A Year of Living Uncommonly
with Ed Osburn

IN THIS ISSUE
The Katie Hansen Story
Chiropractic Museum
Legacy in the Making
CONTENTS

13 COVER STORY
A Year of Living Uncommonly with Ed Osburn

2 PRESIDENT’S COLUMN
Life West Celebrates Five Years with President Kelly

4 Life West Begins $5M+ Renovations

5 The Chiropractic Museum

6 New Life West Chair Dr. Ron Oberstein

7 Life 101

9 Legacy in the Making

10 ALUMNI NEWS
Hawk Talk, Keep in Touch, In Memoriam, Board Update

12 Tribute to Dr. Chuck Sherrod

17 The Katie Hansen Story

20 Snapshots

21 FACULTY FEATURE
A Faculty Profile: Dr. Monique Andrews

22 Book Review

23 Life West Champions Program

25 Donor Roll
January 26, 2016 marks the five year anniversary of the day Dr. Brian Kelly arrived on the Life West campus from New Zealand. Dr. Kelly succeeded Dr. Gerry Clum, who served Life West as president for its first 30 years. Dr. Kelly is the former president of the New Zealand College of Chiropractic and was the first non-American chiropractor to be appointed president to a U.S. chiropractic college. Lifestyles Magazine's Mary Lucas-Flannery interviewed Dr. Kelly to celebrate his past five years of success and to find out what is in store for Life West's future under his leadership.

MLF: You created a new style of homecoming event “The WAVE”. In the overcrowded event market, can you tell us why you feel this event has been so powerful and created so much buzz?

BK: Life West had historically thrown a great homecoming event which I wanted to ‘scale up’ and grow in size and reach. I got on the phone to some speakers I knew and asked them to come and speak, and they all said yes. Over the 5 years that we have held the WAVE, we have included a range of speakers having a broader conversation about healthcare and the world we live in. We have had organic farmers, climate change scientists, celebrities such as Patch Adams and Erin Brockovich, a NYT journalist, and a nuclear radiation physicist to name a few. My favorite speaker was Ben Zanders, the conductor of the Boston Symphony Orchestra. He had written a book called The Art of Possibility, which was a great chiropractic metaphor. Ben made a memorable and valuable impression. We have also had some great music including a Grammy Award winning band. It has been an incredible ride and I believe over 7,000 people have attended the WAVE now—many from outside the United States.

MLF: What is the Life 101 program we keep hearing about?

BK: Life 101 is a 3-day personal development and leadership program that helps chiropractic students learn more about themselves. It is vital that our students become deeply connected to their “why” - their purpose in life. We began putting on this event twice per year beginning in 2011 and in October 2015 we held our 10th Life 101 weekend in the Sierra Mountains. It has been so impactful for people that we now have a new event called Life 102 scheduled in May of this year.

In my career as a DC, I was always frustrated with new docs who got in the way of their own success. Life 101 helps people unfold their own genius. I believe that Life 101 is one of the best reasons students should choose to come and study at Life West.

MLF: You do things differently than other college presidents. One example is your passion for music. How is that important for chiropractic students?

BK: I am a professional musician and I see the passion and dedication musicians showcase as a great complement to being like a chiropractor. We began with a talent competition for our students a few years ago, and that grew into an international student chiropractic talent show held at the WAVE. It was a unique opportunity for chiropractic students from all over the globe to showcase their talent. We also hold a piano competition on campus which continues to blow everyone away.

Music is life and when you bring it onto campus, it changes the tone. With our new auditorium, we built a music rehearsal room so students can chill out and just play music. I was so excited about this project that I donated a Yamaha piano for student use.

MLF: Many are talking how much they love all the huge activities around campus in the sports arena. Can you talk about rugby and other sports on campus?

BK: We wanted to showcase the chiropractic lifestyle through athletes, and also increase the visibility of Life West throughout the United States and the world.

Dr. Bruce Chester and I presented a proposal to our Board of Regents in 2013 and we suggested to create a rugby team as our first scholarship sport. We chose rugby because it is a sport in a huge growth curve! It is the fastest growing sport in the U.S. Rugby will be in the 2016 Summer Olympics. It also has a long history in chiropractic dating back to the 1960s at Palmer College.

In our first two seasons, we have made two national championship finals; including winning the Emirates airline USA Rugby D2 Club final and we now have a scholarship program for both men and women. In November 2015 our coach, Adriaan Ferris, was interviewed in an article in Fortune magazine. I am excited...
to watch the rugby program continue to grow and to showcase chiropractic and Life West.

It’s not only rugby though. We have lots of incredible athletes on campus engaged in amazing feats of athleticism. I especially enjoy watching the Life West Ice Hockey team. That’s not a scholarship sport...yet.

MLF: Tell us more about the museum project.

BK: There are two parts to this—the Living Museum project and the museum itself. The Living Museum is a series of life-size bronze statues of the greats in chiropractic that we will commission a bronze artist to create. We will have these throughout the campus for people to sit beside and reflect with. We love to stay rooted in our heritage and build daily reminders which are both beautiful and inspirational. The bronze artist, Linda Serrao completed a DD Palmer statue for this project in 2014.

The museum is schedule to open in late 2016 and is a long term project to build the most comprehensive and complete chiropractic museum in the profession. Dr. George Casey is the curator and occasionally I get a sneak peek at its progress. It’s very cool.

MLF: What do you love most about Life West?

BK: There is no doubt it’s the people! From individuals like Sue Ray and Annette Osenga in the library, to all the talented faculty and the incredibly dedicated administrators. These are some of the most remarkable people I have ever met. Current staff who have been there more than 25 years includes:

Dr. Douglas Bell, Wanda Butterly, Dr. George Casey, Dr. Bryan Gatterman, Vicki Haghighi, Dr. James Hawkins, Dr. Michael Hickey, Dr. Jerry Hightower, Brenda Johnson, Dr. Deborah Lindemann, Dr. Daniel Murphy, Annette Osenga, Dorothy Pangelinan, Suzanne Ray, Dr. Beverly Scott, Dr. Norman Stutin, Dr. Paul Walton, Dr. Michael Zabelin.

Now that’s dedication!

Another thing I love about Life West is the college vision; Creating a brighter future for humanity. Now that is a compelling reason to get out of bed in the morning!

MLF: What have been some of the biggest challenges you have faced?

BK: The biggest challenge is a small number of people with limited thinking. I am occasionally challenged by people who don’t believe something is possible. So much more is possible and part of my job is to share that vision and to build the team that can create what we are creating.

MLF: What do you see as the future for the chiropractic profession and for Life West?

BK: Chiropractic’s finest hour is right in front of us. As a profession, we have some major challenges but we need more DCs in the field practicing with a deeper philosophical understanding to help move the needle - not only in chiropractic, but in healthcare, and therefore our communities and society. We need to grow our enrollment in order to graduate more principled DCs who can assist with that huge cultural and informational shift.

