



CALIFORNIA
CHIROPRACTIC
ASSOCIATION

LOCAL PERSPECTIVES

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June 200

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California Chiropractic Association

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Orange County District, CCA Website:

www.occhiro.org

CCA Website for DC's:

www.calchiro.org

CCA Patient Education Website:

www.californiachiropractic.com

CCA ORANGE COUNTY DISTRICT "NEXT MEETING"

Wed. Oct. 15, 2008
7PM to 9PM



Bill DeMoss, DC

Chiropractic Philosophy & Patient Education

Location:

Tuscany Mediterranean Grill
2010 Main St., Irvine, CA, 92614
(949) 250-1838

Time:

October 15th, 2008
7pm Dinner, 8-10pm Speaker

Content:

Join the Orange County District for dinner and a fascinating lecture by Dr. Bill DeMoss who will impart the importance of integrating chiropractic philosophy into your practice and patient education about a holistic and vitalistic approach to health.

Cost:

Free for CCA Members
Non-Members \$50
Includes dinner, admission, and
CEU's!

CCA Membership has its benefits!!

Speak with an officer about membership. Help build CCA-Orange County. **We need your help more than ever.**

Raffle Prizes!

Chiropractors Unite!
Or at least, eat, drink and be merry!

And get motivated!
Bring a friend! Get your sacrum
down here!

To RSVP: Steve Dundas, DC
(714) 965- 5145 or
drsteve2@earthlink.net

Pictures: Tuscany Restaurant



Next Board Meeting

Who: Leadership Board Meeting for the Orange County Chiro. District
What Discussed/Why: Matters relating to the Orange County Chiropractic and CCA, to see chiropractic improve and California a healthier place

When: 7:15 PM on
November 11
January 6
March 3
June 9

Where:

El Zocalo Restaurant in Santa Ana

Contact: Cliff Tao, DC

714.876.1126

c_tao@yahoo.com

Please e-mail to RSVP/confirm time and location

CCA OCCD Future Meetings

Oct. 15, '08	Dr Bill DeMoss
Nov. 19, '08	Dr. Lori Prescott
Dec. 17 '09	Dr Cliff Tao
Jan. 21 '09	Dr Cliff Tao
Feb. 18 '09	Dr Steve Eggleston
Mar. 18, '09	Dr G. Doug Andersen (tentative)

Know Your Legislators!

Be a local leader for CCA!

Get to know your legislators, let them know about what you do, invite them to lunch or stop by their office and let them know who you are. The more legislators in California that recognize who the chiropractors in their community are and what they are doing for the betterment of the community, the easier it will be when CCA needs to ask for their help on a particular vote.

Find out who your legislators are today at the following:

<http://capwiz.com/calchiroassn/state/main/?state=CA&view=myofficials#0>

Our lead doctor in Orange County is Dr. Jeff Nowicki located in Anaheim. Questions? Email Dr. Nowicki at: drjnowicki@yahoo.com



Interview with Joseph Strauss, DC

OCCD: Dr. Strauss, you have a strong gratitude for chiropractic heritage. At this time around the profession's birthday, Sept. 18, 1895, the OCCD would like to ask you how did you develop such a love for chiropractic philosophy?

Joseph Strauss, DC:

I was very influenced by Reggie Gold. I enjoyed writing. After BJ Palmer passed away there was not much chiropractic writing then beyond Stephenson. So, I started to write and write.

OCCD: Please tell us about F.A.C.E.

Joseph Strauss, DC:

The Foundation for the Advancement of Chiropractic Education is a non-profit foundation established in 1982 to further the approach to straight chiropractic that is defined as correcting vertebral subluxations to enable the innate intelligence of the body to be expressed more fully.

The Foundation publishes what have come to be known as the "Blue Books" by Joseph B. Strauss, D.C., F.C.S.C. It also produces audio and video tapes by Dr. Strauss. There are posters, postcards, and more available.

