

Northwestern Weekly

Jan. 12, 2005

Top Stories

A Sign of the Future

Posted on Jan. 6, 2005

New lettering spelling out the name of the Bloomington Natural Care Center was installed this week, replacing outdated signage that reflected the former name of the clinic — the Bloomington Chiropractic Clinic.

“The new sign better communicates to our community the services we provide,” says Deborah Miller, LPN, clinic administrator. “We are a natural care center. With the old sign, our clients were confused and would drive right by.”

The University has also requested a sign variance from the City of Bloomington in order to add a backlit sign below the new sign that would list the services in the clinic and the clinic phone number. Services listed would include chiropractic, acupuncture, Oriental medicine and massage therapy.

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Medallion Hunt is Over

Posted on Jan. 6, 2005



The Hidden Hobie has been found! A special bonus clue was released at 10:10 a.m. About 45 minutes later Chris Major and Leigh Svacina, both T6 chiropractic students at Northwestern Health Sciences University, found the medallion in the SACA awards case on the lower level.

“That was a hard one,” said Major. The pair was inspired to look in the case after watching staff members checking in cases near the bookstore.

The team will split the \$100 prize.

Watch for a new medallion hunt in the coming weeks.

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Additional Microwaves Placed in Cafeteria

Posted on Jan. 6, 2005

Due to the efforts of the Student Senate, four new microwaves have been placed in the cafeteria. There are now nine microwaves available for students to use.

Growing concerns regarding long lines during the lunch hour to use the microwaves instigated the placement of additional microwaves. The Student senate agreed to raise the money in order to buy the microwaves and Northwestern Health Sciences University paid for the cart that holds them.

"I have already received compliments about the new microwaves," says Kevin Wolpern, building manager, who set up the microwaves during winter break. "This will hopefully ensure that students have time to eat their lunch, rather than just sit and wait in line."

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Hall of Honor Moves Closer to Completion

Posted Jan. 3, 2005

Northwestern Health Sciences University's Hall of Honor is on schedule to be completed by the Northwestern College of Chiropractic Homecoming and Winter Gathering Feb. 3-



5.

Over the last four months, the plain white hall that leads to the University's gymnasium has undergone a radical transformation. A warm yellow, textured paint treatment has been applied, along with a rich green natural leaf design. Boxes have been inset in the wall in preparation for posters and displays honoring students, alumni, faculty and friends of the University. Specific content areas initially will include Northwestern's Board of Trustees, outstanding faculty, student leaders, Annual Fund donors, planned giving donors, and alumni association leaders and members.

"Every institution needs to be able to recognize students, faculty, staff, board members, alumni, donors and others in a way that lets them know that we respect them," says

Alfred Traina, DC, president of Northwestern. “We have done that, but it has been scattered throughout the building. Now there will be one location to honor those people.”

In addition to the displays, a five-minute promotional video about Northwestern is in the works and will be played on a 20-inch flat-screen television that has been donated by LifeScan MRI, one of the University’s corporate partners.

Corporate partners and private donations have made construction of the hall possible. The South Dakota Chiropractic Association pledged \$10,000 in honor of Ron Bubel, DC, a 1961 graduate of Northwestern who recently passed away. A display honoring Bubel will be included in the hall. The remaining funds came mainly from corporate partners, who increased their annual giving because they were excited about the project, says John Healy, BS, director of communications for Northwestern.

“Some of our corporate partners were excited about the hall as a place to celebrate the uniqueness of Northwestern’s community of caring,” says Healy. “The money was donated specifically for the hall and represents an increase in the annual giving of our corporate partners. It is not money we would have otherwise received.”

Brady Forseth, BA, Northwestern’s director of development, adds that he hopes the new hall will help the University in its fundraising efforts – in addition to fostering the “Community of Caring” that is Northwestern’s hallmark.

“Our hope is that the Hall of Honor not only recognizes those who have given to the University, but also encourages people to get involved in the great things we do here,” said Forseth. “In the past we have relied primarily on tuition to fund the University, but my hope is that we will move toward creating a strong support base of those who believe in the mission of Northwestern.”