At Life West, we want to continue to deliver a higher level of education and continue to graduate the most satisfied and principled chiropractors. We will continue to need the support of the profession in order to do that. It is simply not possible to do it on our own. That support takes many forms; student referrals, financial contributions, moral support, donations to the museum, speakers at Friday seminar, etc.

MLF: Do you ever get tired of asking for money?

BK: It’s funny, a DC complained recently that Brian Kelly was always asking for money. Even at Harvard University—with their incredibly large endowment—they never stop asking. A college needs to have a long term plan and a big vision. If chiropractors want strong and sustainable institutions in the profession then they will need to recognize that they will need to have ongoing support. So, I make no apology for asking. However, I am also very grateful for the support we receive daily.

MLF: You have doubled enrollment in 5 years at a time when most chiropractic schools are declining or unchanging. How have you accomplished this?

BK: We have an incredible team, a compelling story of significance in the world, and Life West grads are the most satisfied in the profession. I would like to thank everyone for their referrals and support. We took our enrollment efforts on the road, and along the way we had fun. We put together a travelling event campaign and called it the "33 City Tour." We are way beyond 33 cities now. We have completed more than 150 career night events and are constantly out and about connecting to doctors and prospective students. One of the highlights on the road was a career night in San Diego where Dr. Brad Glowaki sent prospective students to our event in a stretch limousine.

MLF: Do you see yourself being at Life West in 30 years?

BK: Wow! I see myself here at Life West as long as I’m making a difference, enjoying it, and the College is growing. I’m not attached to a number or anniversary. The future will take care of itself. Right now, I am focused on the critical work in front of me. -
Local Community Begins the $5M+ Renovations at Life West

In September, the local community joined to celebrate the kick off of the $5M+ renovation projects at Life Chiropractic College West beginning with the Standard Process Auditorium.

College President, Dr. Brian Kelly kicked off the ceremony by talking about the impact this development will have on the community. “We are doing these renovations first-and-foremost for our students. They deserve a fully updated campus that allows students to assemble in one place along with the entire college community. The new renovations will also provide a state-of-the-art health center where students will learn in a first class environment. It is an exciting time at Life West,” he said.

Other speakers included Justin Toal, President – Standard Process of Northern California, Inc., District Director Carolina Salazar, from the Office of Assemblymember Bill Quirk, Gus Gottschalk, Life West Board of Regents and Chair of the Facilities Committee, and Dr. Ron Oberstein, Life West Chairman of the Board of Regents.

Many local organizations, financial institutions and government leaders played a role in developing this project. Partners in the project include: City of Hayward, Standard Process and The Bank of the West. The auditorium was partially financed by a very generous commitment from Standard Process with a $500,000 donation to kick off the capital campaign.

Assembly member Bill Quirk’s office presented Life Chiropractic College West with a recognition certificate to acknowledge the importance these campus renovations will have on the student body and on the larger community.
The Chiropractic Museum Takes Shape

By Dr. George Casey, Museum Curator

As a product of Life West’s President Dr. Brian Kelly’s vision that graduates should have a full understanding of the history and philosophy of the chiropractic profession, The Chiropractic Museum at Life West is taking shape. A dedicated area will display artifacts that tell the lively story of chiropractic’s history and heritage.

The museum features a replica of Daniel David Palmer’s (aka D.D. Palmer) office which was located in downtown Davenport, Iowa. The replica includes two antique walnut bookcases, a table from the early 1800’s, a 100 year-old cloth anatomy chart, Civil War crutches and canes, a 1900 Underwood typewriter, a 1905 Western Electric candlestick telephone, and a 100-year-old human skeleton. A flower-patterned Milliken carpet, similar to one seen in a photograph of Dr. Palmer’s office, adorns the floor. The office contains a 1922 A.M. Friese oak full-spine adjusting table and books, pamphlets and pictures from the early years of chiropractic.

Additionally, wall space is under design for the main museum area that will provide an area for various historically themed displays in various categories, including building replica chiropractic offices from each of the decades. It will also have a complete collection of all books written on the subject of chiropractic which have begun to be donated and added to the collection. We are excited to display the donation of the library of the founder of Pacific States Chiropractic College, George E. Anderson, D.C. And our D.D. Palmer replica office is the location of three celebrity photographs, autographed to B.J. Palmer that was donated by Matt Freedman, D.C. of Eugene, Oregon. A future display will include chiropractic instrumentation including a graphing instrument donated by Irene Adamczuk, D.C.of Rochester New York.

Interested in helping the museum grow?

If you have a book, pamphlet, picture or other item of historical value that you would like to see preserved for the good of the profession, please email or call for donation instructions or information to:

Dr. George Casey, Museum Curator

Email: gcasey@lifewest.edu
Phone: +1 (510)780-4500, ext. 4440
Dr. Ron Oberstein Named Chair of Board of Regents

The Board of Regents recently elected Dr. Ron Oberstein to a two-year term as the board’s Chair. Dr. Oberstein has been a member of the college’s Board of Regents since 1991 and served as the Chair of the Enrollment Committee for the past five years.

Dr. Oberstein graduated from Life Chiropractic College (now Life University) in 1981 and since has had private practices in both Boston and San Diego. He has provided care for elite athletes, celebrities, and heads of state. With an emphasis on family care, he sees patients of all ages, helping them achieve and maintain a healthy lifestyle.

Dr. Oberstein lectures at venues worldwide on the scientific validation of chiropractic and the safety and effectiveness of the chiropractic adjustment along with the vitalistic force that resides within the body. He and his wife of 27 years, Dr. Mary Oberstein, started Hands for Life, a non-profit organization delivering chiropractic care globally to children and adults in need with a focus in Tijuana, Mexico. He is the Past Vice President of the International Chiropractors Association and provides support to other non-profit organizations within the chiropractic profession.

Along with his role as chair at Life West, Dr. Oberstein is excited to see the vision of the college unfold and help lead the way to a vitalistic future. “Working alongside Dr. Brian Kelly, one of the brightest visionaries in chiropractic, I can only see many great things ahead for Life West and chiropractic,” shared Dr. Oberstein.

Dr. Oberstein is replacing Dr. Joseph Awender II, who resigned as chair in 2015. “As the former Chair of the Board of Regents, Dr. Awender brought a passion for the profession and his alma mater along with insight from an alumnus perspective. Dr. Awender will continue on the Board of Regents to provide the same dedication to Life West as he does towards chiropractic and contribute his extensive experience as a Life West Board member,” said Dr. Oberstein.

“’I CAN ONLY SEE MANY GREAT THINGS AHEAD FOR LIFE WEST AND CHIROPRACTIC.’”

