From the President…

Dear Colleagues,

There has been a lot of talk lately over the list serve regarding the definition of Chiropractic. It amazes me that there are slight to subtle differences in some of the definitions to marked differences in others. Should we keep this or throw that out. Change this or do not change that. What is right and what is wrong? Who is right or who is wrong? I do not know and apparently the profession as a whole does not know either.

Let’s look at the United States. There are 50 distinct definitions of what chiropractic is and how it should be practiced. It is clear from the entire list serve posts that the colleges from the US and Europe cannot agree on a standard definition of what should be included in the definition of Chiropractic. Even state, national and international organizations cannot entirely agree on a standard definition of what chiropractic is, how it should be practiced and what is included in the practice of chiropractic.

I wonder what was going through D.D. Palmer’s mind after putting into practice what he conceived as a new treatment for improving human health and fighting disease. Did D.D and B.J. envision chiropractic as just adjusting the chiropractic spinal subluxation or envision the practice of chiropractic evolving into what is practiced today, with the expansion of the chiropractic scope of practice with further education and training to include postdoctoral education and training with diplomats and board certifications in acupuncture, orthopedics, neurology, sports medicine, radiology, nutrition, pediatrics, internal medicine, forensic medicine and yes, Advanced Practice, just to name a few. Doctors of Chiropractic with these diplomates or board certifications have the required education, by law, to provide more services from a conservative, chiropractic perspective to support and improve their patients’ overall health care.

Isn’t that what each and every Doctor of Chiropractic strives to do each and every day, improve and support their patients’ overall health.

Yours in Chiropractic Health,
Dr. M. E. Brown, DC, APC, APCP
President, NMCA
### NMCA Board of Directors 2010–2011

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To contact any of the Board Members or Committee Chairmen, go to our website at [www.nmchiro.org](http://www.nmchiro.org) or contact:

NMCA
P.O. Box 21100 • Albuquerque, NM 87154
Jaeni13@aol.com, 505-280-0689 or fax 505-828-1128

**VERY IMPORTANT!**
Be sure to check our website [www.nmchiro.org](http://www.nmchiro.org) on a regular basis for the most up-to-date information from many different sources!

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**Editorial Policy**

This Journal is the official publication of the New Mexico Chiropractic Association. The NMCA assumes no responsibility for material contained in articles, letters or advertisements published and publication does not necessarily constitute endorsement of them. The deadline for submission of articles and advertisements is three weeks prior to publication. Advertising rates and submission deadlines can be obtained by contacting the NMCA at 505-280-0689.
At NCMIC, you don’t need worry about the fine print because “what you see is what you get.”

In contrast, some malpractice insurance companies bury important details in their policies. Their D.C.s find out after it’s too late that they weren’t as protected as they thought.

That’s why it’s important to work with an insurance company you can rely on. NCMIC is trusted by more D.C.s than all other malpractice insurance companies combined.

Find out how you can benefit from NCMIC’s malpractice insurance plan.

Call 1-800-769-2000, ext. 3120.
From the Executive Director…Lots of News and Information

We made it through another Convention and it was really wonderful to see so many of you attending!! Thank you for being there and for supporting the efforts of the NMCA. And, thanks to all of you that continue to support the NMCA with your membership, PAC donations, time and energy! You are greatly appreciated and we look forward to serving you again in the coming year!

Membership

We have 263 members this year and that is wonderful!! We greatly appreciate all of you and will continue to work on your behalf throughout New Mexico and nationally at every opportunity!! Only with your support can we truly do our job! Your membership is really important to us! Thank you!!

NMCA Web Site ~~ www.nmchiro.org

Last year we gave the web site a face lift and it looks really nice! We have had a lot of compliments on the way it looks and the ease in which it can be navigated. This year we are going to be adding many new options to the site such as the ability to sign up for seminars, convention, and membership on line . . . and make your payments, as well! This is a work-in-progress at the moment but, hopefully, will be up and running in the very near future!!

The membership list has been updated so check out your listing and make sure that everything is correct. If there are any changes, let me know and I will see that they are fixed right away. People go to the site when looking for a chiropractor and we want them to be able to find you!!

Convention 2010

We had a great time at the convention this year. I had many people comment that it was one of the best from educational content to exhibitor participation! We even had an easy time at registration . . . at least from the comments of those handling registrations. Almost everyone preregistered and that was SOOOO greatly appreciated! Thank you for doing that and keep up the good work!!!! I have included a few pictures from the convention and you can see more on our web site at www.nmchiro.org by clicking on the Gallery link in the left hand menu bar.

Great thanks should be given to all of our wonderful speakers this year: Dr. John D. Lockenour, Dr. Scott Theirl, Dr. David A. Dengler, Dr. Edward Altman, Dr. James J. Lehman and Mr. John LaVolpa. Each and every one of them gave GREAT presentations that pleased and educated their audiences.