The Hall of Honor also has great potential for reaching out to alumni of Northwestern, says Deborah Peterson, director of alumni relations and career services. A portion of the wall will be dedicated to the alumni associations from each college. The alumni sections will honor current alumni board members, past presidents of the alumni associations, the alumnus of the year, active members of the three associations and feature stories about alumni.

“It’s important to recognize our graduates because it shows people how much we appreciate them and what they do for us, for students and for the profession,” says Peterson. “It also shows that the University cares about our graduates after they have gone.”

Peterson adds that she hopes the Hall of Honors encourages alumni to become more active in their associations. “I hope it increases the number of active members and creates an even greater sense of pride,” she says.

Over the next few weeks, the hall will enter its final phase. Etched glass panels and raised lettering will be installed by mid-January, as will the cushion for the bench located at the western end of the hall. Posters and plaques honoring various groups at Northwestern — the alumni associations, the board of directors, last year's students and teachers of the year — are in production.

The hall will be officially unveiled on Feb. 3, during Homecoming.

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Homework Assignment Number One: Read the Student Handbook

Before opening textbooks, students at Northwestern Health Sciences University may want to study up on a different sort of required reading.

The Northwestern Health Sciences University Student Handbook 2005-2006 serves as a reference resource for students. The 105-page document contains information concerning University policies and services, from financial aid to e-mail accounts.

"The new handbook is an updated version of last term's manual," says Lori Hanegraaf, administrative assistant in the student affairs office. "It is very important that new students take a moment to study up on the new handbook's information."

"The new handbook has been posted as a PDF on line at the student affairs Web page," she adds. For those who wish to obtain a hard copy, please notify the student affairs office. Hard copies should be available by Jan. 12.

To read the Northwestern Health Sciences University Handbook 2005-2006, visit <http://www.nwhealth.edu/staffairs/handbook.pdf>.

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Northwestern Health Sciences University Welcomes 113 New Students

Posted on Jan. 3, 2005

The winter 2005 trimester at Northwestern Health Sciences University began Jan. 3, with 113 new students being welcomed to campus.

"I am really excited and a little bit nervous to attend Northwestern," says Whitney Lambert, T1 chiropractic student. Lambert is among the 66 new chiropractic students at Northwestern who have begun their education with the winter 2005 trimester. In addition, 37 massage therapy students and 10 acupuncture and Oriental medicine students began their first trimesters at the University.

The number of matriculating students this term is greater to last year's total of 101 students due to the opening of an evening massage therapy group. According to Paul Simmons, MA, registrar, a total of 12 students enrolled in the new evening program.

Incoming students were welcomed to the University during orientation on Dec. 30. Designed to acquaint new students with each other as well as with the campus, students also began meeting faculty and staff. "I really enjoyed the events planned around orientation," says John Levezow, T1 massage therapy student. "In particular, I enjoyed listening to Alfred Traina, DC, University president, and other directors speak about the University. Their passion and commitment to natural health care was quite inspirational."

The winter trimester concludes on April 16.

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Do-Crew: Spotting Those Who Do, and Those Who Don't

Posted on Dec. 30, 2004

You can run, but you can't hide. "Do-crew" members are making their way around campus, secretly spotting those who do, and those who don't.

The "Do" campaign, initiated at Northwestern on Nov. 29, has a simple and positive message. "The campaign hopes to encourage Northwestern to become an environment that supports physical activity," says Rosie Ward, MPH, CHES, University health and wellness coordinator.

"The 'Do-crew' is one aspect to the campaign," says Ward. Members of the Northwestern community may volunteer to serve on Do-crews; who reward people caught in the act of doing. "If you are caught taking group exercise classes on campus, taking a walking break, wearing your pedometer, intentionally parking in the back parking lot or doing the 'Do' dance, you may win a prize!" says Ward. Prizes include gift certificates to Target, Health and Happiness Café, Galyan's, Sportmart, Barnes and Noble Bookstore, Starbucks and others.

While the identity of current “Do-crew” members is kept secret, former members Anne Mackereth, MA, library staff, and Christine Kelly, admissions staff, agreed to share their spotting strategies and observations to the Northwestern community.

“I served as a Do-crew member for two weeks,” says Mackereth, who partnered up with Kelly from Dec. 13 – Dec. 24. “It was actually fun. We walked the halls, observed where people chose to park their cars, visited the weight room at least twice a day, and took notes during the employee holiday party to see who was dancing.”

