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## COLLEGE ROUND-UP

### PALMER COLLEGE OF CHIROPRACTIC

#### Dr. Trevor Ireland takes over Board of Trustees chairmanship from Vickie Palmer

After 20 years as chairman of the Palmer College of Chiropractic Board of Trustees, Ms. Vickie Palmer has passed the gavel to Dr. Trevor Ireland of Alaska. Ms. Palmer made her announcement at the January meeting of the Board of Trustees. "I began considering this nearly seven years ago and consulted with many advisors, including my two sisters, during that time," explained Ms. Palmer. "For many reasons, I'm confident that this is the right time to make a smooth transition. We've successfully completed our capital campaign and opened the Academic Health Center. I'm also very comfortable with the strength of the Board and the College administration. More importantly, the time is right for a practicing chiropractor to lead this College as it has become a true participant in the mainstream health-care delivery system."

Ms. Palmer submitted the nomination of Vice Chairman Trevor Ireland, D.C., as her successor. His nomination was unanimously approved and Dr. Ireland assumed the chairmanship on February 2, 2008.

"I appreciate that the Board of Trustees agreed with my nomination of Dr. Ireland as chairman," Ms. Palmer added. "He is an incredible individual and I'm certain he will do an excellent job. Dr. Ireland possesses all of the characteristics necessary to lead us on this journey."

"I've trained my entire life to assume this position," Dr. Ireland said of his election to Board chairman. "It has been a privilege to have served with Vickie for all these years. As we enter this new era of chiropractic, I shall do my utmost to benefit Palmer College, pursue its mission, and protect and perpetuate its



Ms. Vickie Palmer passes chairman's gavel to Dr. Trevor Ireland

philosophy, science and art, and continue to honor the historic connection between Vickie Palmer and the College."

Dr. Ireland, a 1970 magna cum laude graduate of Palmer's Davenport Campus and a Board member since 1988, is founder of the Ireland Clinic of Chiropractic in Anchorage, Alaska, one of the largest chiropractic healthcare facilities in that state. During his distinguished 38-year career in chiropractic, he has been honored as a fellow of the International Chiropractors Association, the Palmer Academy of Chiropractic, the Palmer West Campus Academy of Chiropractic, and the International College of Chiropractors. Dr. Ireland was the youngest doctor ever to receive all four Chiropractic fellowship honors. In addition, he co-founded the Alaska Chiropractic Society and is a past president of that organization.

Ms. Palmer was named to the Palmer Board in 1978 and served as vice chairman from 1985 until her election to chairman in 1987. During her tenure, she has been instrumental in many significant accomplishments for the College. Those include opening of the Palmer Academic Health Center on the Davenport Campus;

the growth, development and stabilization of Palmer's West Campus; the establishment of the Florida Campus in 2002; the creation of the Palmer Center for Business Development and the Palmer Center for Chiropractic Research, and the unification of the three Palmer campuses as one College.

"Having literally grown up on the Davenport Campus, my entire life has been centered around Palmer College," said Ms. Palmer. "It has been my pleasure to serve this wonderful College in so many ways, including my time working in various areas such as Student Affairs, Academics and, for the past 20 years, as chairman of the board.

"I have reached a time in my life and in the life of Palmer College, when I wish to serve the Board in a new role; one that allows me to be more interactive with our students and alumni. I am excited about contributing in different ways to help Palmer College of Chiropractic move forward."

### Davenport opens Center for Business Development for students and new grads

The Palmer Center for Business Development opened this spring on Palmer College of Chiropractic's campus in Davenport. The Center is designed to provide current students and new graduates with best practices on how to successfully run a business. The curriculum is free of charge to students and alumni, and is a supplement to what they learn in the classroom as part of the Doctor of Chiropractic curriculum. "The Center's educational focus is on realistic, universally accepted business practices that can be easily adopted into a chiropractic practice," said Vice Chancellor for Student Success Kevin Cunningham, D.C.

The innovative co-curriculum includes modules that explore new practice design, finance structuring and business plan development, just to name a few of the components. Students and alumni will learn from case studies, interactive workshops and guest lectures featuring successful entrepreneurs and renowned business leaders from inside and outside the chiropractic profession. While it is physically offered on Palmer's Davenport Campus, plans are underway to provide streaming video and webinars of workshops to students on the West Campus in San Jose, Calif., and the Florida Campus in Port Orange, Florida.

"Accepting the challenge to become the best we can, the Palmer Center for Business Development has grasped the baton and will lead Palmer's effort to equip students and alumni with the business acumen needed to become successful entrepreneurs," said Palmer Center for Business Development Senior Director Dwight Bailey, Psy.D. "To this end, the Palmer Center for Business Development is the nexus for entrepreneurship education for aspiring chiropractic professionals. The Center is dedicated to promoting entrepreneurship and innovation through educational programs bridging academic training, clinical skills and business."

The Center's services will be built around four pillars:

- Self discovery
- Business skill development



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