

Arnold Schwarzenegger and ICA to Celebrate 18th Anniversary of Partnership at 2010 Symposium on Natural Fitness in March

The highlight of chiropractic's annual calendar for hundreds of DCs worldwide, ICA's Symposium on Natural Fitness for 2010 will once again include a personal presentation by Governor Arnold Schwarzenegger! Yes, he'll be back! Much more than a weekend seminar, the Symposium on Natural Fitness will feature an array of exceptional educational sessions plus exciting celebrity athlete appearances in conjunction with the largest world-class multi-sports festival in the world! The 18th Annual ICA Symposium on Natural Fitness presents a multi-faceted program, featuring a quality line-up of exciting, star-packed presentations that's made it the highlight of the chiropractic calendar for almost two decades.

This year's ICA Symposium on Natural Fitness features a special opportunity to gain practical, clinically relevant, research-referenced updates on case management for conditioning, injury prevention, and performance enhancement in sports and exercise with patients at all levels of athletic interest. Speakers on this year's schedule include **Dr. Christopher Colloca**, respected researcher and chiropractic educator, presenting on neuromechanical advances in chiropractic for athletic performance enhancement! You will also learn from leaders in exercise, sports and chiropractic like **Dr. John Downes, Dr. Ken Kinakin, Dr. Pete Gratale, Dr. Vic Naumov, Dr. Ron Kirk, Dr. Gerry Mattia,** and **Dr. John Maltby**.



Governor Schwarzenegger speaking at the 2009 ICA Symposium on Natural Fitness.

The 2010 program will again feature California's **Governor Arnold Schwarzenegger** stepping up to the podium to make a personal presentation. A vigorous advocate of chiropractic care for people of all ages and holding an honorary chiropractic degree from Cleveland Chiropractic College, Gov. Schwarzenegger will speak about his own experience with chiropractic; in previous ICA Symposium talks, he has credited the care he received throughout the years for his success in bodybuilding and for his ability to maintain such a rigorous filmmaking, travel and public service schedule through his career. Follow-

ing Arnold's talk, attendees will be able to individually pose for a portrait photo with the world's most famous chiropractic patient!

Come to Columbus, Ohio the first weekend of March 5-7, 2010 for a fun, exciting and educational weekend. There's no other program on exercise, sports, and chiropractic like the ICA Symposium on Natural Fitness: in addition to a full and fantastic weekend of powerful presenters, fitness stars, champion athletes, and innovative practical chiropractic continuing education offerings, participants in ICA's Friday/Saturday seminar program also attend special parts of the Arnold Sports Festival weekend events, including tickets to the Arnold Fitness Training Seminar program held Sunday morning, hosted by Governor Schwarzenegger himself. As an ICA Fitness Symposium registrant, you can choose between a Deluxe Package for the Symposium program that includes the Arnold Fitness Training Seminar, or a full VIP Package (includes the Arnold Training Seminar) featuring front-section, reserved-seat entry to the major Arnold Weekend bodybuilding and fitness Championship Competitions Friday and Saturday nights.

Register without delay. For more information about the weekend, including the program schedule, faculty, guest champion athletes, registration package options, and online registration visit the ICA Symposium's InfoSite at www.chiropractic.org/

MEDICARE SEMINARS

Medicare is important to any chiropractic practice. All doctors and staff are mandated by Federal Law to know the Medicare Guidelines. Dr. Gary Street, an experienced Medicare specialist will be presenting Medicare Seminars in the following cities:

Indiana – Indianapolis
Ohio – Dayton
Kentucky – Louisville
Iowa – Davenport
Michigan – Detroit
Missouri – St. Louis
New York – New York
Arizona – Phoenix

If your organization has an interest and need for a chiropractic Medicare speaker, please contact Dr. Street at

618-395-3800

or visit his website at
www.chiropracticmedicare.com

Palmer Center for Chiropractic Research Recruiting Patients for Study on Chiropractic

Researchers at the Palmer Center for Chiropractic Research (PCCR) clinic facility are looking for 165 people in the Quad Cities with hypertension or high blood pressure to participate in a clinical research study with the potential for significant impact on the treatment of hypertension. Participants must have high blood pressure and be between the ages of 21 and 75 years of age. All examinations and treatment will be provided at no charge to the patient.

This new collaborative study on hypertension, called Chiropractic for Hypertension in Patients (CHiP), involves the Palmer Center for Research, Mount Sinai Medical Center in Miami, Fla., and Trinity at Terrace Park Family Practice in Bettendorf, Iowa. It is one of three projects that are part of a four-year \$2.8 million grant to the PCCR from the National Institutes of Health in Complementary and Alternative Medicine. This grant was awarded to Principal Investigator and Vice Chancellor for Research and Health Policy Christine Goertz, DC, PhD in 2008 to establish a multidisciplinary Developmental Center for Clinical and Translational Science in Chiropractic.

CHiP will be directed by project co-leaders Dr. Christine Goertz from Palmer and Gervasio Lamas, MD, a cardiovascular scientist at Mount Sinai Medical Center in Miami who is known for his expertise in the conduct of large, complex, multi-site clinical trials. In

addition, Joseph Bergstrom, DO, director of medical education at Trinity Terrace Park Family Practice residency program will be performing the blood pressure screenings and physical examinations for eligibility. Quad City cardiologist Michael Giudici, MD, FACP, FACC, serves on the study's Data and Safety Monitoring Committee.

"More than 50 million Americans suffer from high blood pressure, making it the most commonly diagnosed disease in the United States," said Dr. Goertz. "Although many medical treatments for diagnosed hypertension are available, only about 30% of patients achieve blood pressure goals. Many patients report that they are unable to tolerate medication side effects and find it difficult to sustain significant lifestyle changes. Thus a non-pharmacological therapy that lowers blood pressure could become an attractive option to many patients and their physicians."

"The concept that manipulation of the upper cervical spine could reduce blood pressure is both novel and appealing at the same time," said Dr. Lamas. "It is novel because of its originality of thought and it is backed up by preliminary data. It is appealing because any treatment for high blood pressure that does not expose patients to drugs and their side effects should be investigated. I really look forward to assisting with this study and seeing the results."

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