Dr. Ron Oberstein resides in San Diego and has three daughters. All three of Dr Ron’s and Mary’s daughters have either completed or are currently studying to be doctors of chiropractic.
A group of 60 Life West students are riding a bus up a winding road, deep into the Sierra Nevada Mountains. They are embarking on a three day trip into the unknown. They bring with them a journal, a sleeping bag, a flashlight, some warm layers and open hearts and minds. They bring their hopes for bonding with their fellow students and wishes to develop new insights into their own abilities. They bring their dreams to become their own best selves and to create a future where chiropractic becomes the first and best place for all people interested in great health. These 60 students bring everything they need to experience the life-changing event that is Life 101. These students bring the ingredients for transformation.

Life 101 is the brainchild of Dr. Brian Kelly. Dr. Kelly holds a passionate belief that chiropractic education is about more than just learning how to adjust and communicate and pass boards. Dr. Kelly believes that great chiropractic schools support students to reach their fullest potential. We are not in the education business. We are in the transformation business. Dr. Kelly knows it is vital that we hold Life 101 twice per year in order to make it possible for every student to have this experience.

Dr. Kelly conceived the event while he was the president of New Zealand College of Chiropractic. Life 101 was a huge success there. The students and faculty who participated were raving fans so when Dr. Kelly came to Life West, one of his first projects was to re-create Life 101 here. The first Life 101 was held in April of 2011.

**WE BELIEVE THAT WE NEED A PROFESSION FULL OF CHIROPRACTORS WHO ARE STRIVING FOR GREATNESS.**
Life 101 has been an exercise in problem solving and team work for the Life 101 staff, affectionately known as “Life Support”. The first Life 101 had plenty of wins and few interesting challenges. One challenge was the food. The camp insisted in providing meals from their commercial kitchen (for insurance reasons) and the food was not congruent with the program. Faculty member Dr. Eric McKillican, his wife Nancy McKillican and their three daughters volunteered to cook all the food for the next Life 101 event in a tiny kitchen in their cabin. With that gift, the food switched from being the weakest link, to become one of the best bragging points. Now the McKillicans and their volunteers have access to a full size commercial kitchen and provide amazing meals. The food is all 100% organic, GMO free, fresh, healthy and delicious!

What happens at Life 101? You have to attend to find out. The event, by design, is shrouded in mystery. When you come to Life 101, you let go of ego and planning and you become in tune with the process as it unfolds. There are physical activities and breakthroughs, and there are intense mental and spiritual activities and breakthroughs as well. The entire weekend is about knowing yourself, understanding your strengths and your limiting beliefs. The weekend is about purposefully creating your life.

The program has been such a raging success that we have had countless requests for the school to develop Life 102. So in Spring 2016, we will launch Life 102 created by Dr. Bob Graykowski. Dr. Graykowski has years of experience running personal development camps and programs and he has created a new weekend experience for those who want to take their life to the next level.

The chiropractic community needs a profession full of chiropractors who are striving for greatness. Greatness in technique. Greatness in business and entrepreneurship. Greatness in service. Greatness in passion and purpose. When those 60 students ride the bus back down the mountain, they are fundamentally different. They have new tools to use to shape the course of their lives. The building blocks for greatness happen at Life 101. We are looking forward to many more classes coming through this vital program for years to come and making their mark on the world.

WE ARE NOT IN THE EDUCATION BUSINESS. WE ARE IN THE TRANSFORMATION BUSINESS.
Legacy in the Making
A Discussion with Alumnus, Dr. Caren Cole

When Caren Cole first discovered she had a passion for chiropractic, she was in the midst of a successful career as a social researcher with prestigious organizations like Stanford Research Institute. Although she enjoyed her work, it didn’t fulfill the passion she was seeking in her work. When she observed the transformative changes to people through their chiropractic care, Dr. Cole discovered where her elusive passion laid.

She researched chiropractic colleges and prepared to make a selection. After her visit to Life West, she knew it was the right fit for her. The emphasis on chiropractic philosophy, the community attitude, and the welcoming feeling she received on campus, validated her decision to choose Life West.

Dr. Cole entered Life West as a mature student and she was comfortable with the content of her classes but she was a bit overwhelmed with the quantity of work. She wanted to learn everything possible and attend as many seminars, events and clubs as she could. She felt the college leadership and faculty to be genuine and dedicated and that they had palpable passion for service.

After graduation from Life West in 1987, Dr. Cole trained with a local chiropractor until she received her license. This allowed her to get more experience, learn business, and start building her own practice. Dr. Cole was awarded the first Alumni of the Year award by the college.

What is Dr. Cole’s advice to students? Dr. Cole ecstatically stated, “Trust your heart. Stay present. And learn as much as you can, while having the time of your life.”

When asked about the current state of the profession, Dr. Cole says, “The changes I’ve seen in health care over the years, from the treatment of disease to a quality of life and living emphasis are consistent with what chiropractors and chiropractic have been saying for about 120 years. It seems clear that health care will continue to move in this direction. As the health care system becomes more knowledgeable about what we do, our role will become ever stronger. Our role will also grow as we continue to educate with words, actions, results, dedication and celebration of our chiropractic principles.”

At The WAVE 2015, Dr. Cole decided it was time to give back to Life West. She became the first charter member of the new planned giving legacy society called Circle of Life that officially launched in early 2016. She and her husband, Emil Gluekler, made a substantial planned bequest to Life West to support the future of the college and to help assure its legacy.

With her early commitment to support this program, Dr. Cole is creating her own legacy toward chiropractic. When asked why she was offering this, Dr. Cole said, “Chiropractic has given me such a truly rich and rewarding life that I wanted to give back. This is consistent with ideals of Life West’s vision of Loving, Serving and Giving.”

Life West thanks Dr. Cole for this legacy gift and invites you to attend a Circle of Life seminar in 2016. Please contact Institutional Advancement for more information at +1 (510)780-4500, extension 2400.

“TRUST YOUR HEART. STAY PRESENT. AND LEARN AS MUCH AS YOU CAN, WHILE HAVING THE TIME OF YOUR LIFE.”
Hawk Talk

By Dr. Jim Hawkins, Alumni Ambassador

Among the highlights of my first year as Alumni Ambassador has been the chance to visit with former students in their practices. It has been such a pleasure to meet so many amazing people doing amazing things.

Here are some of the alumni I visited in 2015:

Sacramento, CA Area
Dr. Deb Welshons ('04); Dr. Gregg Anderson ('96); Dr. Liliana Ulooa ('10); Dr. Fatima Kolia ('11); Dr. Richard Belli ('84); Dr. Randy Marsh ('85); Dr. Michael Langsam ('96).

Las Vegas, NV
Dr. Jimmy Hidalgo ('84); Dr. Gene Garlick ('94); Dr. Terry Akers ('95); Dr. Ray Ianacone ('00); Dr. Matt Simson ('86).

Elk Grove, CA
Dr. Lyndon Greco ('98); Dr. Irma Greco ('99); Dr. Steve Hansen ('86); Dr. Doug Ferguson ('98); Dr. Hugh Lubkin ('87).