There were many people over the year prior to the convention that helped make this past year a success. I would like to thank all of you who worked in any way on the convention presentation. Most importantly, we give thanks to Dr. Ben Markham, NMCA Education Committee Chair, and Dr. Michael Pendleton, NMCA Convention Committee Chair and their committee members. Thanks go to Ms. Helen Casey and the ladies from the Albuquerque Convention Center that helped make registration this year a much more comfortable experience! To all of you, please know that whatever help you gave toward putting on this past convention, you were most definitely appreciated and our thanks go out to you!!!

Convention 2011

We have already begun negotiations for our 2011 Annual Convention. It appears that next year's event will be later in May due to the fact that Easter is in late April, Mother's Day falls in early May and the weekend in between those two events is the PowWOW held in Albuquerque every year when we cannot get the space we need! So, as soon as we have a definite date, we will post that on our web site and send it out over our list serve for your information! You will get your initial mailing with all the information sometime in September or early October so watch for that!!

Advanced Practice Training in New Mexico

We will soon begin the third round of National University of Health Sciences (NUHS) sponsored training for Advanced Practice. We had agreed to do two rounds of this training but, because of the interest we have gotten from
doctors in NM and around the country, we are presenting a third round beginning in September of 2010.

The dates for the upcoming series of NUHS courses can be found on the calendar of events in this Journal and on our web site for your convenience in saving those dates should you want to attend. We have not yet scheduled Dr. Taylor’s classes for 2011 but, as soon as we do, we will get that information out to everyone.

This will definitely be the last time this training is offered before the deadline of December 31, 2012, after which a Masters Degree will be required for doctors that wish to become involved in the Advanced Practice Registry. So, if you are at all interested, plan on attending these classes beginning in September of 2010.

NMCA IPA, Primary Physicians Network LLC

Primary Physicians Network, LLC, the NMCA IPA, has been launched!!! The groundwork is done and the business is ready for YOU! Achieving our goal, to seek broad inclusion in Primary Healthcare for Chiropractors, will take us all working together. This is an exciting move forward for Doctors of Chiropractic in New Mexico and we know you will see its incredible value when you are approached with all the details and given the opportunity to join in this venture! During the Convention, you were presented with all the details on how to become involved. If you have not yet joined PPN, please contact Dr. Joe Edwards, PPN Membership Manager, at 505-836-3771. He will provide you with everything you need to get signed up. You will want to be one of the first 100 doctors to join in support of this great movement forward for NM DCs. We are moving toward having our first 100 doctor panel at a nice pace!! So... jump on board... you won’t be sorry!!

On-Going Business

Thank you to all the Doctors of Chiropractic in NM that support the NMCA and the efforts of the Board of Directors and Committee Chairmen. These doctors are dedicated advocates of chiropractic and do their very best for each and every one of you. I know they would love to have your comments and suggestions for ways that the NMCA can continue to serve this great profession.

Be safe, healthy, prosperous and extremely happy and enjoy the rest of your Summer!!

With warm regard,
Jaeni Aarden
Executive Director

Electronic claim submission made easy.
Weren’t we just all together? It seems like just last week I was coming down off my Starbucks fueled weekend at the State Convention. I can safely say I know what an adult with ADHD must feel like—ten thoughts in my brain, carrying on 3 conversations at once, working the PPN table in between CEU classes while schmoozing with the vendors, all on an endless source of energy. Alas, Monday morning came too soon and I was already missing my friend wearing a crown on the side of a white paper cup. Somehow pulling a spoon from my kitchen drawer to stir soy milk into home brew seemed like too much of an effort. Particularly when I could say just 3 little words to an overly pierced fellow wearing sparkly hair gel. My favorite 3 words are so easy to utter, even mumble and he knows. Venti coffee, please. Oh yeah, and the kid will have a pumpkin scone. I must admit I still got ratted out, even with the hush money, but only after 5 straight days of “venti coffee, please”.

I am still fired up, not from caffeine, but from Chiropractic. The energy and excitement generated by the PPN is palpable. Thank you to the first 50 chiropractors whom have paid and began the credentialing process. Nearly 50 more convention attendees took the bound booklet, but have not signed on yet. The conversations I had with these other docs ended pretty much the same. Thank you for working hard for me and the rest of the state. I’m glad someone is looking out for me. But, I need to go home and look at my financials to see if I can afford it. I promise to all of you that the PPN board members went back and forth for more than a year before we settled on the fee structure. During all that time and for every decision, we kept saying to each other: include all, exclude none.

