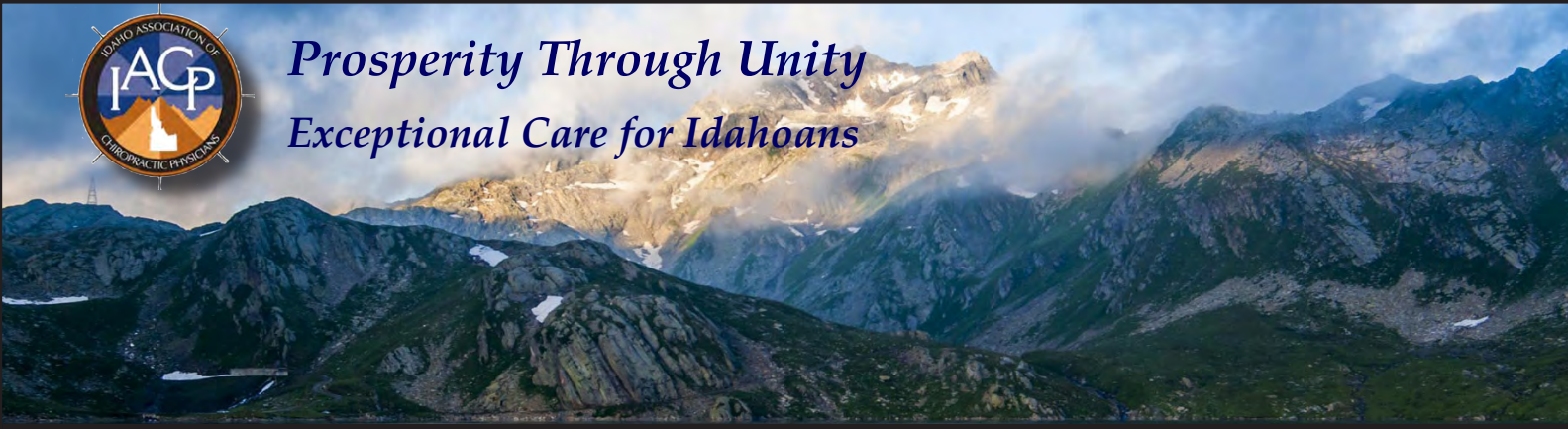




# Prosperity Through Unity Exceptional Care for Idahoans



March, 2019

The IACP News, Vol. 3, No. 3

## F4CP advice on fighting cabin fever



The Foundation for Chiropractic Progress, online at <https://www.f4cp.org/> offers the following advice to help us all thrive when the snow is bucketing down outside:

We're in the home stretch now, the holidays are behind us as we work our way through the remnants of winter. Just thinking about seeing those first crocuses poking through the ground warms the heart. But chances are most of us aren't thinking about spring right now. We're locked in a bad case of cabin fever.

Compounding things is the natural letdown that follows a week of holiday celebrations. Is it any wonder we feel like crawling under a rock until the sun comes back out? There is even a name for it – seasonal affective disorder – for those hit the hardest. Fortunately, as your doctor of chiropractic

*Continued on page 6*

## IACP Annual Convention April 26 - 28

If you haven't already circled April 26 - 28 on your calendar, you might want to do that right now, because the 2019 IACP Annual Convention is going to be bigger and better than ever!

The event will be held at the beautiful Grove Hotel in Boise, where you will discover a new level of excellence. The Grove is the only AAA Four Diamond full-service hotel in Boise. It upholds its reputation as the city's premier hotel by offering luxury without sacrificing comfort. With breathtaking views of the rolling, green Boise foothills and a central location that lends itself to bustling downtown activity, don't expect to leave the City of Trees feeling unfulfilled.

This year, the keynote speaker is Dr. Robert G. Silverman, DC, DACBN, DCBCN, MS, CCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR. He is a chiropractic doctor, clinical nutritionist, international speaker and author of *Inside-Out Health: A Revolu-*



*tionary Approach to Your Body*, an Amazon No. 1 bestseller in 2016. The ACA Sports Council named Dr. Silverman "Sports Chiropractor of the Year" in 2015. His extensive list of educational accomplishments includes six different degrees in clinical nutrition. Dr. Silverman also maintains a busy private practice as founder of Westchester Integrative Health Center, which specializes in the treatment of joint pain using functional nutrition along with cutting-edge, science-based, nonsurgical approaches.

Dr. Silverman is on the advisory board for the Functional Medicine University, the advisory board for Metagenics and is a seasoned health and wellness expert on both the

*Continued on page 5*



# IACP

*The mission of the Idaho Association of Chiropractic Physicians (IACP) is to act as the unified voice, leader and stalwart supporter of the individual licensed doctors of chiropractic and supporting associates who provide exceptional health care and wellness to the patients and communities of Idaho. In supporting our Idaho chiropractic physicians, the IACP will work diligently to protect, enhance and build opportunities for the chiropractic industry and increase public access to chiropractic care.*

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# The IACP Convention is coming up

**By Dr. Scott Crawford**  
**IACP President**

It's already March, and the IACP Convention is coming up on April 26-28th, which is right around the corner. This year's convention features keynote speaker Dr. Robert Silverman, whom you won't want to miss. Register now through March 8th for early bird pricing.

Please take advantage of this time to connect with your colleagues, obtain your CE credits, and support our association and profession. This is also a great time to pop into the new chiro office down the street to introduce yourself and invite them to the convention.

We will succeed individually by working together to accomplish our goals.



## *“Join the Pack”*

### *Become a member of the IACP*

The IACP acts as a resource, representative and leading advocate for the chiropractic industry in Idaho. We cannot continue to properly serve the chiropractic profession without the commitment and support of exceptional industry leaders, such as yourself. The IACP Board and its members believe that membership in the Association is and should be mutually beneficial to both the Doctor and the IACP, which makes it a perfect cooperative relationship. As a member, you will have multiple opportunities to obtain learning and marketing opportunities, at a discounted rate, through membership, as well as, have an opportunity to utilize the services of the IACP team and its Board. You will also have an opportunity to get involved in important issues, from the center, along with other industry leaders and spokespeople. At the same time, the Association continues to grow and provide broader services to the industry with your support. [Join now](#) and be a part of the “pack” that will lead us into the future!



# IACP 2019 Annual Convention

*Continued from front page*

speaking circuits and within the media, as well as a frequent health expert contributor on national blogs such as Consumer Health Digest. He has appeared on FOX News Channel, FOX, NBC, CBS, CW affiliates as well as The Wall Street Journal and NewsMax, to name a few.

He was invited as a guest speaker on Talks at Google to dis-

cuss his current book. As a frequent published author in peer-reviewed journals and other mainstream publications, including *Thrive Global*, *Integrative Practitioner*, *Mind-BodyGreen*, *Health Radar*, *Muscle and Fitness*, *The Original Internist* and *Holistic Primary Care journals*, Dr. Silverman is a leader in his field and practice.