Phoenix, AZ area
Dr. Liz Smith ('94); Dr. Grant Smith ('95); Dr. Heather Reed-Wolfson ('03); Dr. Frank Reach ('88); Dr. Kera Klingert ('02); Dr. Sean Rankin ('03); Dr. Daniel Luster ('10); Dr. Aaron Hicks ('12); Dr. Michael Gracey ('82); Josh Haggard ('96); Dr. Jenna Haggard ('97); Dr. Alecia Burnett ('96); Dr. Jeff Trinka ('98).

Denver, CO
Dr. Casey Cherubini ('97); Dr. Liza Cherubini ('97).

Winnipeg, MB Canada
Dr. Permvir Chohan ('02); Dr. Kimberly (Mah) Dalke ('02); Dr. Myron Dalke ('02); Dr. Gerald Desmarais ('93); Dr. Paulette Desmarais ('93); Dr. Mandip Dhaliwal ('04); Dr. Bryon Doerksen ('11); Dr. Chantelle (Lussier) Doerksen ('11); Dr. Harpal Duggal ('08); Dr. Chris Enns ('05); Dr. Raman Gill ('12); Dr. Sasha Kamani ('02); Dr. Shameer Kamani ('02); Dr. Steve Lambos ('88); Dr. Robert Mestdagh ('88); Dr. Gordon Partridge ('90); Dr. Audrey Toth ('90); Dr. John Toth ('90); Dr. Andrea Villafranca-Johnson.

It is a privilege and an honor to get to see our chiropractors in action and I look forward to visiting many more of you in the coming year. Let me know if you would like to be in the next group of docs that I visit by emailing me at jhawkins@lifewest.edu.

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, or to learn how you can contribute to Life West, please contact Alumni Relations:

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

www.lifewest.edu/alumni

IN MEMORIAM

Dr. Melody Mckersie-Saldate
Class of 1982
Dr. Mckersie-Saldate died in June of 2013 at age 67. Her service was held at Calvary Lutheran Church.

Dr. F. Brian Ducey
Class of 1994
Dr. Ducey died in August 2014. Born in Chicago, he lived in Hawaii, Danville, and San Francisco. After graduating from Life West, he ran the Pacific Heights Wellness Center. He is survived by his daughter Isabella.

Dr. Craig Beckwith
Class of 1994
Dr. Beckwith died in October 2015 at the age of 56. He practiced at Beckwith Family Chiropractic in North Richland Hills, CA.

Dr. Trevor Stone
Class of 1993
Having passed in January, 2015, Trevor Stone was an Intern Mentor at the NZ College of Chiropractic Centre for the past 8 years. He had a successful family practice in Auckland, NZ. He leaves behind his wife, Lizette, four children and two grandchildren.
Alumni Board of Directors Update

The current board leadership includes Eric McKillican, DC – President; Skylar Gemmer, DC – Vice President; Ankur Tayal, DC – Secretary; Tom Oliver, DC – Past President.

New appointed people to the board have a two year term and term starts the meeting following elections. This group of elected Alumni Board members will serve their term from October 2015-October 2017.

A warm welcome to the newest members: Julia Pinkerton, DC – Midwestern Representative; Geraldine Mulhall, DC – Faculty Representative; Katie Schlein – Student Representative.

We are always seeking new members to join the board. If you are Alumni and interested, you are welcome to sit in a meeting to check it out. The board is a working board with many committee and sub-committee opportunities. Committee members have the chance to work on critical things such as: outreach, alumni events (Golf Classic, The WAVE Alumni Breakfast, Hospitality Suite at the WAVE, etc.), and Awards (Alumni of the Year…).

Alumni Board meetings are always in conjunction with Campus’s For Life weekends which are held quarterly (January, April, August (@The WAVE) and October.

For more information about the Alumni Board, please feel free to contact Nancy McKillican at nmckillican@lifewest.edu.
Dr. Chuck Sherrod Will Be Remembered Fondly

Charles W. “Chuck” Sherrod, DC, MPH, CIE (Certified Industrial Ergonomist) passed on Saturday, October 31, 2015 peacefully at home with his family. His family held memorial services in November with a reception immediately following. Students, faculty and staff signed a memento that was sent to the family in his memory.

Dr. Sherrod joined Life West as Director of the Ergonomics Institute in 2007 and taught elective courses in Ergonomics. His indefatigable spirit and passion for chiropractic and the role that ergonomics plays in maintaining total, holistic health was legendary. He was a cornerstone in supporting the safety and health of the college community with job task analyses and recommendations for training, exercises and team-building to increase the adoption of safe work behaviors.

Dr. Sherrod was the founder of OccuCom, founder of NetErgonomics, an active member of the Bay Area Ergonomics Roundtable (BAER group) and the principal investigator of Chiropractic studies employing ergonomics assessments and interventions. Dr. Sherrod was the lead author of a chiropractic-ergonomic case study and a case series done at Life West and he was a regular contributor of poster presentations at ACC-RAC.

“I have never heard a bad word uttered about Dr. Sherrod. He was universally loved by all who were lucky enough to cross his path. He was a very caring and loving person and he will be greatly missed on the Life West campus. We will remember him always as an important part of our history,” said Life West President, Dr. Brian Kelly.

Former President Dr. Gerry Clum shared his fondness and respect for Dr. Sherrod, “Chuck was the consummate professional and always put his students, his clients and the profession first. We will miss him.”

Dr. Sherrod passed on Saturday, October 31, 2015 peacefully at home with his family. His family held memorial services in November with a reception immediately following. Students, faculty and staff signed a memento that was sent to the family in his memory.

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Our profession has many famous pioneers. We have a rich history of chiropractors who do things in new ways and invent new methods altogether. Usually we think of chiropractic innovators in technique or technology.

Sometimes innovation happens when someone creates a new path in communication — much like when BJ Palmer bought the WOC radio station in 1922.
Creating a new path requires intense work and a willingness to stand alone. Dr. Ed Osburn has spent the past year living uncommonly and building a powerful and effective new method of communication.

As a result, today there is a new and transformative option in the chiropractic media game.

That innovation is the chiropractic podcaster.

**ED OSBURN BELIEVES IN THE POWER OF THE PODCAST.**

Dr. Ed Osburn graduated from Life West in 2002. Upon graduation he moved to Alberta, Canada and began to practice with his wife, Karen. Ed has always been willing to hustle. In the six months leading up to his graduation he was shuttling back and forth from Alberta, building out and starting his practice. When he first got his license, he acted as the tech CA in his office and did all the patient education and exam work. But all that hustle wasn’t enough.

Ed’s practice had loads of new people coming in, but unfortunately it had a steady stream of patients leaving as well. He was barely breaking even financially and he felt a constant state of frustration. The problem: lack of systems and poor communication. Hustle and intentions alone could not solve this challenge.