2009, was rough for my family and my practice. All I can say is that we survived 2009. If I was asked to sign up and pay in 2009 for the PPN, I would have said no, no way, no how. The second week of January 2009, I began operating in husband’s job loss survival mode. I went from 3 ½ days per week, 2 hour lunches, not accepting Auto, PI, WC, UHC, or MC to working 5-6 days a week, and taking every patient that called or walked in the door. I did the only thing I know how to do which was work harder, faster, and longer on cases outside of my sub-specialty. I had to pay myself more; the only way to do that was to work 60% more for a 30% pay increase. I knew then, my decision was an emotional, knee-jerk reaction to a situation out of my control and that my short term solution was not sustainable. My family and practice got back on track. If only I had a crystal ball to know that all would be fine and we would be better for everything that happened.

Please, please do not make a knee-jerk, emotional reaction when considering joining PPN. Right now PPN is a fledgling company. Without state wide support there is still a possibility of failure. Your choice to join should be based on a calculated business decision. PPN strives to improve all our practices by increasing office efficiency, increasing access to chiropractors through better utilization with the health plans, gathering and sharing of data on the diverse treatment protocols available in New Mexico, and most importantly hiring a CEO level, healthcare qualified Messenger to be the representative for our profession. We need everyone that is practicing in NM to join. Gone is the time of competition amongst chiropractors. No other organization can better represent you or will be a better advocate for you than the Primary Physicians Network.
NMCA IPA ~~ Primary Physicians Network, LLC
is WORKING FOR YOU!!!!!!!!

Look at the faces of the people in this picture!! I know you have seen them before!! Each and every one of them is working for YOU!! They have put forth great energy and effort to get PPN, LLC launched and on its way to being the one organization working to bring full access to Chiropractic to all New Mexicans!!

If you haven’t already joined this illustrious group, you will want to do so right away!! It is your future, the future of your patients and the future of Chiropractic in New Mexico!!

Don’t wait!!
Contact Dr. Joe Edwards, PPN Membership Manager
505-836-3771 or by e-mail to jepcked@msn.com

NMCA Board of Directors and PPN Managers, March 6, 2010 Launch of Primary Physicians Network, LLC
**NMCA Political Action Committee Report**  
*Steve Perlstein, DC, APC*

The PAC has been active as usual and is formulating plans for the upcoming 60 day legislative session in January. As your PAC chairman for the past four years, it is my duty to inform the membership of the NMCA that I have stepped down from the position of PAC member and chairman and have accepted my recent appointment to the New Mexico Board of Chiropractic Examiners. Your new chairman will be Rob Jones, DC. I wholeheartedly endorse Dr. Mike Brown’s choice of Rob to take over the PAC chairmanship. I have full confidence in Rob’s ability to be an effective and productive leader of the political issues concerning the NMCA. I will continue to work with the PAC as the representative from the Board of Examiners, so there will be continuity of purpose and goals.

I wish to humbly acknowledge the opportunity you, the NMCA members, have given me to represent this organization in the Roundhouse and with many legislators. I wish to thank you, the NMCA members, for supporting the PAC in these past four years as we created a formidable presence in legislative circles and forged new ground for chiropractic. Being PAC chairman has been an honor and a privilege that has made me a better person and a better chiropractor. For that I thank you again.

**From the Board of Examiners - July 2010**  
*William H. Doggett DC FACO FICC*

Chairman, NMBCE

First of all I would like to congratulate and welcome to the board our two newest professional members, Dr. Lyman Atchley and Dr. Stephen Perlstein. They are a welcome addition, well respected by the other board members and by chiropractors within New Mexico and around the country.

It’s July and you know what that means; new license year. There have been some problems with licensing this year, some correctable and some avoidable. There were a few licenses that got printed with an incorrect expiration date. Check your new license and assure that it expires in 2011. A few doctors have discovered that websites not from the New Mexico Department of Regulation and Licensing put out incorrect information. The maximum on-line or distance learning hours that can be credited toward license renewal is eight (8). This is true no matter what some other websites state. Those that did not understand our rules and submitted more than eight (8) hours of distance learning classes have to make up the extra hours before they will have a valid license. Remember that practicing without a valid license is a much more serious violation than late relicensing. The risks include insurance fraud if somebody was to submit bills to an insurance company for treatment that was provided when their license was invalid and no malpractice insurance covers acts committed by an unlicensed doctor.

An area of rules that seems to also be misread or misunderstood involves pre-payment plans. A pre-payment plan involves any period of treatment in which the patient is contracted to pay a fee, whether discounted or not, to cover a series of treatments. Our rules are very specific about what the doctors obligations are with respect to pre-payment plans. If you are delivering services under such a scenario then it is your obligation to be familiar with our rules that regulate such activities. You can find these rules on-line at our web site (There is a direct link from the NMCA web site – www.nmchiro.org). All aspects of these rules must be met in order to perform treatment when a patient pre-pays for such treatment.