Registration for the Annual Convention is now open, and easily done online. [Click here to register.](#)





# F4CP advice on fighting cabin fever

*Continued from front page*

can tell you, there are ways to turn it around, though it will mean fighting the season's natural inclinations. No more coming home from eight hours behind the desk to spend the next five wrapped in a blanket in front of the television. It will be well worth the effort!

## **Stay active**

The outcome of a sedentary lifestyle is well-documented, affecting everything from mobility and balance to risk of depression. What many don't realize is that it doesn't take daily trips to the gym to change things around. Start by setting a timer at work and taking a few minutes each hour to walk around. In the morning or later in the day, look up the myriad of stretching routines online and get things moving. Soon, you may find yourself naturally taking the stairs, getting out more and maybe even heading for the gym. Bring on the endorphins!

## **Eat smart**

Adding more anti-inflammatory foods to your diet – and removing inflammatory ones like sugar and processed foods

– is good for easing the joint pain that normally comes with colder temperatures. But a recent study showed that it can also decrease your risk of depression by 30 percent. That Mediterranean spread is starting to look tastier, isn't it?

## **Try a change of scenery**

Cruising around the Bahamas right now would probably cheer anyone up. But any change in routine can freshen your day. Take a new route to work. Plan a weekend getaway, checking into a hotel with a pool, hot tub and complimentary breakfast. Take the kids to an escape room and spend an hour trying to break free. Maybe you'll learn something in the process!

## **Visit your doctor of chiropractic**

A body in balance equips you to make the most of your lifestyle changes. And staying active, eating better and getting a good night's sleep helps your body stay in alignment, making it a win-win situation all around. An added bonus: Your doctor of chiropractic is trained in all of the above and can come up with a plan that works for you. And consider this: You are going to be in great shape to enjoy spring when it finally gets here!





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# Celebrating a chiropractic victory

By Ray Foxworth, DC, FICC, MCS-P

In June 2018, unbeknownst to most of the chiropractic profession, United Healthcare® announced a policy change in their monthly update that would have cost the profession millions of dollars a month in lost reimbursements. The policy updated its widening “experimental and investigational services” category, which are non-covered services. The updated policy listed Manipulative Therapy “unproven and/or not medically necessary” for the treatment of some conditions that are investigational at best. What it also listed, that would have a significant impact on the profession, was Neurological (e.g., headaches). The direct reference by United Healthcare® to headaches would have made manipulative therapy unpayable or in the case of chiropractors who are in-network, uncollectible as these charges would be written-off.

In the U.S., more than 38 million people suffer from migraines. Some migraine studies estimate that 13 percent of adults in the U.S. population have migraines, and 2-3 million migraine sufferers are chronic ([Miles, 2010](#)). “Research shows that spinal manipulation, one of the primary treatments provided by doctors of chiropractic, may be an effective treatment option for tension headaches and headaches that originate in the neck. A 2014 report in the *Journal of Manipulative and Physiological Therapeutics* (JMPT) found that interventions commonly used in chiropractic care, improved outcomes for the treatment of acute and chronic neck pain and an increased benefit was shown in several instances where a multimodal approach to neck pain had

been used. A 2011 JMPT study found that chiropractic care, including spinal manipulation, improves migraine and cervicogenic headaches.” (American Chiropractic Association, 2016)

Today, we as healthcare consumers, just like our patients, are feeling the “squeeze” as insurance companies continue to reduce what is covered by insurance and what becomes the financial responsibility of the patient. It should come as no surprise that United Healthcare® announced in January 2018 that their revenue for 2017 surpassed the \$200 billion mark for the first time. In January 2019, United Healthcare® reported that its 2018 revenue reached \$226 billion, a 12% increase over the previous year ([Business Wire, 2019](#)).

As a business owner, I firmly believe in running a profitable business. However, I strive to make decisions that benefit the patients and providers I serve, my employees, and finally myself and my business. I ask myself if we’re doing the right things, for the right reasons, in the right ways. Every company has the right to be profitable, even into the billions, but not at the risk of hurting the patients they serve.

Within days of this announcement, Dr. Jay Greenstein, Chairman of the Clinical Compass (formerly Council on Chiropractic Guidelines & Practice Parameters, CCGPP), received an email asking him to look into it. After verifying that the information was accurate, he mobilized the Chiropractic Congress (formerly Congress of Chiropractic State Association, COCSA), the American Chiropractic Association (ACA), the American Black Chiropractic Association (ABCA), and many



others, in fighting back. What would have taken years and possibly legislative action in the past, was resolved in under a month.

[In a letter](#) to United Healthcare®'s Dan Schumacher, American Chiropractic Association (ACA) President N. Ray Tuck Jr. said he was "astounded" to find out the insurer would no longer cover chiropractic spinal manipulative therapy (SMT) for patients with migraines and severe headaches. The letter addressed the decision by United Healthcare® to label the treatment "unproven and/or not medically necessary" and included eight studies, over eight years, that proved that is not the case.

On August 13, 2018, the ACA announced that they had received confirmation from United Healthcare® that it had restored its policy in support of coverage for non-drug manipulative therapy for headache treatment. The change was posted online as a revised policy document, dated August 1, 2018.

For many years, like many of you, I viewed "guidelines" as a negative, however, I am now singing a different tune. This, and many other battles, have been fought and won because of the existence of these guidelines and the research that supports them. The mission of the Clinical Compass (CCGPP) is to gather and evaluate existing evidence-based practice information, to facilitate the development of new information where existing evidence is lacking, and to distribute and assist in the implementation of evidence-based practice information that is relevant to the chiropractic profession.

For over twenty years, many have taken several hours each day away from their practices and their patients, to work for the advancement of our profession. They are the unsung heroes of chiropractic. As one board member, Dr. Greg Baker (Georgia), said, "Research is a great weapon." As the situation with United Healthcare® shows, he couldn't be more right.

Take a minute to thank the men and women below for helping to fight and win the battles that many are not even aware of, so that we can continue to treat our patients and support our communities.

[Click here](#) for a video on how our profession came together to fight, and win the battle with United Healthcare.

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## The most effective form of exercise isn't exercise!



Have you recently carried heavy shopping bags up a few flights of stairs? Or run the last 100 metres to the station to catch your train? If you have, you may have unknowingly been doing a style of exercise called [high-intensity incidental physical activity](#).

A paper published today in the *British Journal of Sports Medicine*, shows this type of regular, incidental activity that gets you huffing and puffing is likely to produce health benefits, even if you do it in 30-second bursts, spread over the day.

In fact, incorporating more high intensity activity into our daily routines – whether that's by vacuuming the carpet with vigour or walking uphill to buy your lunch – could be the key to helping all of us get some high quality exercise each day. And that includes people who are overweight and unfit.