Two years after he graduated, Ed found the right coach and began to learn the skills he needed to build strong systems and bolster patient communication. His practice stabilized and then began to grow. He learned how to tell people who he was, and what he did - and people began to respond. Things were looking up for the Osburn family.

In 2009, Ed went through a health challenge that made daily practice impossible. Once again he began to look for a new solution to a new problem.

**THE BIRTH OF A PODCAST**

In the summer of 2014, Ed decided to build a podcast. His inspiration was his own frustration and pain. He began thinking of all the other chiropractors who were experiencing frustration, challenges and failures. He decided to turn that idea on its head and use it as a way to give back to the profession.

The Chiropractic Philanthropist is a podcast built upon a few fundamental concepts. One significant concept is that we are more alike than we are different. Another is that when we give back, good things happen. Ed embraced these principles deeply and returned to his well-developed “hustle mode”.

Ed taught himself to podcast. He watched YouTube videos from veteran podcaster, Pat Flynn. He joined an online podcasting community called Podcaster’s Paradise. He had no previous technical experience so he researched and taught himself all the technological elements necessary. He dug deep and put everything he had into this project, and in just four weeks, he built and launched a podcast, with 30 episodes “in the can” and ready to release to listeners.

Then he had to find listeners. Luckily, he had Facebook. He built a page for the show and began sharing episodes through the 2000 contacts on his personal Facebook page. Ed’s podcast website allows people to sign up to get an email when a new podcast drops. People signed up for that service. People started listening, and sharing the podcast. His download numbers started growing very quickly.

**THE PODCAST SUCCESS EQUATION**

Why is podcasting the medium of choice right now? First, it’s free. Secondly, the content is informative and inspiring and, Ed earned trust with his listeners quickly. The people he interviews do not pay him, nor do the listeners. The content is both free and valuable. People like podcasts because they add value to their lives. Ed’s podcasts are about providing thought leadership. Ed developed authority and connection with his listeners by providing great content. Now he is being asked to speak, to collaborate, and to become part of other entrepreneurial activities. His passion project has turned into a thriving business.

Ed says the biggest challenge in podcasting is the endless work. Podcasts require consistency (just like your practices). He needs to keep new content flowing at all times. He has no shortage of great subjects, but he is just one man. He has hired a virtual assistant to help him carve out more time to be creative and develop the advanced part of his vision. He still has dark moments when he stays up until 1 am editing and building podcasts. He emphasizes that he is just like everyone else, with many commitments and people who want his attention. He has a wife and two kids, aged two and four. He practices a few hours a week. He has chores. He is just like you.

Ed has captured a niche market inside chiropractic and develops episodes with a specific mission to help chiropractors who are struggling. He knows how it feels to need support and he knows how to offer real help.

Ed’s true gift is his talent for compassionate communication. He is real when he communicates. When you listen, you can feel his authenticity through your headphones. He is connected to the listener. He is telling the audience information they really want - and in a way that captures their trust. Ed’s great at this because he has lived it, and he can coach from a deep place of truth.

**NEW KINDS OF COMMUNICATION MEANS NEW OPPORTUNITIES**

The podcast just keeps growing. Within months of launching, Ed was approached by companies looking to sponsor shows.
His download numbers grow every month. He is now able to book bigger “celebrity” guests because his podcast has such a large and loyal audience. Ed has now interviewed major players like Jack Canfield, Nick Ortner, Grant Cardone, Sean Stephen-son, John Gray, David Gray, Chris Guillebeau, Carl Honore, and David Allen.

Today he has had over 200,000 listens. The numbers just keep going up. His Facebook reach is tremendous, with 140,000 people reached in a single week and nearly 22,000 reached in a single post. He has an ever expanding mailing list of doctors wanting content. And Ed knows how to deliver content that the people want.

Ed used to define success by how many people he adjusted each week and how much money he made. Now he defines success by how much impact he has on people.

Ed and his wife, Karen, have become podcasting experts. Karen recently launched a podcast called Women Wanting More and shot to the top of iTunes popularity listings within the first 72 hours. They see incredible opportunities to use these channels to communicate important messages with the world and they have proven it can work. Their podcasts provide amazing opportunities to network and build authority and perceived expertise.

Next up? The Chiropractic Philanthropist TV. New episodes are going to include a video feed of the interview. Ed is always trying something new.

Are You a Chiro-Preneur?

Ed’s vision for podcasting is huge. Ed sees the opportunity to use podcasting to bring more stellar content to the chiropractic profession and to chiropractic patients.

His newest project is the UNcoaching Podcast. This podcast will feature guests who are coaches but who all deliver their services in new and surprising ways. This podcast is for people who want to find leaders to help them develop themselves, not saviors to solve their problems. This podcast is for entre-preneurs who want to make things happen and are ready to do whatever it takes to get things done. The UNcoaching Podcast will be about getting results faster and cutting away all artifice. Look for it wherever you get your podcasts (iTunes, Stitcher, etc.).

Ed’s vision doesn’t stop with the podcast. Ed sees many oppor-tunities for chiropractors to become stronger “chiro-preneurs”. He has launched a coaching program called Ethos Coaching. It looks a bit different from the traditional coaching model. Ed is using modern techniques to deliver top notch content. His members start with three months of intensive training via online video modules (and lifetime access to those modules) focusing on fundamental elements of business success: leads, conversions and systems. Ed practices what he preaches. He wrote and developed the Ethos project in just six days.

Ed gets great joy from his latest renaissance as a podcaster and chiropractic entrepreneur. He loves getting emails from doctors around the world who tell him how much they value what he is providing. He gets emails which say “you saved my practice.” Ed says that is exactly what The Chiropractic Philanthropist is all about.

Take-Aways for Every Chiropractor

Every chiropractor can learn from Ed’s story. Consistency is key. No matter what you are trying to accomplish, the winners are those who never give up and keep at it, no matter what. Ed believes that the consistency principle is a huge key to his success. Ed says, “I keep drilling wells. Every day I drill wells. Some wells hit and others don’t. I drill more every day no matter what. You have to constantly do the work.”
Ed also believes in the power of giving. He sees this as adding value to others by making “deposits into his network”. He is always looking for ways to contribute without asking for anything in return. Ed says, “When you give, give without expectation. People can feel it. I have had so many opportunities come up because I offer to help others. I am always looking for new ways to give.”

Ed used to define success by how many people he adjusted each week and how much money he made. Now he defines success by how much impact he has on people.

Ed Osburn has made a tremendous impact on thousands of chiropractors in the past year. His podcast is a series of love letters to the profession. Like BJ Palmer and WHO radio, he is using the best technology of his time coupled with hard work and good business principles to propel the profession.

Ed’s success is the kind we all strive for: Make a difference. Do it with love. To give, to do, to love and to serve. That is Dr. Ed Osburn and his podcasts.

Podcasts are a great way to get smarter, faster.