The board recently added to the Advance Practice regulations. A formulary was added to the rules following a public hearing in June. The formulary contains substances that chiropractors registered as Advance Practice Chiropractors (DC-AP) may prescribe, inject, compound for topical application or administer by inhalation. While all New Mexico chiropractors may provide nutritional, herbal and homeopathic substances for their patients only those that have registered their Advanced Practice certification with the board though the application process found in our rules are allowed to use those substances found in the formulary in the methods of administration described therein. More substances may be added in the future as additional discussions with the medical and pharmacy boards continue.

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Call **Nutri-West 4-Life** for a full line of glandulars, vitamins, minerals, enzymes and homeopathics. Nutri-West is a professional company that sells only to licensed health care professionals, does not use multi-level marketing and never sells to health food stores. For more information call 800-255-3292 or email at nw4-life@mindspring.com.

A proud supporter of the New Mexico Chiropractic Association
New Mexico Board Of Chiropractic Examiners Appoints A New Chairman And Several New Members

Congratulations are in order for several of our illustrious NMCA members for their recent appointments on and to the New Mexico Board of Chiropractic Examiners!!

William H. Doggett, DC, FACO, FICC, who has served on the NMBCE since appointed by the Governor in 2003, has recently been designated to the position of NMBCE Chairman! Dr. Doggett has long served the chiropractic profession in New Mexico. He has been in practice since 1982 after graduating from Los Angeles College of Chiropractic. Dr. Doggett has held many positions within the NMCA including President, District Director, Peer Review Committee Chair, and Legislative Committee Chair. He was also voted NMCA Chiropractor of the Year in 1998 and 2002. In addition to Dr. Doggett's work in NM, he has been extremely active nationally as the ACA Delegate from NM from 2001 to 2010. He is a Fellow with the International College of Chiropractors and the Academy of Chiropractic Orthopedists. CONGRATULATIONS, DR. DOGGETT!!

Lyman S. Atchley, DC, FICC, has been appointed as a member of the NM Board of Chiropractic Examiners. He received his DC degree in 1965 from Palmer College of Chiropractic and established a practice in Albuquerque in June of 1967 where he has been practicing ever since. Dr. Atchley has been a past chairman and member of the NMBCE. He has also held the positions of President, Vice President, Treasurer and District Director with the NMCA. In 2005, he was elected as a Fellow of the International College of Chiropractors (FICC). CONGRATULATIONS, DR. ATCHLEY!!

Stephen Perlstein, DC, APC, DAAPM, FAADEP, has been appointed as a member of the NM Board of Chiropractic Examiners. He received his DC degree in 1981 from Palmer College of Chiropractic West and established a practice in Santa Fe in March of 1983 where he has continued to practice since that time. Dr. Perlstein has held numerous positions with the NMCA including President, Executive Committee, District Director, Membership Committee Chair, Parliamentarian, ByLaws Committee Chair, Legislative Committee Chair and, most recently, Political Action Committee Chair. He was also the Legislative Liaison to the NM Board of Chiropractic Examiners. CONGRATULATIONS, DR. PERLSTEIN!!

Last, but most definitely not least, our great thanks, respect and admiration go to the doctors that are leaving the NMBCE at this time -- Dr. Les Schmidt, past Chair of the NMBCE, and Dr. Guruchander Khalsa, past member of the NMBCE -- for the wonderful work they have done while serving New Mexicans over their years of being on the NM Board of Chiropractic Examiners!!
NMCA and ChiroTouch Team Up to Bring Practice Management Software To NM Doctors of Chiropractic

In the effort to support the chiropractic community in New Mexico, the New Mexico Chiropractic Association and ChiroTouch have teamed up to give practices the opportunity to discover the power of the world’s leading total practice management software while contributing to their own Association.

For each practice that signs up for a free, no-obligation demonstration of the ChiroTouch software system, ChiroTouch will donate funds to the NMCA!

The chiropractors that choose ChiroTouch over other software companies do so because they desire a better quality of life - for their patients, their staff, and themselves. Chiropractors, industry leaders, and practice management consultants have all endorsed ChiroTouch as the premier total practice management software solution available on the market today. Sign up for a demo to experience for yourself what those at the top of the profession already know while supporting the NMCA!

About ChiroTouch:
Designed from the ground up to maximize efficiencies for virtually every process, ChiroTouch has developed its HIPAA-compliant total practice management system to drastically reduce the time it takes to perform tasks chiropractors are already doing! That gives chiropractors more time to see more patients – having a direct, measurable impact on practice profitability and quality of care!
Animal Chiropractor’s Healing Hands

*Chiropractic treatment is a welcome relief for companion animals*

By Ben Swan | The New Mexican

Sherry Gaber doesn’t talk about miracles, but she does talk about hope.