### What is high intensity exercise?

Until recently, most health authorities prescribed activity lasting for at least ten continuous minutes, although there was no credible scientific evidence behind this. This recommendation was recently refuted by the *2018 US Physical Activity Guidelines Advisory Report*. The new guidelines state any movement matters for health, no matter how long it lasts.

This appreciation for short episodes of physical activ-

ity aligns with the core principles of high intensity interval training (HIIT). HIIT is a popular regimen involving repeated short sessions, from six seconds to four minutes, with rests from 30 seconds to four minutes in-between.

Among a range of different regimens, we consistently see that any type of high intensity interval training, irrespective of the number of repetitions, boosts fitness rapidly and improves cardiovascular health and fitness. That's because when we regularly repeat even short bursts of strenuous exercise, we instruct our bodies to adapt (in other words, to get fitter) so we're able to respond better to the physical demands of life (or the next time we exercise strenuously).

The same principle is at play with incidental physical activities. Even brief sessions of 20 seconds of stair-climbing (60 steps) repeated three times a day on three days per week over six weeks can lead to measurable improvements in cardiorespiratory fitness. This type of fitness indicates how well the lungs, heart, and circulatory systems are working, and the higher it is the lower the risk for future heart disease is.

In fact, research suggests physical activity intensity may be more important for the long-term health of middle-aged and older people than total duration.

### Achievable for everyone

The main reasons people don't do enough exercise tend to

include the cost, lack of time, skills, and motivation. Exercise regimens like high intensity interval training are safe and effective ways to boost fitness, but they're often impractical. People with chronic conditions and most middle aged and older people, for example, will likely require supervision by a fitness professional.

Aside from the practicalities, some people may find back-to-back bouts of very high exertion overwhelming and unpleasant. But there are plenty of free and accessible ways to incorporate incidental physical activity into our routines, including:

- replacing short car trips with fast walking, or cycling if it's safe
- walking up the stairs at a fast pace instead of using the lift
- leaving the car at the edge of the shopping centre car park and carrying the shopping for 100m

- doing three or four "walking sprints" during longer stretches of walking by stepping up your pace for 100-200 metres (until you feel your heart rate is increasing and you find yourself out of breath to the point that you find it hard to speak)
- vigorous walking at a pace of about 130-140 steps per minute
- looking for opportunities to walk uphill
- taking your dog to an off-leash area and jogging for 30-90 seconds alongside the pup.

This type of incidental activity can make it easier to achieve the recommended 30 minutes of physical activity a day. It can also help boost fitness and make strenuous activity feel easier – even for those of us who are the least fit.

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## ***The British Journal of Sports Medicine says that VPA is the very 'best bang for the buck for time unit' exercise***

The time-economy advantage of vigorous intensity physical activity (VPA) further strengthens the case for making the most of the 'best bang for the buck for time unit' incidental PA. Incidental PA is any activity that is part of one's daily living that is not done with the purpose of recreation or health and requires no sacrifice of discretionary time. For example, walking or cycling to move from place to place, stair climbing and active daily chores, such as carrying heavy shopping and house cleaning. Inherently, incidental PA does not encounter the myriad of barriers to structured exercises, such as lack of time, costs, equipment, lack of skills or poor fitness.

High-intensity interval training (HIIT) is a time-efficient approach to exercise characterised by brief bursts of VPA near (typically >80%) or above VO<sub>2</sub>max, interspersed with periods of low activity or rest.<sup>8</sup> HIIT has the capacity to induce rapid peripheral adaptations (eg, activation of peroxisome-proliferator-activated receptor  $\gamma$  coactivator-1 $\alpha$  and muscle mitochondrial biogenesis), as well as improve the structure and function of the cardiovascular system. These effects are linked with improvements in glycaemic control and other metabolic syndrome components and, most notably, CRF.<sup>8</sup> High PA intensity is undoubtedly a key to these beneficial physiological changes, as the effects of very low-volume HIIT appear similar to those achieved with traditional continuous exercise.

Large population cohort studies<sup>9</sup> are also in agreement that any amount of VPA confers mortality gains with little or no volume dose-response. Studies that compared the volume and intensity of incidental PA are also consistent. For example, data from Copenhagen, a city where >50% of all trips involve walking or cycling, showed that higher relative intensity of cycling, but not higher daily cycling volumes, was associated with substantial life expectancy gains and lower cardiovascular disease mortality risk.<sup>10</sup>

In other words, both experimental and epidemiological evidence point towards the superiority of occasionally reaching vigorous exertion over total exercise volume.

[Click here for more information.](#)



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# How to Finally Start Working Out (Even If You Hate It)

By Dick Talens

Hating exercise isn't the same as being lazy. Exercise motivation is a complicated subject, but if getting off the couch is the hardest part for you, we've got you covered. Here's how to finally start working out, no matter how much you might hate it.

There is actually evidence to suggest that your innate enjoyment from exercise may be determined by your genes. Relatively [recent research](#) from *The Journal of Physiology* selectively bred mice based on their predisposition to exercise. After a few generations of breeding brain activity showed that one group of mice found exercise to be rewarding—and thus voluntarily exercised more—while the other group did not.

But of course, people aren't mice. There plenty of reasons exercise may bore you. Still, it's hard to discount the fact that genetics play a role. For the unlucky individuals in this pool, this can quickly spiral out of control if you put on weight as a result; you hate exercise, and gaining weight compounds the difficulty of getting started.

More importantly, hating exercise isn't a moral failure, as many would have you believe. The treadmill was originally created as a torture device, and you're no more to blame for hating it than you are for...well...any other torture device.

You can't help your innate feelings or preferences, but you are responsible for doing something about it. I've found that if there is a laziness of sorts preventing people from

exercising, it's not a physical one, but a mental one—it's the laziness of considering alternative explanations rather than reducing the problem to sheer "laziness," showing yourself some compassion, then committing to an actionable plan. So get yourself in the correct mental headspace, and move forward with the following plan.

## Pick the Correct Exercise Discipline for Your Goals

I've found this is where people make the biggest mistake. The default activity for anything health related is to start running or commit to an event such as a marathon. "I need to lose weight...I should start running!" "I need to improve my flexibility and back issues...I should join a marathon!" "Man, this rash still isn't going away...I bet there's a treadmill sale somewhere!"

There are natural reasons that running is the default exercise of choice. Not only is it super accessible, but society has a bit of a "just do it" mentality, which further implies that you should "just suck it up" and get started. But this is the wrong mindset. It implies that there are few nuances to adhering to your regimen, and failing means that you "just couldn't do it." Translation: you obviously "weren't tough enough" to do something so simple.