Podcasting is growing because of its convenience and ease of use. Everyone has a podcast in their pocket at all times (your phone). You can listen while you work out, ride in the car, fold the laundry or brush your teeth.

Your next step is to check out some podcasts. You can find podcasts on iTunes, on soundcloud, on stitcher, or stream them on the podcast website.

Here are a few recommendations:
Entrepreneur on Fire by John Lee Dumas
The Tim Ferris Show by Tim Ferris

Ed’s favorite podcasts:
The School of Greatness Podcast by Lewis Howes
Warrior on Fire by Garrett J White

Consider starting a podcast yourself. The time is now.

It is not enough to just have a website anymore. Podcasts are growing at an exponential rate. Podcasts are likely to surpass and replace radio. It is the next big thing. The timing is perfect for a chiropractor to jump in.

Your podcasting content does not have to be about chiropractic. It should be about whatever you are passionate about. Podcast consumers are loyal and financially stable (their average salary is over 75K annually). You can talk about anything and include some content about chiropractic - a hook at the end. You will build reputation and authority and that will benefit your business.

Find out more about podcasting at www.dredosburn.com. Ed provides newsletters, the Daily Dose video clip, and loads of other great information. Or join Ed’s podcasting community (with more than 90 chiropractors participating already). Ed is teaching chiropractors his entire success formula in online classes and coaching.
The Sky’s the Limit
The Katie Hansen Story

By Dr. Mary Lucus-Flannery

Katie Hansen is an extraordinary chiropractic advocate. She travels the world in a high profile job, where she is required to save her own life every day. She spends her time perfecting her art, performing, networking and telling the story of how chiropractic changed her life. Katie is an unusual and powerful advocate for all of us.

Katie is a skydiver. And Katie is so much more. She is not just a weekend skydiver. Katie is a professional skydiver. She has risen, through hard work and dedication, to the top level in every portion of the sport. She is an accomplished freefall skydiver and gets invited to fly in key positions in world record jumps.

She flies wingsuits with the Red Bull team. She is a professional coach. She is an avid BASE jumper who gets invited on daring expeditions that only the elite will ever see. She has been on the cover of skydiving magazines. And she is an expert canopy pilot who competes as one of a very small group of females who “swoop” and careen just above the ground at high speeds.

“IT’S THE PLACE I AM WHEN I AM FOCUSED FULLY ON WHAT I AM DOING - THE CONNECTION BETWEEN MIND, BODY, AND ENVIRONMENT, AND HAVING COMPLETE PRESENCE.”
I am going to live my life on my terms, and I wanted guidance to do it safely. I wanted a healthcare team that was actually on my team.”

Katie is a serious athlete and a powerful performer.

Katie began her career in skydiving when she and her dad celebrated her high school graduation with her first jump. She was instantly hooked. For Katie, skydiving is not what you think. It is a spiritual act. Katie explains, “Skydiving is a pure form of enjoyment. I’m not an adrenaline junkie by any means. Adrenaline goes away. What I enjoy so much from jumping is something I have heard referred to as ‘flow.’ It’s the place I am when I am focused fully on what I am doing - the connection between mind, body, and environment, and having complete presence.”

Young Katie became a regular jumper at a small drop zone and soon was experienced enough to begin BASE jumping. In BASE jumping Katie experienced an even more intense level of connection to the world and her place in it. “I co-lead my first Arctic expedition at the age of 22, to Baffin Island, Canada. It was there—camped out on the sea ice in the fjords with 6000’ cliffs surrounding me—that I was inspired to learn to fly wing-suits. I have never felt so small as watching an arctic storm blow through, nothing but rock and ice in sight.”

Katie moved from Seattle to California and took her skydiving to the next level. She began flying in a wingsuit and mentoring with elite jumpers. She was now working professionally as a skydiver and was well on her way to fulfilling all her dreams. And then tragedy struck.

In July 2012 Katie was in a terrible accident while riding home from the drop zone on her motorcycle. While in the passing lane on a quiet rural road, a motorist suddenly braked and cut across her lane without signaling. Katie tried to stop and swerve but could not avoid clipping the corner of the bumper at nearly 45 miles per hour. Her left knee impacted the car, ripping it open through the joint. The force threw her into a mailbox. She suffered a shattered left scapula, multiple broken ribs and a punctured and collapsed lung. She then hit a metal fence and fractured C7, T1, T2, T3, T5, T8, T9, and L3.

As she lay there, in the ditch, barely able to breathe, she was bolstered by the confidence and support of a passerby who held her hand and made the human connection. This woman, Katie’s ‘angel,’ called 911 and stayed with her, holding her hand and reassuring her that she would be okay. “She was calm and had such compassion and love that I could feel it in her hand when she touched mine, and I believed her.”

Katie had a rough road to recovery. She had a chest tube for five days and underwent a spinal surgery fusing L2-4 with two rods and six pins. She began rehab and the hard work of healing her body. And then she got terrible news. She was told that she would never skydive again.

In that moment, when she was told she could not resume her life, something shifted. Katie became furious. “How dare they tell me what I was incapable of? How could they possibly know that - without even inquiring about the actual physical demands of what I love to do? I am going to live my life on my terms, and I wanted guidance to do it safely. I wanted a healthcare team that was actually on my team.” That was when Katie claimed her own story and became her own advocate.

Katie took her case into the alternative health care realm. She was already under chiropractic care and knew how beneficial chiropractic had been to her health and performance. Her chiropractor, a Life West graduate, was already a close friend. Unlike the other system, he listened to Katie’s goals and joined her team. Her number one goal? To skydive. To skydive well. Her chiropractor believed in her. He worked on her - along with an entire team including physical therapy, nutrition, sleep, yoga and other great support services. Katie says her chiropractor was an integral part of her success in not only returning to skydiving, but to her ability to excel beyond the level she was at before she was injured.

Since Katie’s injury and recovery, she has won a national title in high performance canopy flying, she has been on two world record jump teams, she has competed in wingsuit flying and BASE jumping races, and she has landed her canopy on the
back of a moving mustang. Katie is once again delivering world class athleticism and is able to pursue her goals and live her dreams.

Life West got to know Katie when we first heard her amazing story through an employee of the college. Dr. Brian Kelly invited Katie to share her story at the WAVE in 2014 and she delivered a riveting story of hope, teamwork and possibility. There was barely a dry eye in the house. But Katie is not just a great story. She is a brilliant and shining example of the power of the human spirit to heal, to thrive and to excel. She is well-spoken and charismatic. She understands and shines with chiropractic principles. She is the real deal.

After the WAVE, Life West partnered with Katie to bring her chiropractic message to the masses. Katie is a public figure who gets regular press attention. She is participating in top caliber events that bring unparalleled opportunities to share her story. Today, Katie jumps in a wingsuit and helmet with the Life West logo. She is a living embodiment that the power that made the body - heals the body.