A total of six people have received prizes for their doing efforts. “I spotted Diane Newcomer, executive administrative assistant to the senior vice president and provost, hand-delivering three-ring binders around the University,” says Mackereth.

Over the course of the campaign, Nicky Simon, BA, community service coordinator, was spotted participating in hopscotch and the juggling contest; Jim McDonald, MBA, chief financial officer, and Brady Forseth, BA, director of development, were spotted lifting weights in the University’s weight room; Lil Pidde, continuing education, was spotted working non-stop on putting together the employee holiday party; and Link Larson, DC, associate professor, was spotted walking around campus and dancing at the employee holiday party.

“Our spotting strategy was to observe the Northwestern community incognito,” says Kelly. Ward is the only person on campus who knows the identity of current Do-crew members. “It is very important that our identities are hidden so that people act naturally around us,” says Kelly. “We don’t want people only ‘doing’ when they see us. The idea is for people to implement more physical activity during their day.”

The greatest challenge faced by Kelly and Mackereth during their two-week round was finding people “doing.” “Maybe it was due to the fact that there were not many students on campus during these weeks,” says Mackereth. “Most people seemed to just stay in their offices.”

“I didn’t see anyone use the weight room, and most people parked in the student lot, which is located closest to University doors,” adds Kelly. “Alfred Traina, DC, Northwestern’s president, was the only person I observed parking a distance from the University.”

With the New Year approaching, the “Do” campaign will offer resources and outlets to help members of the Northwestern community maintain their New Year’s resolutions. “The ultimate goal of the campaign is not to hand out \$5 gift certificates, but rather to promote the idea that it is acceptable to leave your post a few times each day and get some physical activity,” says Mackereth.

Upcoming Events.

Health and Wellness

Submitted by Rosie Ward, MPH, CHES, health and wellness coordinator

Folic Acid for Healthy Babies, Moms and Dads

Research shows that women who consume recommended amounts of folic acid before pregnancy are less likely to have children with birth defects in the brain and spine. Neural tube defects such as spina bifida, the most common permanently disabling birth defect, occur during the first month of pregnancy when the spinal column doesn't close completely. Folic acid consumption can greatly reduce the risk of such neural tube defects.

Folic acid is also good for mom and dad. Recent studies suggest that folic acid may help fight heart disease, stroke and certain cancers.

Whether you're planning on becoming pregnant or not, 400 micrograms of folic acid is recommended daily. The best way to consume the recommended amount of folic acid is to take a multivitamin daily containing 400 micrograms (mcg) of folic acid. Folic acid is also found in the following foods:

- Fortified breakfast cereals;
- Lentils;
- Asparagus;
- Spinach;
- Black beans;
- Orange juice;
- Enriched breads and pasta;
- Romaine lettuce; and
- Broccoli.

Sources: March of Dimes Birth Defects Foundation, www.marchofdimes.org and Centers for Disease Control and Prevention, www.cdc.gov.

Upcoming Events

- **Thursday, Jan. 20 – Special Seminar – “Design Your Own Fitness Program: Resistance Training”** will take place from noon – 1 p.m. in the gym. Hosted by Lifetime Fitness, this seminar will teach you how to put together a resistance-training program. To register, e-mail rward@nwhealth.edu or at ext. 519.
- **Thursday, Jan. 20 – Health Club Information Day** will take place from 11:30 a.m. – 1:30 p.m. in the foyer. Representatives from Calhoun Beach Club, Lifetime Fitness, Northwest Athletic Club, YMCA and YWCA of Minneapolis will answer questions and register employees and students for memberships.

“Do” Campaign

Face it. We all have times when we're too busy to exercise. “Do,” a social-marketing campaign put together by Blue Cross/Blue Shield and the American Heart Association, provides fun, point-of-decision marketing to remind you to make choices throughout the day to be healthy and add activity into your day.

The campaign reinforces how easy it is to “groove your body” three times a day for 10 minutes to promote health benefits and to decrease various health risks associated with inactivity. It was piloted in Brooklyn Center and Duluth earlier this year and was so successful that the campaign messages have spread to Minneapolis and St. Paul.