The certified animal chiropractor knows that sometimes all it takes to allow a body to heal and move more easily, is a simple adjustment.

But during a recent demonstration at Kindred Spirits Animal Sanctuary, it sure seemed like a miracle was taking place. Juliana, an aged Dachshund rescued from a puppy mill, had been failing lately, according to her best friend, volunteer Claire Leonard. The dog couldn’t walk and it seemed as if nothing would help her regain her stamina.

After a quick examination, Gaber gently adjusted Juliana’s aching joints. A few moments later, the dog stood on her own and waddled over to Leonard. The crowd that gathered to witness the event clapped and whooped cheers of gratitude as the happy hound got her gift: Leonard’s gentle cradling.

Gaber, smiling at Juliana’s performance, shrugged off her role in the transformation.

“This is all so easy,” Gaber said in a later interview. “All it takes is a few minutes to figure things out and then you realign. Muscles retrain slowly, and for older animals, where the rear legs are weak, I look for pain and misalignment, and work for a better neuromuscular connection.”

From buffalos to birds, Gaber has yet to meet an animal she hasn’t wanted to help. Raised in a family of chiropractors with a menagerie of animals, the first thing she always thought of as a child was to check an animal’s alignment.

“Even our little parakeet that was at the end of his life,” Gaber recalls. “I brought him to my father and said, ‘Can’t you do something?’ So I innately knew that the nervous system was intricately tied to life and death.”

Chiropractic medicine emphasizes treatment of the musculoskeletal system, especially the spine, to help the nervous system and enhance the overall health of the body. It’s done through a series of therapeutic techniques, usually involving the manipulation of the spine or other joints.

Gaber said she always thought, while growing up, that she’d become a veterinarian. But when she started studying animal science at the University of Illinois and an instructor took her out into the field, Gaber said she realized that she was brought up to think about healing in a radically different way than Western medical traditions.

After two years in animal science, she turned her attention on chiropractic studies, received her degree and returned to Chicago to work alongside her father, Marshal Dickholtz Sr. While her focus was on “two-legged” beings, people eventually started bringing her animals to treat. After 18 years, that gave her pause.

“It was kind of like being guided about why I was in chiropractic,” she said. “It was just the right time to get back into my old passion.”

She received her certificate in animal chiropractic in 1994 at Options for Animals, a program led by Sharon Willoughby, a veterinarian and chiropractor. Since then, Gaber’s focus has been on “four-leggeds.”

She is a steady volunteer at Ulla Pedersen’s Kindred Spirits sanctuary, and plans to attend Saturday’s holiday party. In many ways, Pedersen exemplifies what Gaber strongly believes in: complementary health care.

“Ulla looks at the health care of her animals and wants every option that is available,” Gaber said. “People should be aware of all the modalities that are available in this town: massage, acupuncture, Chinese and allopathic medicine. There can only be benefits.”

It’s important to work with an animal’s veterinarian, Gaber said, to blend the knowledge of both professions and seek the best treatment outcome. She also believes those who work in animal chiropractic should be certified. Gaber works closely with area veterinary clinics, primarily with Cedarwood Veterinarian Clinic.

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works closely with area veterinary clinics, primarily with Cedarwood Veterinarian Clinic.

Gaber specializes in a brain-stem technique called NU-CCA — an acronym for National Upper Cervical Chiropractic Association. While designed for humans, she’s adapted it for animals.

“What I do is so different from what a veterinarian might do,” she said. “That’s the magic of what I do, where I can apply the technique specifically to the brain stem.”

After an initial assessment and consultation with the animal’s primary veterinarian, Gaber checks to see if an animal’s head is tilted. Then she’ll gently use her hands to align the spine’s vertebrae. Once the body is in alignment, the nervous system and internal organs can function more efficiently.

“It allows the brain to communicate to the totality of the body and the body to the brain,” she said. “It helps the immune system because our bodies are responding to the environment 100 percent.”

While Gaber has worked with specific illnesses, including a pit bull with Bell’s palsy, she considers an alignment a good tune-up for the body. It can also mend behavioral issues, helping the animal become more centered.

“Prevention is so important,” she said. “You want to make sure everything is working 100 percent so your animal doesn’t get sick. People have used me in the past when they are getting another animal and bring them in to make sure nothing is brewing. They see that their dog is doing better, even if they didn’t realize their dog was suffering or slightly off.”

All animals can benefit from the treatment, Gaber said, no matter what size. She works a lot with horses, but even a treated a pet buffalo that had run into a pole at Taos Pueblo.