The Pivot Review is a free quarterly newsletter published by F.A.C.E. since 1984. Archives of this are available to chiropractors on-line and they are welcome to read these articles. There is no charge to do this. There is also a Journal that is published.

F.A.C.E. has provided scholarships to chiropractic students as well as educational materials for chiropractic college libraries. As a 501(C)(3) corporation, donations to the Foundation are tax-deductible.

OCCD: Many chiropractors have difficulty embracing chiropractic philosophy for different reasons. For example, the language that the Palmers use may not really be in line with a DC.

Joseph Strauss, DC: I do hold to a Judeo-Christian philosophy. I write from a Christian thinking perspective. What you mentioned are the reasons why I wrote the Blue Books, I do speak to that.

OCCD: If a doctor wanted to speak with you what is the best time to call?

Joseph Strauss, DC: I would be happy to speak with chiropractors on the telephone Monday, Wednesday, or Friday from 9 AM-9 PM Eastern Standard Time. 1-800-397-9722

If they get off work at 6 PM PST. I could speak with them MWF from 6-6:30 PM PST. Or at jstraussdc@f-a-c-e.com The website is www.f-a-c-e.com

F.A.C.E.

PO Box 1052
Levittown, PA 19058



Interview with Mike Weiner National Payment Provider

OCCD: When did National Payment Provider start?

Michael Weiner: The business started about 17 years ago. Sales of credit card terminals were person to person; the company has gone through mergers since then.

OCCD: Payment Provider serves many professional state chiropractic associations.

Michael Weiner: Yes, we financially support many state chiropractic associations. Our company is committed to serving these

associations. We guarantee the lowest rates for their electronic payment processing needs for credit/debit cards and EFT, while providing 24/7 in-house customer service here in Orange County and across the country. NPP builds our relationships for the long term. We see that when CCA and chiropractic businesses grow, our business will follow.

OCCD: Will you be at the meeting on Oct. 15, 2008?

Michael Weiner: Yes, I'm looking forward to attending. We have special offers for CCA Members only. These will be available and announced the night of the Oct. 15, 2008 meeting. There are benefits for being a CCA Member. NPP is committed to CCA and wants to help its membership grow.

OCCD: How are California Chiropractors successfully using NPP?

Michael Weiner: If I may, I'd like to address this question with a letter I received from a CCA Doctor's office:

Testimonial for National Payment Provider

From:
Steven L. Smith, D.C.
131 N. El Molino Avenue #180
Pasadena, CA 91101
(626) 792-1221
www.stevesmithdc.com
pasadenapacers.org

To: National Payment Provider

September 24, 2008

Thank you to: Alvaro and Fay

I want to thank you both for your excellent customer service!!! I, as you have probably figured out by now, am not excellent with equipment! At least electronic equipment!

You and your company are awesome! You are kind and patient beyond words. I love working with the both of you. Not only am I saving a large amount of money each month but also I get to receive your customer service. You both are a breath of fresh air.

Thank you so much for your help. I look forward to a very long relationship.

*Sincerely,
Robin D. Smith*

To contact Mike:

Mike Weiner
National Payment Provider LLC65
Enterprise
mweiner@paymentprovider.com
Aiso Viejo, CA 92656
Office (949)330-6652
E-FAX (949)315-3719
Toll free: (888) 898-1608
Website: www.paymentprovider.com

Interview with Mark Anaya President of MJ Supply



Mark and Cheryl Anaya

OCCD: Hi Mark, You have been a supporter of the OC Chiropractic District and sponsor of our meetings and dinners please tell us about yourself.