In reality, because most people start exercising for purposes of weight loss, running might actually be the worst route to go. It can be a painful endeavor for those considerably overweight and—along with other forms of exercise that focus on the caloric burn—yields a low return on your investment. This is not to say that running is bad. Do start running if you



truly love it (or can honestly see yourself loving it), if weight loss isn't your main focus, or if you explicitly want to improve your endurance. However, if weight loss is your priority or you just can't stand running, consider other forms of exercise. Those who are overweight and sedentary will benefit from starting off by walking instead. Even better, consider investing some time into strength training in the gym (if finances permit) or using your own body weight.

### Find the Most Important Measurement for Creating That Habit

The best apps are famous for getting users to stick and create habit around using them every day. One of the ways that they do this is through a concept known as activation—the magical “aha” understanding that causes someone to start using a product repeatedly. For example, Facebook’s “activation” is getting seven friends in the first ten days, whereas Dropbox’s activation is uploading your first file.

Thinking of exercise as “sticky” will do wonders for adherence, and luckily we can apply these same concepts to fitness.

When you pick your exercise of choice—be it yoga, running, strength training, boxing, or something else—find the one improvement that will excite you the most. If you take up strength training, this might mean being able to do more pushups in one total set or increasing your favorite exercise, like a dumbbell shoulder press. If you want to get better at running, this might mean a better one-mile time or a better time on your sprint. If it's difficult for you to come up with a metric, consider using “perceived exertion” on a scale of one to ten. For example, if you start walking more, consider using the total amount of time that you're walking at a brisk pace until you feel a 7/10 in terms of fatigue.

The concept of activation explains why many group classes, despite their cult-like hype, aren't effective when it comes to adherence. It's harder to find your personal definition of “activation” doing something like SoulCycle, or a similar cookie cutter class. Furthermore, you are forced to move at the pace of others in the group, rather than your personal one.

Whatever your choice for “activation,” realize that the improvement might be miniscule at first—an extra rep on your set of push-ups or a few seconds on your mile. But make no mistake, activation is important because it makes exercise “sticky.” It's not enough to just feel good that you did something. That's fine at first, but it will only last for so long, especially in those who inherently dislike exercise. Don't trick

yourself into thinking that you'll eventually love it one day. Hell, even I still don't.

### Activate and Improve

Once you've figured out your metric for activation, measure your baseline. Using the examples above, that means seeing how many pushups you can do in one set or how long it takes you to run a mile. Make sure that you use a reasonable amount of effort.

Next, embark on a well-vetted beginner's program, rather than going off on your own. Make sure that the program that you select incorporates your metric and exercise for “activation.” Better yet, pick an activation metric that's already in the program of your choice if you can.

After a week, measure against the baseline that you set, using the exact same conditions. In all likelihood, you'll see an improvement—if not, treat fitness like an objective problem and figure out what went wrong. This as a concrete win...you improved. This didn't take weeks or months, but close to a single week. Make sure to celebrate and appreciate that as a newbie, you'll continue to make week-to-week improvements. Eventually, you'll realize that success isn't about following shallow mantras like “just do it” but rather, moving beyond that mentality.





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*"How you do one thing is how you do everything. Attention to detail has increased 10 times. I now look at every indicator possible when assessing subluxation. I now review MRI's on a regular basis. I am more observant of other listing systems and/or factors when deciding how best to adjust my patients. I am communicating differently with my patients and with other health care providers. I am more confident, more certain and more knowledgeable than I have ever been".*

**Ian Bulow, DC, DCCJP, Pennsylvania**

*"The upper cervical diplomate program is by far the best investment I have made. As a younger doc in the field, it put my learning curve in fast forward. The comprehension of the craniocervical junction, advanced imaging, cerebrospinal fluid, trauma and how to assess misalignment and provide a specific correction has been invaluable to helping people get better faster and stay better longer. It has distinguished my practice as the "go to" for neurosurgeons, primary care doctors, physical therapists, massage therapists, and even other chiropractors. Worth every ounce of time, energy, travel and every penny I put towards the program..."*

**Rachae Bell BA, DC, DCCJP, Washington**



# Chiropractic News

## Study says chocolate can cure a persistent cough

As if we need another excuse to eat chocolate. Drop that bottle of cough syrup containing codeine, it's time to move on to something a bit sweeter. Professor Alyn Morice, head of cardiovascular and respiratory studies at the University of Hull in the U.K., says that chocolate can cure a cough you can't shake.

Founding member of the [International Society for the Study of Cough](#), Alyn Morice claims that his recent study of over-the-counter cough medicines has led him to the conclusion that medicine containing cocoa is better than normal cough remedies. A previous study conducted in at the Imperial College in London found that theobromine (an alkaloid in cocoa powder) is better at stopping coughs than codeine.

The reason has to do with the viscosity of the medicine containing cocoa. Chocolate is a stickier ingredient making it stick to nerve endings in the throat blocking the trigger to cough. In fact, the patients that took chocolate-based medicine containing chocolate saw improvement in their persistent coughs within two days. The new medicine which contains cocoa goes by the name, Unicough, which supplies an oral medication along with non-medicated lozenges flavored with mint and chocolate.

Unfortunately drinking a mug of hot chocolate or eating a piece of dark chocolate won't do the trick as well as taking the medication, but sucking on a piece of a chocolate bar might suppress the coughing for the time being.



## Foundation For Chiropractic Progress launches Moving Chiropractic Across America campaign

In collaboration with Utah Chiropractic Physicians Association, the Foundation's first train wrap advertisement is officially live in Salt Lake City, Utah now through mid-March. This train wrap is part of the Foundation's brand-new marketing campaign, "Moving Chiropractic Across America." #ThinkChiropractic #ChiroInMotion



## Robert Vining, DC, of Davenport, Iowa wins ACA Academician of the Year Award

The American Chiropractic Association (ACA) presented its 2019 Annual Awards last month in Washington, D.C. as part of its annual meeting, the National Chiropractic Leadership Conference (NCLC). ACA's awards recognize chiropractors and other individuals for their exceptional service, achievement and/or leadership within the chiropractic profession.

**Robert Vining, DC**, of Davenport, Iowa, associate professor and senior research clinician at the Palmer Center for Chiropractic Research was awarded the Academician of the Year Award, which recognizes an individual for his or her efforts in advancing the profession through academic or educational excellence.

*Continued on next page*



# Chiropractic News

*Continued from last page*

ACA's highest honor, the Chiropractor of the Year Award, was presented to **N. Ray Tuck, Jr., DC**, of Christiansburg, Va. Dr. Tuck, who served as ACA's president over the past year, was recognized for his strong leadership during a period of ongoing change and growth for the association. In 2018, ACA continued to implement two transformative projects: a new brand—based on collaboration with the healthcare industry and evidence-based, patient-centered care—and a new governance structure designed to help ACA more nimbly navigate the challenges and opportunities of modern health care. Under Dr. Tuck's helm, ACA also took significant steps to promote evidence-based chiropractic care through a new online learning platform, Learn ACA, and to acknowledge the important role that diversity and cultural competency play in providing better patient care.