Gaber adjusted the buffalo, Charlie, and helped him walk straight. The account is chronicled in A Buffalo in the House: The True Story of a Man, an Animal, and the American West, by R.D. Rosen.

“A buffalo is just as easy to adjust as a Chihuahua,” Gaber said. “In one session, I expect to totally clear the nervous system, which helps increase blood circulation and unless there’s some neurological degeneration, the reflexes should improve.”

In Juliana’s case, follow-up treatment and routine maintenance will be needed, Gaber said.

Juliana has been with the sanctuary a few years, said Pedersen, the nonprofit’s founder and director. The dog is about 12 years old but didn’t get much exercise as a breeding factory.

“She just sat in a cage, day after day,” Pedersen said. “Puppy mill dogs don’t get good nutrition, and if they don’t receive supplements and they are constantly pregnant, the calcium goes to the babies.”

Without that calcium, the dog’s bones collapsed under her weight. That’s why Juliana’s legs are deformed and she suffers from muscle atrophy, Pedersen said.

She doesn’t suffer from lack of love. Juliana gets plenty of that from Pedersen, Leonard and other volunteers at the sanctuary.

And that’s another secret miracle of Pedersen’s safe haven for elderly dogs, horses and poultry.

For more information, call Gaber at 982-7045.

The above article and picture were printed with the permission of Ben Swan, author, and The Santa Fe New Mexican.
Maximize Your Strengths

I was on a layover somewhere – the exact city and airport escapes me right now – and I had some time to waste. So I found myself meandering through a bookstore thumbing through a variety of books when I spotted one about strengths and weaknesses. Unfortunately, I no longer remember the title or I would give appropriate credit here, but as I recall, the book was mostly directed towards children in relation to the educational system. I think that it caught my attention because at the time I had a son who was struggling in school and I was looking for solutions. The book spoke of our unfortunate tendency to focus on what our children struggle with, rather than what they are good at. In the case of my son, he had difficulty with the social sciences, but excelled in math. So just as the book indicated, my answer had been to ignore the math while I drilled him on the classes where he needed remedial help. The difficulty with that concept is that the child doesn’t develop their strength to its maximum potential because the strength is largely ignored. The book went on to make a case for the need to not only manage the weaknesses of our children, but to go beyond that and work to maximize their strengths. Maximizing strengths while managing weaknesses allows the person to achieve their greatest potential in the field where they have already demonstrated a natural aptitude.

Hopefully, the relation to you and your practice is obvious. Have you tried to transform yourself into someone that you are not? Perhaps you have read an article about a doctor who gets multitudes of new patients at every spinal screening, or a doctor who does some public speaking in the community with terrific results. That’s all well and good if you have a gift for those things, but may be a waste of time if you are uncomfortable meeting new people or petrified to speak in public. Maybe you know a doctor who successfully runs multiple clinics while still finding time to spend weekends at their cabin. Sounds good on paper, doesn’t it, until you realize that you have trouble managing the one staff member in your single practice.

The next couple of sentences are important, so please read them carefully. I am not suggesting that you shouldn’t try to improve yourself, or that you can’t change; in fact, my career has been built on helping doctors to grow and change. What I am suggesting is that there are generally several different ways to accomplish any given task and that it makes more sense to find the solution that plays to your strengths, rather than take the more difficult path of overcrowling your skill set and/or personality. Can you imagine a football player with an offensive lineman’s physique trying to be a defensive back? It wouldn’t make any sense, would it? Both the lineman and the defensive back can achieve their dream of playing in the NFL, but they each do it in their own way based on their own set of abilities and attributes.

As a practical example, let’s imagine that you honestly evaluate your strengths and weaknesses and determine that you have a gift for writing, but that you have not traditionally been comfortable in front of a group of people. Given that information, you might consider writing a weekly column in the local newspaper, writing a regular blog and publishing a monthly e-newsletter. You probably wouldn’t start your marketing efforts by trying to set up public speaking opportunities even though your buddy got his practice going that way. However, I should quickly add that if an opportunity to teach a class on healthy living at a local community college presented itself, you should still think about pushing out of your comfort zone and giving it a try.

As for how to manage your weaknesses, let’s say that you’ve never been particularly effective as a boss. Realistically, we can probably agree that you’ll never be the world’s greatest leader, but by developing written job descriptions, an office procedure manual and conducting regular team meetings, you can probably greatly improve that aspect of your practice and thereby successfully improve.

Let’s try to narrow this down to a simple step-by-step procedure.

Identify your strengths and weaknesses. You may be able to do this on your own or you may want to ask those around you who know you well. I promise you that if you ask a spouse or significant other, they will be more than happy to point out your weaknesses.