Thus far, the “Do-crews” have spotted and rewarded six people. The latest winner is John Healy, BS, director of communications. He was spotted walking the indoor one-mile route around the building more than two times! For his effort, he won a Starbucks gift certificate. If a Do-crew spots you “doing,” you could be the next big winner! For more information, visit www.do-groove.com.

Healthy-U Program Updates

January Recess Activities

Remember when you were a kid and had “play” time each week? Imagine the benefits on your stress levels and personal well-being if you took time out for yourself each week. You will receive a new 2005 Recess tracking card when you attend your first Recess activity for the year. Each time you participate in a Recess activity, the group leader for that activity will initial your tracking card. At the end of July, there will be drawings for varying levels of prizes based on your participation. Even if you can only attend one or two events, you're still eligible for something!

- **Friday, Jan. 14 – Relaxation Class** – will take place from 11:30 a.m. – 11:50 a.m. in the gym. Take 20 minutes out of your day to unwind and rejuvenate.
- **Tuesday, Jan. 18 – Game Night** – come anytime between 5 p.m. – 7 p.m. for fun and games in the employee lounge.
- **Friday, Jan. 28 – Relaxation Class** – will take place from 11:30 a.m. – 11:50 a.m. in the gym. Take 20 minutes out of your day to unwind and rejuvenate.

Health Club Discount Program

Did you know that as an employee or student of Northwestern, you can receive discounts when joining one of our eight health club partners?

Northwestern has health clubs partnerships with:

- Bally Total Fitness (all locations);
- Calhoun Beach Club (Minneapolis);
- Fitness Crossroad (Minneapolis and St. Anthony);
- Gold's Gym (Vadnais Heights and White Bear Lake);
- Lifetime Fitness (all locations, no discount until spring 2005);
- Northwest Athletic Club (all locations);
- YMCA (18 metro locations); and
- YWCA of Minneapolis (Downtown, Midtown and Uptown).

Wellness Fun Facts

Put on a Few Extra Pounds?

Take these steps to achieve and maintain a healthy weight.

1. Change to a diet rich in fruits, vegetables, whole grains and beans. You will be consuming fewer calories, but still feel full and get plenty of health-promoting nutrients.
2. Watch your portion size. Avoid commercial snacks and meals that have oversized portions. Eat slowly and stop when you are full rather than when you have emptied your plate or container of food.
3. Stay physically active.

Source: "Don't Let It Happen: Preventing Obesity in Adulthood," American Institute for Cancer Research, www.aicr.org. See the AICR website, for a variety of online, free brochures on healthy living and reducing your risk for cancer.

Quote of the Week

"Kindness has a way of bringing your soul out of hiding." ~ Anonymous

Upcoming Events – January, February

"Do-winter" and start training for a walking, running or bicycling event.

Grandma's Marathon and Half-Marathon Notice - For people hoping to enter the lottery to participate in either the full-or half-marathon on June 18, here is important information:

- Entry forms will be mailed during the third or fourth week of January to those who requested them or who were registered for the 2003 or 2004 full marathon.
- Last year's participants in the half-marathon will not automatically receive an entry form this year; you must request one by the end of January.
- For more information, visit www.grandmasmarathon.com.

Sunday, Jan. 23 – Frigid 5K and 10K, Half-Mile Youth Runs, (St. Paul, Minn.)

- Run or walk a certified loop course around the State Fair grounds.
- \$12 entry fee.
- For more information and to register, visit http://www.active.com/event_detail.cfm?event_id=1179442.

Saturday, Feb. 5 – Securian Frozen 5K and Half-Marathon, (St. Paul, Minn.)

- A St. Paul Winter Carnival event.
- Half-marathon entry fee is \$18; 5K entry fee is \$13
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

Saturday, Feb. 12, 2005 –Valentine’s Day 5K Run and Walk, (Minneapolis, Minn.)

- Bring your non-perishable food items for Minnesota Food Shelves.
- \$18 entry fee.
- For more information and to register, visit <http://www.raceberryjam.com/indexrr.html>.