## Palmer studies the effect of chiropractic manipulative therapy on reaction time

In a [PubMed article](#) dated January 3, 2019, Palmer College of Chiropractic and the Samueli Institute for Information Biology summarized their finding of a study they had completed called, "Effect of chiropractic manipulative therapy on reaction time in special operations forces military personnel: a randomized controlled trial."

This prospective, randomized controlled trial was conducted at Blanchfield Army Community Hospital, Fort Campbell, KY, USA. Active-duty US military participants over the age of 19 years carrying an SOF designation were eligible. Participants were randomly allocated to CMT or wait-list control. One group received four CMT treatments while the other received no treatment within the 2-week trial period.

Assessment included simple hand/foot reaction time, choice reaction time, and Fitts' Law and whole-body response time. On visits 1 and 5, the same five assessments were conducted immediately pre- and post-treatment for the CMT group and before and after a 10-min wait period for the wait-list group. Primary outcomes included between-group differences for the pre-CMT/wait-list period at visit 1 and visit 5 for each test. Secondary outcomes included between-group differences in immediate pre- and post-(within visit) changes. Analysis of covariance was used for all data analysis.

The study concluded that, "A single session of CMT was shown to have an immediate effect of reducing the time required for asymptomatic SOF qualified personnel to complete a complex whole-body motor response task. However, sustained reduction in reaction or response time from five tests compared with a wait-list control group was not observed following three sessions of CMT."

## New York Chiropractic College and New York State Chiropractic Association announce historic collaborative event

New York Chiropractic College (NYCC) and the New York State Chiropractic Association (NYSCA) have announced the first-ever joint NYCC homecoming and NYSCA Fall Convention to be held September 20-22, 2019 at NYCC's Seneca Falls campus. The College's homecoming—known this year as the Centennial Celebration in honor of NYCC celebrating the 100th year of its founding—and the NYSCA convention will feature continuing education opportunities for healthcare professionals, guest speakers, networking and social events, exhibitors, and more. Its innovative format will include plenary sessions, panel discussions, and breakout sessions with panelists, promising a rich and varied educational experience for attendees.

Among the speakers and presenters at this unique Centennial event are Dr. Jack Barnathan, who will be giving the keynote speech on Sunday morning (Sept. 22); Dr. Christine Foss, who will be presenting on Sports Medicine; Dr. David Seaman, who will address nutrition; and Dr. Don Murphy, who will discuss primary spine care. Other topics to be addressed during the Centennial Celebration will be acupuncture and integrative health systems. Additionally, as the College has played an influential role in chiropractic and other healthcare professions from 1919 to the present day, some of the school's educational, research, evidentiary, and historical contributions to healthcare will be examined.

NYCC President Dr. Michael Mestan explains that the collaborative nature of this event will enable healthcare practitioners to take advantage of a one-stop continuing education opportunity featuring some of the country's top researchers and educators. "The two organizations have worked closely together in the past, and we see this confluence of our Centennial Celebration with NYSCA's Fall Convention as a natu-

ral outgrowth of our mutual educational goals and commitment to excellence in the provision of healthcare services,” he says.

Dr. Jason Brown, current NYSCA President and NYCC alumnus, agrees, adding, “NYSCA leadership and membership looks forward to sharing the beautiful NYCC campus with the Centennial Celebration, and we know that the conference offerings will be relevant, innovative, and productive. We encourage everyone who can make the trip to plan ahead for this unique event.”

[Click here for information](#) about the NYCC Centennial Celebration and NYSCA Fall Conference.

### Canadian Memorial Chiropractic College researches whiplash injuries

New research out of the University of Ontario Institute of Technology in Canada suggests that high car insurance premiums may be the result of government regulations. That study, entitled, *Is a government-regulated rehabilitation guideline more effective than general practitioner education or preferred-provider rehabilitation in promoting recovery from acute whiplash-associated disorders? A pragmatic randomised controlled trial*, [can be read here](#).

The bottom line was not surprising. “Evidence-based care would contribute to reducing costs,” they said. Chiropractic care is always better and more effective than opioids or surgery.

“The real problem is the weight of spiralling medical and rehabilitation costs to treat those injured in minor traffic collisions, which make up the vast majority of claims,” says Dr. Pierre Côté, the university’s Canada Research Chair in Disability Prevention and Rehabilitation, and Director of the UOIT-Canadian Memorial Chiropractic College (CMCC) Centre for Disability Prevention and Rehabilitation.

“We need new systemic approaches to promote faster patient recovery and reduce the health and financial burden of traffic injuries such as whiplash. A more efficient system founded on evidence-based care would contribute to reducing costs.”

In January, Dr. Côté and a team of researchers released the largest study ever conducted in Ontario on the management of whiplash injuries. Their findings, published in the *British journal BMJ Open*, conclude a government-regulated rehabilitation guideline is the answer, rather than the current method of care: which focuses on insurance-based pre-

ferred providers or education from physicians.

“The best available evidence suggests over-treating persons with whiplash injuries actually promotes the development of disability and generates higher health-care costs,” says Dr. Côté, Professor, Faculty of Health Sciences. “Our study demonstrates that providing the right treatment, at the right time, and in the right amount dramatically accelerates recovery.”

Those treated according to the government rehabilitation guideline during the large randomized clinical trial recovered more than 40 days faster than other participants. The results agree with the recommendations from common traffic injury management research that Dr. Côté and his team previously did from 2013 to 2015 for the Financial Services Commission of Ontario. That previous study recommended a series of reforms to the treatment of traffic injuries to the Government of Ontario.

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# Chiropractic College News

## Life West accepting applications for the November India mission

Life Chiropractic College West is proud to be a part of a ground-breaking initiative to expand the experience of chiropractic in India. India is an ancient land steeped in tradition and deeply connected to a rich and vibrant history. The people of India are well-versed in eastern philosophy and very receptive to the vitalistic message of chiropractic.

We welcome experienced chiropractors to join us in this unprecedented chiropractic mission experience. You will be working alongside chiropractic students as we provide care for thousands of people daily. The level of gratitude and appreciation you will receive from the patients will be unlike anything you have ever experienced.

Registered and approved doctors will have accommodations and transportation arranged for them in country. You will only need to take care of your visa, your flights and your adjusting table; if you choose to bring one. Students MUST be enrolled in an accredited chiropractic college and must be eligible to adjust out-patients in the school clinic in order to apply.