Manage your weaknesses by implementing improved systems and procedures to better automate those tasks that you need don’t tend to excel at. You might also be able to delegate. For instance, a staff person could conduct the staff meetings, you can probably greatly improve that aspect of your practice and thereby successfully improve.

Assess how you can maximize your strengths by better applying those skills to your various responsibilities.

We all have gifts that we have been given. Stop worrying so much about what you don’t do well and start focusing on what you are good at. Learn to play to your strengths.

Robert Hart is the founder and owner of Hart Consulting. Through seminars and personal coaching he has been assisting Doctors of Chiropractic achieve both their practice and personal goals for the past 20 years. Mr. Hart can be contacted at 480-892-4621, rob@hart-consulting.com, or www.hart-consulting.com.
VISION STATEMENT
of the
NEW MEXICO CHIROPRACTIC ASSOCIATION

The Vision of the New Mexico Chiropractic Association is to have every Chiropractor in the State of New Mexico as a member, working together to expand and protect the rights of the chiropractic profession.

The NMCA needs every chiropractor in the state involved and united in order to combat any loss of chiropractic rights as they now stand, to stop any infringement by other professions into areas that are traditionally chiropractic in nature, to provide pathways for chiropractors to expand their areas of expertise in order to service their patient population to the fullest, to educate the public as to the value and benefit of chiropractic care, and to provide easy access to chiropractors within the health care industry.

The NMCA is the only organization in the state that can accomplish the above work. This work cannot, however, be accomplished without the required funds and without the necessary people to follow through. Therefore, the NMCA needs a large and actively involved membership. No matter what part of the state you call home, if the Practice Act for Chiropractors changes, you will be affected—for better or for worse, depending on whose changes are adopted. Help us make the changes that occur, changes that you want to see occur, changes that will enhance your profession.

In summary, the NMCA Vision is to have the total participation and backing of the entire chiropractic community in New Mexico toward the enhancement of the chiropractic profession while protecting the rights of chiropractors to treat patients within the expertise of their training and licensure. Please help us make this Vision a reality!!

2010-2011 Calendar of Events

2010

September
- NMCA/NUHS Advanced Practice Module 1, Session 1, September 25 & 26, 2010. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.

October
- NMCA/NUHS Advanced Practice Module 1, Session 2, October 30 & 31, 2010. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.

November
- NMCA/NUHS Advanced Practice Module 1, Session 3, November 13 & 14, 2010. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.

December
- NMCA/NUHS Advanced Practice Module 2, December 11 & 12, 2010. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.

2011

January
- NMCA/NUHS Advanced Practice Module 3, January 8 & 9, 2011. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.
- NMCA/NUHS Advanced Practice Module 4, January 22 & 23, 2011. Radisson Hotel Albuquerque, 8 a.m. to 5 p.m. Saturday and 8 a.m. to 12:30 p.m. Sunday.

Remember to Support and Thank the Professional Associate Members of the NMCA

You can get all contact information on our web site at www.nmchiro.org by clicking on the Start Shopping page!!

ChiroTouch
Doctor Greens/Wellness Watchers
Enchantment Land CDC
Guna, Inc.
HealthCare Provider Solutions
Heel, Inc.
Infinedi, LLC
JR Consulting
National Orthopedic & X-Ray Supply
NCMIC
Nutri-West 4-Life
Patient Media, Inc.
Share ‘n Care Pharmacy
Standard Process
Classifieds

Job Opportunities

LOOKING FOR EMPLOYMENT -- Chiropractor looking for A.M. position at a busy clinic in either the Albuquerque or Santa Fe areas. I am a fully certified, current ART provider with 4 years clinical experience. Trained in Palmer-Gonstead, Diversified, Drop, and CBP techniques. Extensive training in proprioceptive physiotherapy. Salaried position preferred, but negotiable. Please call (505)908-1090.

CHIROPRACTOR AVAILABLE FOR COVERAGE -- Experienced Chiropractor, 18 years, available for coverage. I am very friendly and have strong people skills. Please call Dr. Michele Emberger at 505-509-6979.

ASSOCIATE WANTED -- 93 LOGAN GRAD practicing in CO 4 corners last 5+ years. Soft tissue expertise, ortho emphasis, ENT qualified, CO sports physicals and work comp certified. Eric at 970-426-1583 or igechiro@centurylink.net.

Practice for Sale/Office Space Available

LOOKING TO SHARE AN OFFICE -- Rio Rancho Chiropractor seeking a chiropractor to share office space. The office is located in a beautiful downtown Rio Rancho office building. Tenants in the building include, an ing a chiropractor to share office space. The office is located in a beautiful moving out of the country and will stay for transition. Price will include equip-
ments, exams, therapies and x-rays. Equipment includes 2 adjusting tables, 1 combination traction/segmental distraction table, and more. Asking the fair market value of the building at $169,000. Contact Dr. Kendall Boyd at 505-690-5265(C) or 505-984-3034(D).

