t a large presence of chiropractic in Turkey so the physical therapy and orthopedic specialists “were fascinated by what we do.”

David Seaman, DC, professor, clinical sciences, Florida campus, was published in the journal, *Practical Pain Management*, Volume 12, Issue 10, in November 2012. His article, “An Anti-inflammatory Diet for Pain Patients,” earned recognition on the front cover. The article suggests that the anti-inflammatory value of the right kind of diet may help reverse inflammation and pain in those suffering chronic pain.

Thomas J. Solecki, DC, assistant professor of clinical sciences and sports medicine expert, was recently appointed to two athletic-oriented committees. He was invited by the Foundation for Chiropractic Progress to serve on its “Athletic TIPS” (Toward Injury Prevention in Sports), a multi-disciplinary advisory board that will provide coaches, trainers, educators, and parents with educational materials on preventing sports injuries and maintaining optimal health. He is also one of three chiropractors invited to serve on the educational committee for the “Theraband Academy,” providing education on the safe and proper use of resistance training equipment, and the rehabilitation and prevention of sports injuries.

Student News

Drew Hunt, a Florida DC student, was recently awarded a \$1,000 scholarship from the Federation Internationale De Chiropratique du Sport (FICS). Drew co-founded the NUHS Student Sports Council on the Florida campus and currently serves as its president. He has organized sports council presentations for St. Petersburg College teams that have led to volunteer care for their women’s volleyball team and an off-season workout program.

PTSD Clinic in the News

National University’s Acupuncture Clinic recently rated mention in an article in the “Chicagoans” column of the *Chicago Reader*. Columnist Anne Ford, who writes about interesting Chicagoans, recently profiled the experiences of a Vietnam War veteran and his dealings with post-traumatic stress syndrome (PTSD).

“I go to the National University of Health Sciences clinic in Lombard, where they have free acupuncture for veterans with PTSD. I’m amazed at the relief I get. I can’t tell you how remarkably better I am for at least a day or two afterward. Whatever they’re doing, it does work,” said the vet, who works as a VA counselor. “I probably have at least 35 veterans that I see that are going there, and they all get some value out of what’s being done for them.”

New MSACP Rotation

National University’s master of science degree program in advanced clinical practice (MSACP) now offers its students a unique internal medicine clinical rotation in the family practice clinic of Sean Rardin, MD. The goal of the rotation is to help bridge the gap between allopathic and chiropractic physicians by promoting collaborative medicine.

The one-week rotation at Riverwalk Family Medicine in Naperville, Illinois, includes spending three days with Dr. Rardin seeing 10-20 patients per day. The other two days are spent compiling research and notes on two key patient cases, writing narratives on the cases, and providing evidence-based integrative therapeutic options.

Dr. Rardin says he also has gained from the experience. “I’m surprised how often the DC physicians share my same perspectives on health care.”

Are You A Member of the Alumni Association?

If you are an alumni of NUHS (or one of its affiliated colleges), you are entitled to become a member of the NUHS Alumni Association and share in its many benefits.

Alumni association members are eligible for discounts on registration fees for Homecoming continuing education classes and postgraduate seminars, and on purchases in the Campus Store. You will also be able to keep up-to-date on news of National University six times a year through the *Outreach* and *Alumnus* newsletters.

Equally important, your membership fees contribute to the improvement of academic programs, campus facilities and student life at your alma mater.

Each year, the board of directors of the Alumni Association discusses how to utilize membership dues to most effectively benefit the university. Donations are then earmarked for specific areas (laboratory or classrooms) or items (computers, equipment). In 2009, membership dues supported the Florida chiropractic program, and in 2012, they supported remodeling of the clinic reception area.

Spouses or children of NUHS graduates, who have been active members of the National University of Health Sciences Alumni Association, are also eligible for the Alumni Legacy Benefit. Alumni must have been an active member of the association for a minimum period of the five consecutive years immediately preceding the date of matriculation of spouse/child, who will receive a 50% discount on remaining tuition due, after other NUHS gift aid has been credited to the student’s account, for the first term of study in any program within the College of Professional Studies or the College of Allied Health Sciences. (To receive the discount, the student must complete the Alumni Legacy Benefit Approval Form.)

Membership dues are \$80 for a general member and \$35 for a retired member. To enroll in the alumni association, contact Shawna McDonough, director of alumni and development, 630-889-6701, or smcdonough@nuhs.edu.