The entire country of India has 1.2 billion people and only 10 full-time practicing chiropractors. The people understand and are clamoring for our unique and effective form of health care. We are uniquely positioned to not only provide excellent chiropractic care but to also mentor and shape the understanding and experience of vitalistic, subluxation-based chiropractic care in India.

For this project, Life West has teamed up with the India Association of Chiropractic Doctors (IACD) and the Sant Nirankari Mission. The Sant Nirankari Mission provides a major spiritual retreat twice every year (in November and January) which draws over 1.5 million people to a temporary city over a three day period. The scale of service is nearly unimaginable. It takes 60,000 volunteers to staff each event. The chiropractic tent has grown exponentially with each service trip and needs many more experienced and caring chiropractors to help us provide care. We need your help.

[Click here for more information.](#) Please direct any questions about the program to: [indiamissions@lifewest.edu](mailto:indiamissions@lifewest.edu)

## Logan University honors William Purser, DC

Logan University has installed a bust of William Purser, DC (1953) in appreciation of his dedication and support of the University and the chiropractic profession. Over the years, Dr. Purser has been a tremendous supporter of Logan, making financial commitments toward campaigns, student scholarships and capital improvement projects, such as the William D. Purser, DC Center. He has also referred more than a dozen students to the University.



The bronze bust is housed in the Purser Center on campus.

Recently, Logan President Dr. Clay McDonald had the pleasure of visiting Dr. Purser at his home in Florida to present a plaque to him and his son, Bill.

## Logan students learn about treating patients with SI joint dysfunction

“Sacroiliac (SI) joint dysfunction is one of the most common, most under-diagnosed and under-treated sources of low back pain,” said Armond Levy, MD. Dr. Levy, neurosurgeon and founder of St. Louis Neurosurgery, LLC, was one of three doctors who presented about SI joint dysfunction at Logan’s Alumni House on Wednesday, February 20.

These three doctors all practice in different areas of medicine but possess one common goal: to have the knowledge to educate their patients on the best course of treatment for their low back pain.

With coordination through SI Bone and Logan University, Dr. Levy, Matthew Ruyle, MD and Logan faculty member Anthony Miller, DC spoke to attendees about the ways they can treat patients with SI joint dysfunction.

Dr. Miller presented first on the way chiropractic care can stabilize an SI joint that is causing pain, while Dr. Levy spoke about how minimally-invasive spinal surgery can correct similar issues. Dr. Ruyle concluded with his expertise in pain management.

Low back pain is an issue that every doctor comes across



regularly, and it can be difficult to find the source of it. Additionally, there is usually more than one issue causing the pain. Through research, they can begin determining different plans of treatment for their patients.

“We strive to take a truly interdisciplinary approach when presenting our patients with treatment options,” Dr. Miller said. “By working closely with Dr. Levy and Dr. Ruyle, I am certain that my patients will always receive the treatment option that is best for them, individually. No two cases of low back pain are identical, and no two treatment plans are identical either.”

### Life West 35th Annual Golf Classic May 9

Join the Life West Community of Alumni and Friends at one of the East Bay’s most exciting and challenging golf venues Boundary Oaks Golf Course, 3800 Valley Vista Road, Walnut Creek, CA. Tournament Dinner and Awards to follow. Proceeds to benefit the Alumni Association’s Life West Student Scholarship Program:

- Jackie “Mamma Jackie” Biron Scholarship for student leadership
- Jim Hawkins Scholarship for academic excellence in the basic sciences
- Nancy McKillican Scholarship advancing chiropractic philosophy

For sponsorship opportunities email [thyland@lifewest.edu](mailto:thyland@lifewest.edu) or call (510) 780-4500, ext. 2060. [Register yourself and your foursomes online](#)

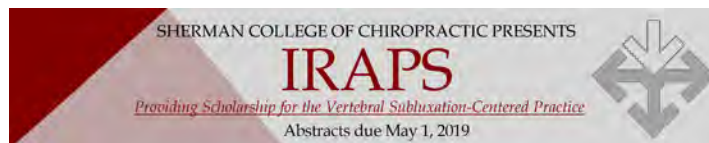


### New York Chiropractic College has positive Impact on the Local Economy

The economic impact of New York Chiropractic College (NYCC) on the local economy and the state has been valued at more than \$67 million, according to a recently released report by the Commission on Independent Colleges and Universities in New York (CICU). Using data compiled throughout 2016 and 2017, the CICU calculated the College’s economic influence on the region by analyzing direct spending, construction spending, labor, and the spending contributed to the area’s economy by students and visitors.

The CICU points out that private, not-for-profit colleges and universities like NYCC are an important driver of economic growth in New York, generating over \$88 billion in economic impact each year. NYCC’s estimated total direct spending was \$27.5 million, and students and visitors to NYCC spent over \$9 million locally. In the Finger Lakes region as a whole, nine colleges generate a total of \$6 billion in economic impact annually and support over 38,000 jobs. Statewide, colleges and universities support more than 415,600 jobs. As the CICU explains, “The findings of [our] study underscore the vital role that private, not-for-profit colleges and universities play as economic and research engines and job creators throughout the state.”

NYCC President Dr. Michael Mestan believes that the CICU data is one important measure of the impact NYCC has on the state and local economy. “We are an institution very much grounded in our locale, committed to the economic wellbeing of the region in which we live,” he says. “At the same time, our strength comes from the exchanges we initiate and foster, bringing students into the Finger Lakes region from places as far away as France and Hong Kong, and sending our graduates, with their research, scholarship, and skills, out into the world.”



### Call for Abstracts

Sherman College of Chiropractic is now accepting abstracts for its 16th annual International Research and Philosophy Symposium (IRAPS), a peer-reviewed chiropractic conference that addresses vertebral subluxation research and the philosophy of chiropractic. Abstracts must be submitted by May 1, 2019.

IRAPS 2019 will be held October 12-13, on the Sherman College campus in Spartanburg, SC. Continuing education credit will be available; details will be released after speakers have been selected.

Topic examples for this year’s abstracts, both for platform and poster presentations, may include:

- Case studies that focus on the location, analysis and correction of vertebral subluxation (LACVS)
- Philosophy of chiropractic as a component of LACVS type care
- Scholarly pursuits that will advance chiropractic education, practice and the profession

*Continued on next page*

# Chiropractic College News

*Continued from last page*

The goal of IRAPS 2019 is to bring leaders in philosophy and research together, along with practitioners and educators who are centered on vertebral subluxation practice, to build a stronger academic community worldwide regarding the subluxation model of chiropractic. Our intent is to foster a view that the chiropractic profession is centered on vertebral subluxation, based on vitalism, dedicated to research and developing a discipline of philosophy.

Abstracts are to take the form of short papers having approximately 300 words. References are expected. Each submission undergoes a peer-reviewed process. Find out more about IRAPS and the [detailed Call for Submissions](#), including abstract guidelines <https://www.sherman.edu/iraps>. You may also contact Angel Radick at [aradick@sherman.edu](mailto:aradick@sherman.edu) or 800-849-8771, ext. 221.