Katie understands what we do as chiropractors and she is the perfect person to carry our message. “My experience with Life West has been refreshing. It is a place full of motivated people and energy. It’s a movement of people with the ability to inspire people to live to their full potential, and the knowledge how to allow their bodies to serve them to do it.”

Katie, you inspire us! We can’t wait to see what you will do next!

Read more details of Katie’s story and keep up with her amazing adventures at www.lifewest.edu/katie-hansen
Snapshots

1. Life West's India Club recognized The Cupertino Chamber of Commerce at a Diwali event for spreading Indian culture in the community.

2. Life West students raise awareness for World Spine Day in San Francisco with free activities including movement workshops, yoga sessions, and a spinal analysis.

3. Life West Chairman (center) speaks at and students attend the World Congress of Chiropractic Students regional event in Toluca, México.

4. Winners of this year’s Halloween costume competition (Individuals).

5. Life West celebrated 120 years since the founding of chiropractic in 1895 with a week-long celebration called Founder’s Day.

6. Life West wins fifth award for raising the most money to benefit Oklahaven Children’s Chiropractic Center.

7. Life West presented an appreciation award to Sunnyvale restaurant, Turmeric and Chef Arvind Bhargava to honor the chef for his dedication to the Bay Area community.
Dr. Monique Andrews:
A left brain vitalist who is making learning science philosophically relevant.

Monique Andrews, MS, DC
Chair of Basic Sciences & Chair of Faculty Development
Education: Masters in Neuroscience and Doctor of Chiropractic
Teaches: Neuromuscular Physiopathology I and Central Nervous System Anatomy

As Chair of the Basic Sciences, this chiropractor and neuroscientist is getting students excited about learning philosophy and science. 'Dr. Mo' as the students refer to her, calls on them to embrace all three facets of the Chiropractic Triune. Students are blown away on Day one when she breaks out Stephenson's textbook to talk about neurons and nervous system transmission. Then they are hooked as she spins the thread through the philosophy, art and science of modern day chiropractic.

Dr. Mo comes to academia after years in private practice. When she was in chiropractic school, she used her masters in neuroscience to become a teacher’s assistant in the anatomy lab. She learned an invaluable lesson which is to: Learn one, do one, teach one. Dr. Mo says this philosophy is one of the cornerstones of her philosophy both as a teacher and as a human being.

“PEOPLE ARE AMAZING, CONFOUNDING, FRAGILE, MAGNIFICENT BEASTS. I LOVE THAT.”

"When you know enough to teach other people, you can't fail. I take an active approach in the classroom, engaging students to participate. They learn the material, when they get to the point where they can teach each other, I know they’ve got what they need to be successful.‘

Dr. Mo epitomizes the perfect intersection of practical experience and academic strength. When she graduated from chiropractic school in 2001, she and her wife built a practice from scratch in Ottawa, Canada. They practiced in Ottawa for 12 years and had a thriving practice that they loved. But Dr. Mo felt it was time for a shift.

“I came back to teach because I wanted to do my part to make sure we graduate exceptionally competent chiropractors. All three legs of the stool matter. I was super straight when I was in school. And now I teach in the basic sciences. There is no conflict there. Our philosophy is what drives the science we are learning and it is my job to bring that into the classroom every day," said Dr. Mo.

This conversation is not just academic. It involves the entire profession. Dr. Mo wants everyone out there in practice to know about Life West. She wants you to know that really great things are happening at Life West.

When Dr. Mo is not in the classroom she can be found pursuing her other passions like exploring the human experience. “People are amazing, confounding, fragile, magnificent beasts. I love that," says Mo. She also loves motorcycles and music, often at the same time.

She is deeply committed to teaching the students what she learned in practice. Her most valuable practice lesson are:

1. BE AUTHENTICALLY YOU.
2. BE KIND.
3. WALK THE TALK.

These are lessons we can all live by. Dr. Mo can be contacted by email at: mandrews@lifewest.edu.

Dr. Mo was hired by Life West to teach NMPP I in 2013 but within a year, she was hired as the Chair for Basic Sciences. Dr. Mo thrives in the classroom. She is obsessed with neurophysiology but she would love to teach philosophy one day as well. She also thrives because she loves the possibility she sees in each and every student.

Dr. Mo has quickly become a legend in the classroom. The students post stories and videos of her antics and charisma in the classroom on social media. It is quite a feat to make a basic science class social media worthy. Dr. Mo says she sees herself as a catalyst. If she can engage her students then they want to learn. Dr. Mo says, “You have to work pretty hard to not learn in my classes. I guess you can call it one part inspiration, one part edutainment.”

When you know enough to teach other people, you can’t fail. I take an active approach in the classroom, engaging students to participate. They learn the material, when they get to the point where they can teach each other, I know they’ve got what they need to be successful.'
The Brain’s Way of Healing: Remarkable Discoveries and Recoveries from the Frontiers of Neuroplasticity
By Norman Doidge, MD (2015)

In his most recent book, The Brain’s Way of Healing, Dr. Doidge details a handful of historic and novel techniques to help heal the injured, diseased, poorly developed, and/or degenerating brain.

These techniques are for the most part adjunctive to chiropractic mechanical care. They are interventions that make use of forms of energy rather than pharmacology. The techniques include the use of light (low-level laser therapy), sound, vibration, electricity, and motion.

Interesting Specific Discussions Include:
- Use of cognitive exercises to inhibit chronic pain
- Use of physical exercise to overcome neurodegenerative disorders
- Use of low-level laser therapy to rewire neuronal dysfunction caused by trauma, stroke, and neurodegenerative diseases
- Use of specific controlled movement therapies to help children with brain developmental problems
- Use of eye exercises to influence the brain stem and improve visual acuity (including blindness)
- Use of tongue stimulation to influence the brain stem and reverse debilitating neurodegenerative disorders
- Use of music to rewire the brain, especially for those afflicted with neurodevelopmental disorders

Dr. Doidge mentions chiropractic several times in different contexts. Most importantly, he describes the chiropractic premise glowingly, but probably without understanding that what he is describing is the main premise behind chiropractic health care. For example, he notes that thoughts, memories, perceptions, and skills, are “the cumulative electrical wave patterns that are a result of all the neurons firing together,” like an orchestral musical piece. This is the goal of chiropractic mechanical integrity.

Dr. Doidge makes these observations:

“As people become immobile, they see less, hear less, and process less new information, and their brains begin to atrophy from the lack of stimulation.”

“The neuroplastic systems require physical movement to generate new cells and nerve growth factor.”

In a chiropractic application, when subluxated joints move less this reduces brain plasticity and growth, and adversely influences vision, hearing, and thinking. The ‘hear less’ comment seems particularly pertinent to D.D. Palmer’s Harvey Lillard case.