Recipe Corner

Thai Chicken Stir-Fry with Rice Noodles

Ingredients

4 boneless, skinless chicken breasts
1/4 cup rice vinegar
2 tablespoons fresh lime juice
2 tablespoons brown sugar
2 teaspoons red curry paste
6 ounces thin rice noodles
1 tablespoon vegetable oil
1 cup thinly sliced carrots
8 ounces cremini mushrooms, sliced
1 cup sliced yellow onion
1/2 cup light coconut milk
2 tablespoons fresh cilantro leaves
1 lime, cut into wedges

Cooking Instructions:

1. Cut the chicken into strips and place them in a re-sealable bag. In a small bowl, combine the vinegar, lime juice, sugar and curry paste. Pour this into the bag, seal and toss a few times to coat the chicken evenly. Refrigerate for 10 minutes.
2. Place the noodles in a large heatproof bowl and cover them with boiling water. Set aside for 10 minutes, until the noodles are soft.
3. Meanwhile, heat the oil in a wok or large skillet. Add the carrots and cook for two minutes. Add the chicken, reserving the marinade and cook for two minutes. Add the mushrooms and onion and cook for 2 minutes more.
4. Add the reserved marinade and coconut milk and simmer for a minute or two, until the chicken is cooked through.
5. Drain the rice noodles and divide them among four serving plates. Spoon the chicken and vegetables over the noodles. Garnish with cilantro and lime.

Yield: Four servings (serving size = one chicken breast with vegetables and noodles)

Nutrition: 470 calories, 12 grams fat (three grams saturated), 146 mg cholesterol, 28 grams carbohydrate, 62 grams protein, four grams fiber, 178 mg sodium,

Source: www.foodfit.com

Student Resources

Employee Resources

Sesame Street Live Presents “Elmo’s Coloring Book”

The Target Center in Minneapolis will offer MERSC members discounted tickets to performances of “Elmo’s Coloring Book” from Jan. 20 to Jan. 23. Join Elmo, Cookie Monster, Big Bird and more loveable characters.

MERSC employees will save \$3 on the following performances:

- Jan. 20 - 10:30 a.m.
- Jan. 20 - 7 p.m.
- Jan. 21 - 10:30 a.m.
- Jan. 21 - 7 p.m.
- Jan. 22 - 10:30 a.m.
- Jan 22 - 2 p.m.
- Jan. 22 - 5:30 p.m.
- Jan. 23 - 1 p.m.
- Jan. 23 - 4:30 p.m.

For more information, call (612) 673-1311.

Red Indian Lodge 2005 Fishing Opener Special

MERSC members may receive a fishing opener package for the weekend of May 20 at the Red Indian Lodge, in Sioux Narrows, Ontario.

The package includes the following:

- Three nights lodging;
- All meals, including Shore lunch;
- Daily maid service;
- Conservation fishing license;
- Two full days of guided fishing; and
- Use of all recreational facilities.

Gratuities, taxes, and transportation costs to and from the lodge are not included in the pricing.

For more information, call (800) 352-9923 or visit www.redindianlodge.com. Be sure to mention the offer “MERSC 2005 Opener.”

‘Don’t Hug Me’ Extended Through March

“Don’t Hug Me,” a comedy act featuring Sven Yorgensen, has been extended through March 27 at the Hennepin Stages, located at 824 Hennepin Ave., in Minneapolis, Minn. MERSC members and guests will receive a free ticket when they buy tickets before Feb. 13 using the password “norsk.” Order online at www.donthugme.com or call (612) 673-0404.

Global Holidays Presents Trips

Costa Atlantica Caribbean Cruise — From \$999 per person, double occupancy (plus taxes). This exciting seven-day cruise presents the brightest jewels of the Caribbean and all that each island has to offer aboard the deluxe Costa Atlantica.

Rome — 1,399 first-class hotel or \$1,499 superior first-class hotel per person, double occupancy (plus taxes). Enjoy all that the “Eternal City” has to offer at this time of year without the throngs of tourists. Rome is a city to thrill and enchant you!

China — From \$2,799 per person, double occupancy (plus taxes). Visit Shanghai, Xi’an and Beijing, and cruise the incomparable Yangtze River.

Imperial Vienna — \$1,599 per person, double occupancy (plus taxes). Home of the

famous composer Strauss, the waltz and the Vienna Boys Choir, Vienna is rich in art and architecture.