## Sherman College of Chiropractic opens Thom and Betty Gelardi Student Center

Sherman College of Chiropractic celebrated its commitment to Spartanburg and to principled chiropractic education during the opening of the Thom and Betty Gelardi Student Center February 8 on the college's 80-acre campus in Spartanburg, SC. About 600 guests attended, with many college

alumni and supporters watching via livestream on the college's Facebook page.

The Gelardi Student Center underscores Sherman College's focus on student success and includes a library, bookstore, campus café, large meeting spaces, student study suites, lounge areas and more. The facility will serve as the new campus gateway and arrival point for Sherman College and is the newest physical addition to the Sherman College campus since 2000.

The Gelardi Student Center is named in honor of Dr. Thom Gelardi, who founded Sherman College in 1973, and his wife, Dr. Betty Gelardi, a member of the college's first graduating class. Dr. Thom Gelardi spoke during the ceremony of the commitment of students throughout the college's history. "The success of Sherman College's many events and undertakings was – and still is – due to students volunteering many hours of service and time to the college and its mission," he shared. "It is indeed a great honor, then, to have our names on this building – a building with a goal of serving the students of Sherman College, the future of the chiropractic profession."

Sherman College founder and first president Dr. Thom Gelardi, with his wife, Dr. Betty Gelardi, addresses the group during the dedication ceremony for the Gelardi Student





Center on the campus of Sherman College of Chiropractic.

Aside from its clear purpose of serving Sherman College students, the Gelardi Student Center is also designed to serve the local community. “This facility strengthens Sherman College’s commitment to serving humanity and reinforces our commitment to Spartanburg,” explained Sherman College President Edwin Cordero, D.C. “Serving others is a key component of our mission, and we are committed to becoming an even stronger positive force in our community.”

### Texas Chiropractic College announces Annual Gala 2019

Texas Chiropractic College will hold A Night In Tuscany: 2019 Annual Gala April 6. The event is a gala dinner and auction supporting Texas Chiropractic College student scholarships. The event will be April 6, 2019 at 6:30 p.m. in the Standard Process Auditorium at Texas Chiropractic College, 5912 Spencer Highway, Pasadena, TX 77505.

Texas Chiropractic College has partnered with Home2 Suites by Hilton (3 miles from campus) to offer gala attendees a discounted rate. [Click here](#) to book your hotel room online or call 281-991-1055 and mention Texas Chiropractic College to receive the discounted rate.

[Click here to RSVP](#). The college kindly requests an RSVP by March 29, 2019.



### Doctor of chiropractic students brings pain relief and healing to Oregon’s migrant workers

It’s early on a warm and cloudy morning in July as half a dozen University of Western States students begin unpacking portable adjustment tables under a series of white tents. They practice their Spanish as the workers arrive to start their eight-hour day harvesting strawberries, summer squash and beans. This is the home and place of work for migrant and seasonal farmworkers in Hillsboro, Oregon, and these doctor of chiropractic (DC) students – along with several UWS faculty and other health care professionals – are here to provide free chiropractic care and medical services. Organized by Virginia Garcia Memorial Health Center’s Migrant Camp Outreach Program, this is one in a series of

experiential learning opportunities that UWS students are passionate about participating in. Every summer, the Virginia Garcia Outreach Team provides medical treatment and health education to migrant and seasonal farmworkers in Washington County, Oregon. This year, UWS student and faculty volunteers were invited along with nurses, health educators and other providers to deliver care.

“Our chiropractic students want as much hands-on experience as they can get,” says Christin Bankhead, executive manager of clinical internship. “By offering them a variety of placements, they’re able to expand their skillsets by attending to the health care needs of an increasingly diverse patient community. When the Virginia Garcia Memorial Health Center invited us to provide care to migrant and seasonal farmworkers this summer, we were eager to involve our students.”

Providing on-site care for the farmworkers allowed senior chiropractic (DC) students the opportunity to address physical issues that they may not have addressed in the classroom or in campus clinics.

“In the beginning of an internship, students mostly gain experience by working on fellow students, either in class or on a rotation at the campus health center,” explains Dr. Craig Kawaoka, clinical educator at UWS and one of the attending physicians at the migrant and seasonal worker health care events over the summer. “Here, they have the opportunity to treat workers who use their bodies in strenuous ways for long shifts. Their musculoskeletal systems encounter different types of stress that must be addressed for long-term health.”

Many of the patients treated by volunteers said they were unfamiliar with chiropractic care. “One of the biggest things for me was helping people understand how we could make them feel better,” says Gretchen ‘Chenny’ Gonzalez Ramos, UWS DC student. “The health care events were well attended, with lines of people who all wanted to be seen. We really got to work with our hearts. It took some of the mystery out of chiropractic for them.”





# Office Posters



We have created a FREE [printable PDF](#) of the  
***Tips for safe stretches***

poster on the following page, and  
the following posters are available online:

***It's a new year. Eat smarter, be healthier***

***The drug-free approach to pain reduction***

***Get up and move!***

***STRETCHING for better joint health***

***Five keys to a longer, healthier life***

***Were you pain free this morning when you got out of bed?***

***Benefits of eating apples***

***Tips for keeping your New Year's Resolutions***

***Skipping breakfast may hurt your heart health***

***A high-sugar diet makes healthy people sick - fast***

***7 simple steps to a longer, healthier life***

***The secret weapon for lower blood pressure***

Please feel free to print out and use any or all of the flyers.

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They are available on the website,  
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Each has the following tagline:



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# Tips for safe stretches



There are many benefits to regular stretching. Not only can stretching help increase your flexibility, which is an important factor of fitness, but it can also improve your posture, reduce stress and body aches, and more.

Virtually every activity you do relies on ease of motion. Stretching can help in numerous ways. It can often relieve back pain, stiff necks, and sore knees when tight muscles are to blame. It can counteract too much sitting whether you're doing it for work or a pleasurable activity. If you're a runner, a tennis player, a golfer, a hiker, or a biker, the right stretching program may set you on a path toward better performance. And as you age, stretching can help keep you active and flexible, making it easier to accomplish innumerable everyday tasks involving walking, climbing stairs, or reaching.

While it's tempting to skip right to the stretches, it's best to think about safety first. These tips will help you make the best flexibility gains possible, while reducing your risk of injuries.