Chiropractic spinal (and other articular) adjusting sends mechanical afferent information to the cerebellum. Dr. Doidge notes that while the cerebellum occupies only about 10 percent of the brain’s volume, it contains almost 80 percent of the brain’s neurons. One could argue that cerebellar plasticity is dependent upon the quality of our ability to appropriately live, exist, function, and move in a gravity environment. To improve the quality of this mechanical input to the central neural axis is the goal of chiropractic spinal adjusting. The extension argument is that chiropractic improves cerebellar plasticity, and cerebellar plasticity has a positive influence on all other brain functions and modalities.

“The neuroplastic systems require physical movement to generate new cells and nerve growth factor.”

Norman Doidge, MD, is a leading author on the most modern advances pertaining to improving brain physiology through techniques of integrated synaptogenesis/neuroplasticity.
Champions for Life is a program for doctors and students who choose to support the future of the profession by actively recruiting and mentoring future chiropractors.

Champion Doctors are a vital part of the Life West growth and influence team. Champions seek opportunities to find and mentor future chiropractors in their communities. Champions work with the Life West enrollment team to reach into colleges and universities. Champion doctors then send these students to Champions Weekends which occur every quarter on Life West’s campus. This collaboration has been growing the college by leaps and bounds.

Student Champions are an elite group of current students who volunteer countless hours to prospective students visiting the college. They are engaged in leadership activities and training, personal development and becoming mentors while still in school. These students are building their leadership muscles and shaping the future of the profession every day.

Find out more about becoming a Champion at lifewest.edu/champions or email the program director, Dr. Mary Lucus-Flannery at mary@lifewest.edu.

Champion Doctor
Cliff Fisher, D.C.

→ What school did you attend and when did you graduate?
   Palmer in Iowa, graduated 1998.

→ Where do you practice and why?
   I practice in Reno. Reno is my home town and I love the area.

→ How did you choose a career in chiropractic?
   I wanted to help people and I loved the natural approach of chiropractic.

→ Tell us about your best moment in practice.
   Every single day at the office is a gift as I see the daily miracles that occur. I feel that God uses me as an instrument to heal our community.

→ Why did you become a Champion Doctor?
   I became a Champion Doctor in order to promote chiropractic. I think it is important that we create more chiropractors that can share our message.

→ What do you love about being a Champion Doctor?
   I love being part of a group that believes in what I believe in.

→ Tell us your favorite story about mentoring a prospective student.
   I love mentoring students. I think of Raymond and all the students who started at Life West. Raymond wanted to be a physical therapist and then he worked in our office as well as a PT office. Through that experience, Raymond discovered that he loved chiropractic and chose it as his profession. He will be (and is) a great leader for our profession!

→ One word to describe your career:
   Awesome!
Student Champion

Josh Sharpe

Where are you from?
I’m originally from Ohio, but while I was in the military, I lived in many places.

When will you graduate?
I will graduate in 2017.

Where do you want to practice and why?
I’m not sure yet. I’d love to practice in a beautiful area with lots of outdoor activities. I want to be part of a vibrant community and be a leader in business in the area. I’d love for it to be near water so that I could go SCUBA diving.

How did you choose a career in chiropractic?
My brother was diagnosed with leukemia in 2014. I saw the inside of the medical industry and felt called to share a different message about health.

Tell us about your best moment in chiropractic school.
The best part so far has been becoming part of the Student Champions team. I love meeting prospective students at the Champions Weekends and getting to share my story from the stage.

What has been your hardest moment in chiropractic school?
Two quarters of biochemistry!

Why did you become a Student Champion?
I became a Student Champion because it’s my chance to share what Life West has to offer. Life West has given so much to me and it’s my chance to give back.

What do you love about being a Student Champion?
I absolutely love it when someone I met at Champions Weekend starts school. I’ll recognize them and always say, “You made it!”

Tell us your favorite story about mentoring a prospective student.
I had an opportunity to help a prospective student make a decision about what she wanted to do. It was great to just hold the space for her and let her come to her own conclusions. At the time she decided it wasn’t right for her because of the financial commitment. Surprisingly, two quarters later, she started in the incoming class! I loved how even though it wasn’t right for her at the time, the space was still open for her to change her mind in the future.

One word to describe your career so far:
Dynamic.
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- Jon Kallie DC
- Elana Kaplove DC
- Manjel Kaviani-Nejad
- Nancy Korenic DC
- Lily Kusne DC
- Carol Le Blanc DC
- Joseph Leedy DC
- Jamie Luca DC
- Tamara Macintyre
- Heather Mackenzie
- Venus Mahler DC
- Duncan McCollum DC
- Ivan McDougall
- David Mettler
- John Minardi DC
- Victoria Moore DC
- Cameron Murphy DC
- Evan Mountford DC
- Michael Mundy DC
- Tanja Nelson
- Annette Donga
- Susan Oyakawa DC
- Robert Palmer DC
- Alison Pellicane DC
- Thaddeus Potock DC
- Dina Rabo DC
- Diana Rohre La Vigne
- Gregg Robinstein DC
- Katherine Schein
- Robert Schmidt DC
- Frederik Schutz
- Laura Sheehan-Barron DC
- Howard Short DC
- Penelope Silber DC
- James Siller DC
- Christopher Slininger DC
- Karl Smith DC
- Margaret K. Smith DC
- Joel Stanco DC
- Tame Aveladedge DC
- Paige Thibeudeau DC
- Kenneth Thomas DC
- John Paul Thorpe
- Jacqueline Torres
- David Toph DC
- Shelley Turley
- James Wagner DC
- Barry Weldon
- Darren White DC
- Meg White
- Michael Zabelin DC

Sponsers
- Emerald
- Deed Harrison DC
- Silver
- Jacklyn Biron
- Miles Bodzin DC
- David Fletcher DC
- R.A. Foxworth DC
- Brad Giewalk DC
- Carolyn Griffin DC
- Ross McDonald DC
- Daniel Murphy DC
- Jean-Paul Pianta
- Fredrick Sford DC
- Grace Sim DC
- Scott Walker DC

Players
- Brian Flannery DC
- Kristen Gates DC
- Gilbert Hakem DC
- Leo Loh
- Jon Nichols DC
- Louis Pantinelli
- Louis Spotili DC
- Wayne Wolfson DC
- Jason Worrall DC

Members
- Russ Addiego
- Dennis Buckley DC
- Wanda Butterfly
- Jason Detich DC
- Sean Drake
- Cristal Drake
- Kent Duggens-Rames DC
- Paul Finn DC
- John Funnell DC
- Kelly Gibson DC
- Leslie Hewitt DC
- David Hohl
- Karen Houser
- Gina Illid DC
- Justin Lam
- Mitch Mally DC
- William McManus
- Andrew Specht DC
- Bill Thomas
- Mark Welch DC
- Jodie Whitehead-Wilson DC
- Mark Wilson

Supporters
- Lance Cohen DC
- Eugene Faumuina
- Brian Helt
- Barry Lieberman DC
- Mateo Modrano
- Taud Setefano
- Paul Sullivan
- *Complete as of Nov 1, 2015
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