The Greek Isles and Italy — From \$2,995 per person, double occupancy (plus taxes). Visit Venice, Italy, before boarding the Costa Victoria for seven nights with ports of call to the beautiful Greek Isles of Katakolon, Santorini, Mykonos and Rhodes, followed by one final stop at the ancient city of Dubrovnic, Croatia, before disembarking in Venice.

For trip dates and additional information, contact Global Holidays at (952) 918-8950 or visit www.globalholidaysinc.com.

Daily Hot Spots

The National Gallery of Art in Washington, D.C., houses one of the finest collections in the world, illustrating major achievements in painting, sculpture, decorative arts, and works on paper from the middle Ages to the present. More than 5,600 objects from their collection are now available online at <http://www.nga.gov/collection/index.shtm>.

The Photojournalist's Coffee House is not just for photojournalists. This site is of interest to anyone who appreciates a story told in pictures. <http://www.intac.com/~jdeck/index3.html>.

Digital Blasphemy is a library of computer art. Images range from mossy bark and textural landscapes to global thermonuclear war. <http://www.digitalblasphemy.com/>.

Don't be fooled by whimsical titles like "Artichoke Unbound." The Electric Gallery is jam-packed with wonderful original paintings and reproduction prints for sale or just browsing. <http://www.egallery.com/>.

The Royal Ontario Museum collects and exhibits the cultural and natural history of Canada and the world. <http://www.rom.on.ca/>.

Northwestern People

Employee Spotlight: Lyra Knipple, Senior Patient Services Coordinator

Where are you from originally?

I grew up in Stevens Point, Wis.

How long have you worked at Northwestern?

I have worked here for a year. Before then, I was a student here.

For which program?

I obtained national certification as a massage therapist from the School of Massage Therapy. Now I work at the front desk of the University Health Services clinic, working

with faculty, staff, patients and students. I guess that this was a position that required skills in customer service, as well as natural health care.

Outside of work, what hobbies do you enjoy?

My fiancé (also a student here) and I are caretakers for five miniature horses.

How cool! What are their names?

There is Star, Shady, Purr-C, Pepper and Hurricane (also known as Cane).

How miniature are they?

The biggest is about 38 inches at the shoulder. The smallest is 20 inches. They are about as tall as they are wide. I might describe their size as being comparable to that of a coffee table.

Small enough that you don't need to live on a farm?

Right. We on a pretty large lot in Bloomington, Minn. The horses have plenty of room to roam around here.

Describe the personalities of your miniature horses?

That is a good question. They each have very different personalities. Purr-C is probably the most affectionate. He is used as a therapy horse in nursing homes.

What about Hurricane (also known as Cane)?

He is a whirlwind!

What do people do with miniature horses? I take it that they are too small to ride.

True. If you ride them, you will probably break their backs. However, they are used to pull carts and sleighs.

Sleighs with children on them?

Or pregnant women.

How far along are you?

About seven months. It is our first child.

Congratulations!

Thank you.

Back to miniature horses... Why did you decide that you wanted to be a miniature horse caretaker?

When I was a student here, my fiancé and I wanted to work in a place in which we could have experience with horses without the expense of owning our own. As caretakers, we still have a lot of responsibilities. We do all the feedings, cleanings and training.

That sounds like fun! I always wanted a pony myself.

Me too! This is really the next best thing.

Student Spotlight: Dustin Barton, T2 Chiropractic Student

Where are you from originally?

I am from Jamestown, N.D. I went to Minot State University in Bottineau, N.D., and I also went to the University of Minnesota in Crookston.

What did you study?

I studied the generals in order to get accepted at Northwestern. I also explored marketing and management.

Do you have plans to be an entrepreneur?

I do. I want to start my own practice focusing on either family health or sports injuries.

What propelled you into this profession?

At the age of 10, I was hit by a parasail. After the accident I visited a chiropractor. I healed quickly and from that early age, I realized the benefits of chiropractic.

You were hit by a parasail?

I was at this lake in Jamestown, N.D. My friend and I were standing on a dock, watching the parasailors. In case you don't know, parasailing is like being a human kite. You are attached to a motor boat while strapped to a sail. With the power and speed of the boat, parasailors become airborne, gliding in the air above the water.