- 1.** Stretch for 10 minutes every day. Regular stretching improves your balance, strength and flexibility.
- 2.** Get advice to avoid injury. Check with your chiropractor or health professional before stretching if you have an injury, are unsure of how to stretch properly or have had a previous injury.
- 3.** Warm up your muscles before stretching. Try 10 minutes of gentle exercise like walking. Stretching cold muscles may result in injury.
- 4.** Hold a sustained stretch for 10 to 30 seconds. Don't bounce when stretching. Overstretching causes muscle to contract and can cause small tears in fibres.
- 5.** Only stretch to the point of mild discomfort. Once your muscle feels comfortable, increase the stretch then hold it again. If it hurts, you're pushing too hard.
- 6.** Balance your routine. Work opposing muscle groups each time you stretch. If you start by stretching the muscles in the back of your thigh, then follow by stretching the muscles at the front.



*This healthy living information is provided by  
your Doctor of Chiropractic and the  
Idaho Association of Chiropractic Physicians (IACP).*



# The Whiplash Group Personal Injury Summit

March 15-17th, 2019 at the University Marriott - Salt Lake City, UT. This location is amazing for lecture rooms and vendor visibility. On-site buffet meals are available to help with networking and staying on schedule. Cost: \$299 for the entire office team (\$399 at the door); \$75/each for three on-site meals. The Whiplash Group speaker line-up this year (like always) is amazing! Keynote speaker Dr. Dan Murphy will be our science and research guru. He is one of TWELVE amazing speakers. Watch the [promo video](#) here. [Click here for more info and to register.](#) [Hotel Registration](#) (Discounts block of rooms ends March 7th, 2019).

Friday Schedule - March 15, 2019

1:00pm - 2:00pm	Instructor Luncheon		
2:00pm - 3:00pm	Registration		
3:00pm - 5:00pm	Sponsored by: 		Dr. Dan Murphy (Research, Laser and Rehab - part 1) (CE)
5:00pm - 5:30pm	Vendor Break		
5:30pm - 6:30pm	Dr. Fab Mancini - Turning Your Dreams to Reality (CE)		
6:30pm - 7:30pm	Dinner / Vendor Break (pre-purchased tickets)		
7:30pm - 8:30pm		On-Site "Mix & Mingle" and Surprise entertainment	

Saturday Schedule - March 16, 2019

	Stage	Auditorium	Small
8:00am - 10:00am	Dr. Dan Murphy (Part 2)(CE)	Dr. Patrick Conlin - Diagnostic Imaging & Objective Findings (CE)	
10:00am - 10:30am	Sponsored by: 	Vendor Break	
10:30am - 12:00pm	Dr. Ken Murkowski (Part 1 - Whiplash DX 2019 = DC Crash & Burn & Audits & Denials) (CE)		
12:00pm - 1:00pm	Lunch/Vendor Break (Pre-Purchased tickets)		
1:00pm - 2:30pm	Dr. Rob Silverman - The Brain-Gut Connection - (Part 1) (CE)		Style by Dani Slaugh - Dress for Success Even on a Budget
2:30pm - 4:00pm	Dr. Kristina Stitchee -(Part 1) Office Procedures for Success (CE)		Dr. Nev - Internet Marketing Carving Your PI Niche
4:00pm - 4:30pm	Vendor Break		
4:30pm - 5:30pm	Jeff Metler, ESQ - Ethics (CE)	Dr. Ken Murkowski with Mike Maxwell, Esq (Part 2 - Mock Trial- Trick Questions vs. DC Evidence Based Answers) (CE)	
5:30pm - 6:30pm	Matt Kober, ESQ - Doctors' Notes That Help or Hurt a Cases (CE)		Dr. Rob Silverman - The Brain-Gut Connection - (Part 2) (CE)
6:30pm - 7:30pm	Class Q&A Panel		
7:30pm	Dinner Break (On own)		

Sunday Schedule - March 17, 2019

8:00am - 9:00am	Vendor Breakfast (Pre-Purchased Tickets)		
9:00am - 10:30am	Dr. Kristina Stitchee (Part 2) - Pediatric in a PI practice (CE)		
10:30am - 11:30am		Dr. Jay Shetlin - Pediatric Research & Billing (CE) - [Weekend Summary]	
11:30am	\$500 Prize Drawing		



**Don't let the sands of procrastination and inactivity keep you from moving down the road to success!**

**Reach out today and get your display advertisement in this well-read publication. As the official newsletter of the Idaho Association of Chiropractic Physicians, it reaches the small but growing and active Idaho chiropractic market. Rates on the following page.**



# The Idaho Association of Chiropractic Physicians

## *The IACP News*

### Display Advertising Policy, Rates and Information

The Idaho Association of Chiropractic Physician's *IACP News* is a full-color digital newsletter, published monthly and distributed to member doctors of chiropractic across Idaho as well as out-of-state members and student members.

#### **Advertising deadline**

Artwork is needed by the 15<sup>th</sup> of any month for publication in the following month's newsletter. The *IACP News* is published the last week of every month.

#### **Ad Sizes and Rates**

IACP reserves the right to determine position and placement of all advertising. Special positioning may be purchased for an additional 20% if space is available. Inside Cover and Back Cover are charged additional 20% for special positioning. **15% off these rates for IACP Members.**

Rates are for full color ads **per insertion**. Ads published under a multi-run contract can be changed for each issue at no additional cost. Flash animation (.swf files), animations (.gif format) and video clips can be added to any ad. There is no extra charge for video clips or multi-media in ads unless "assembly" of the ad is required. Some file size limitations apply. For details contact Steve at C&S Publishing [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com) or call (916) 729-5432. Email camera-ready ads in high resolution Adobe Acrobat (.pdf) format to: [CandSpublishing@gmail.com](mailto:CandSpublishing@gmail.com). Ad creation and graphic design services are available through C&S Publishing at no additional cost.

<b>Ad Type</b>	<b>Ad Size</b>	<b>1 run</b>	<b>3 runs</b>	<b>6 runs</b>	<b>12 runs</b>
Full page (bleed)	8 5/8" wide by 11 1/4" tall	\$450	\$414	\$378	\$330
Full page (boxed)	8" wide by 9 3/4" tall	\$450	\$414	\$378	\$330
Half page	8" wide by 4 3/4" tall	\$267	\$264	\$224	\$190
One Third (V)	2 3/8" wide by 9 3/4" tall	\$190	\$174	\$159	\$140
One Third (H)	8" wide by 3 1/8" tall	\$190	\$174	\$159	\$140
Quarter Page	3 7/8" wide by 4 3/4" tall	\$160	\$146	\$134	\$115
One Sixth	3 5/8" wide by 2 7/8" tall	\$105	\$97	\$88	\$75

**Format:** *The IACP News* is produced in a state-of-the-art digital format. It can be opened and viewed online from both the IACP website at <https://iacp.wildapricot.org/> and also from the publication site: [www.IACPnews.com](http://www.IACPnews.com). The publication site has both current and back issues of *The IACP News*. Questions about the digital format, the website, or display advertising should be directed to Steve at C&S Publishing, (916) 729-5432.

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