NURSE STATION FOR SALE -- This is an all stainless steel storage cabinet, DEA approved, refrigerator, sink combo with all locking drawers and a double locking cabinet. Also, it has a light this is recessed in the top that illuminates the work area. This is an excellent piece of equipment that will last forever. Dimensions: H 77", W 48" and D 20". Price $3,500.00. Pick up in Tucumcari, NM. Contact Dr. Ross Hastie at 575-403-5268.

EQUIPMENT FOR SALE -- Never been opened, HRV (Heart Rate Variability) Nerve Express unit. This unit tells the doctor if there is blocked regular or stretching of the autonomic nervous system, the patients level of fitness, and how they compare to healthy people in different age groups. This unit in made by Heart Rhythm Instruments, Inc. and was developed by the Russians for use in training their Olympic athletes and their military special forces people. I print out three pages of easy-to-read charts in color. I paid $3500.00 for this unit but I'm asking $2900.00 (or best reasonable offer).
The company has received full FDA approval on this unit. You have to have a computer to run it as it is mostly a software program. The test only take about 7-8 minutes to run and the patient does not need to disrobe so its easy to do. I'll also give instruction on how to run and read it (which is really very easy). I use my other unit almost daily with my patients. If any doctors are interested, they can call me at my office. This is an excellent "high tech" type of program that shows the patient if they are getting “healthier” which helps with compliance on the doctor's treatment program. Contact Dr. Vernon Redd at 505-888-6138.

Equipment for Sale

EQUIPMENT FOR SALE -- ERGO WAVE ROLLER MASSAGE TABLE with head pillow & leg bolster. 4 years old, personal use only. Like New Condition. Following Web Site shows picture & all specs with new price: www.tankarmedical.com/953-ergowave-roller-massage-table.html. Asking less than 75% of new price, for a like new table @$1,325.00 & you pick up & de-liver. Located in T or C, NM. Connie Manning LPN 1-575-740-3218 or bpn@ permanently_you@yahoo.com

EQUIPMENT FOR SALE -- AFP Mini-Med 90 X-ray film processor in very good working order, manufactured in year 2000, comes with metal stand, developer/fixer tanks, and sells for $9,600 new (see link following for example). http://www.townmx-ray.com

X-RAY EQUIPMENT -- Dark room film storage box. Film ID Stamper. Film cassettes: 2 Kodak X-Omatic 8x10 w/Lanex fine screens, 2 X-Ray Cassette Repair Co. Inc. 8x10 w/Rarex Green Regular screens, 2 X-Ray Cassette Repair Co. Inc. 10x12 w/Rarex Green Regular Screens, 4 X-Ray Cassette Repair Co. Inc. 14X17 w/Rarex Green Regular screens. All of the above $1,500 OBO. If interested, please contact: Brent Parker, Santa Fe Animal Hospital, 505-820-2232, bparker@santafeanimalhospital.com.

EQUIPMENT FOR SALE -- XRay Supplies: 10 boxes of 14 x 36 film asking $250. 2 pair each of 14 x 36 and 14 x 17 cassettes, make an offer. Also have a 3 year old operator in great condition. Contact Dan at 505-803-6727.

EQUIPMENT FOR SALE -- Complete X-Ray Unit. Raytheons RMS 525. Includes X-ray tube, collimator, tubestand, backy, grid cabinet, and HV cables. Notes: I bought this unit used but in great condition in 2008. I used it in my clinic for one year before moving. The unit is currently disassembled and in storage, ready to be picked up. Priced for quick sell at 7K. Please call Jacob at (505)908-1900 for inquiries.

EQUIPMENT WANTED -- Used Zenith Hylo Table Model 210. If you have one or know of one for sale please contact Dan at afvedt@gmail.com or 505-803-6727.

EQUIPMENT FOR SALE -- 1 Quad Cold Laser retail $8000, will sell for $5000 OBO. Contact Dr. Guruchandar Khalsa at 505-690-5265(C) or 505-984-3034(D).

EQUIPMENT FOR SALE -- INSTANT REHAB PRACTICE for minimal investment. 7 nearly new ISOTONIC various motion machines for sale. Excellent working condition. $1500. PI, WC, ELDERLY. Make investment back in your practice.

CLASSIFIEDS

Classified ads are free to NMCA members, doctors and professional associates, and can be faxed to 505-828-1128 or e-mailed to jaeni13@aol.com. Non-members please send ad and $50 to NMCA, P. O. Box 21100, Albuquerque, NM 87154. Please contact Jaeni Aarden, NMCA ED, at 505-280-0689 with questions.
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