I remember seeing the parasailor sit on the edge of a hill, waiting for the boat to start to move so that he could start to run, and gather enough air to lift him. The boat driver signaled to him that he was about to go. The parasailor signaled back, giving him the thumbs-up.

As the boat accelerated, the parasailor started to run. Usually, you only need to run a short while before the force of the wind takes over. Then you are gliding tens of feet in the air. Yet this time, something was wrong. The parasailor kept running only getting about four feet off the ground. Perhaps the boat did not move fast enough. Perhaps there wasn't enough wind to lift him.

I remember just staring at the parasailor. I didn't believe I was in any danger. He was running just to keep up with the towrope, trying not to get dragged along the ground. Suddenly, a huge gust of wind came from his side, lifting him up and moving him sideways. Before I could react, the towrope connecting him to the boat was swinging in my direction. It hit me in the stomach and slid up my upper body, removing my skin and throwing me into the lake.

I almost lost my friend that day. He was not just knocked over by the towrope, but lifted into the air and thrown nearly 15 feet.

Two months later, my skin had healed, but my mid-back and neck were still bothering me. A friend of my parents was a chiropractor, and I began to visit him. Through his care, I regained total mobility. It was remarkable.

That is an amazing story. Thank you for sharing it with us.

New Faces at Northwestern

Effective Jan. 10, **Mario Resendez** will serve as custodian.

Effective Jan. 11, **Jason Bartlett, DC; Katie Burns-Ryan, DC; and Cynthia McMahon, DC**, will serve as clinic faculty for the University Health Services Clinic.

Practice Management

Unique New Patient Ideas

Submitted by Keith Maule, DC.

Consider utilizing the Internet and e-mail to improve your exposure and education. Currently, you probably send your patients birthday cards, but that is all you do because it is expensive. You can utilize e-mail to send anniversary cards, holiday cards, and other seasonal greetings.

Keep your patients knowledgeable about the happenings of your practice through e-mail. Let them know about any special events coming up such as a patient appreciation day. You may even want to send your patients your newsletter via e-mail.

Make sure you ask patients for their e-mail address on your health history form. Constant exposure with your patients will help with reactivations and referrals. The reason why you may receive few referrals is due to the fact that patients stop thinking about you. Using e-mail reminders will help to keep you and your services on their mind.

While we are talking about the use of modern technology to help with new patient acquisition, let me make another suggestion: get a digital camera. It is particularly beneficial to take pictures of patients laying down on your table with their head up, a smile on their face, and giving the thumbs up sign with the doctor behind them doing the same thing. There are several good uses for this. You can have a bulletin board filled with kids' pictures. You may forget that the public does not naturally associate children with chiropractic. A bulletin board full of kids' pictures will help parents and grandparents make the connection.

You can also use your patients' pictures to send them e-mails after they have had good results with chiropractic. Send them their pictures and thank them for being star patients. For years chiropractors have used patient testimonial booklets in their reception areas. With simple software such as Microsoft PowerPoint, you can use an old computer and

monitor in the reception area and run a program containing your patients' pictures and their testimonials. Recognized star patients are more likely to follow through with care and refer others to see you.

I realize that these ideas are not the conventional methods of new patient acquisition, but they are effective in utilizing the new technology that is available to you today and when used effectively, can move you to the next level of practice.

Poll Question

Which is the most irritating television advertisement?

- a. Verizon's "Can you hear me now?" guy.
- b. Jared from Subway
- c. Aflac duck
- d. National American University
- e. I don't watch television. I read books.

Menu

Jan. 17 (The cafeteria will be closed in observance of Martin Luther King Day.)

Jan. 18

- Spaghetti with marinara sauce, garlic toast, house salad, parmesan cheese \$5
- Broccoli cheese soup

Jan. 19

- Chicken Caesar salad, roll and butter \$5.25
- Vegetable beef noodle soup

Jan. 20

- Turkey breast, stuffing, mashed potatoes, gravy, vegetables, cranberry sauce, pumpkin pie \$5.25
- Tomato Florentine soup

Jan. 21

- Bacon or vegetable quiche, potatoes, bran muffin \$4.75
- Minestrone soup

Basket special: Barbecue beef sandwich, bowl of soup, pop \$4.75