Mark Anaya: "I first started with Bel Air Medical and then Meyer Distributing. I was there was there for a couple of years and then worked for the past 10 years with Scrip, I was instrumental in bringing Scrip to California. The main Scrip office, the owners which was a corporation bought Scrip and Physical Enterprises (?), PT. Com, Hessco and they decided to have their shipping centralized. That is when they decided to have their shipping centralized. That is when they went back towards Illinois. At that point I took the people from Ontario, CA and opened up my own business which is now in Chino Hills. My son helps with sales. I have reps in Southern California, Northern California, and we also sell products back East everywhere. Basically, it's myself and my son, Jason. Hence, MJ Supply, Mark and Jason.

OCCD: When did MJ Supply start?

MA: We started in Feb. 2007.

OCCD: You have been supporting the OC Chiropractic District Meetings financially as a sponsor for a couple of years now, tell us about the company?

Mark Anaya: We carry all of the chiropractic supplies and equipment.

We have x-ray, band-aids, we are competitively priced- we'll match any and all prices. We try to do service. We try to stay a step ahead. Our philosophy is that the doctor is #1. We try to be small enough to know you and large enough to serve you. That seems to be our motto.

Mark Anaya: Today I'll be flying to Logan to support one of their functions in St. Louis, MO., we support all of the colleges, we supported the Cal Jam, we'll be at Florida Convention, and Texas. Our company does a lot of traveling, and it's nice to connect with local DC's .

OCCD: For doctors interested in purchasing something what's the best way.

Mark Anaya: We currently don't have a showroom, however, the best way for DC's to purchase is to browse through the catalogue, find what they like and we'll send it to you.

OCCD: Anything else, you'd like the doctors to know about MJ Supply.

Mark Anaya: Along with new items we do have refurbished items. So, if a DC is on a budget and wants something done or wants to purchase something we have those facilities as well. We have repair service on-site. We can repair tables on-site. We buy used tables, refurbish them and sell them. For example, I just picked up a Leander, fully automatic hylo, elevation with drops I can get it to the DC for 3K. So, it's quite a savings. It looks brand new.

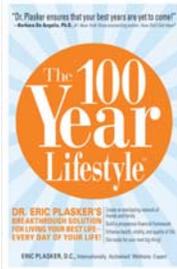
Our in-office table service for your chiropractic tables is done with a 1 year warranty. In other words, we are a full service chiropractic supply company.

Our receptionist is Monica Harmon. We carry Core Products for supports, Biofreeze, all the modalities, intersegmental tables, HiLo tables, Flexion Distraction Tables – pretty much anything. Rush delivery is also available.

I see that when the DC's grow, we grow and that's the thing we want to bear in mind.

Please visit:

www.mjsupplyinc.com



CCA's The 100 Year Lifestyle Weekend

Strengthen & Expand Your Practice Plus Earn CE at CCA's 100 Year Lifestyle Weekend Seminar

That's a Double Bonus!

Do you want greater patient satisfaction, more referrals and practice growth? Do you want 12 hours of continuing education?

Accomplish both goals in one weekend in San Diego, Sacramento and San Jose!

No gimmicks. No tricks. Simply eight hours of clinical and professional strategies that will work for you if you make the decision to be part of "The 100 Year Lifestyle Weekend."

You're also welcome to participate -- and invite your patients and staff to participate -- in a FREE Patient Appreciation Night in San Diego and Sacramento!

The early bird rate has been extended for this incredibly special 12-hour seminar, so register today!

Eric Plasker, D.C., doctor of chiropractic, wellness guru and internationally best-selling author of *The 100 Year Lifestyle* will **ROCK** your world for eight hours, and those eight hours will feel like eight minutes.

Then you get four hours of adjustive technique from one of the best technique instructors in California, Dr. David Beneveto, CCA president.

What a great way to get the 12 hours of continuing education you need at a great price and venue.

**The 100 Year Lifestyle Weekend
San Diego** - Saturday and Sunday,
October 11-12, Catamaran Resort

Sacramento - Saturday and Sunday,
October 18-19, Hilton Arden West Hotel

San Jose - Saturday and Sunday,
November 1-2, Hotel Valencia

Considering California has more than nine million Baby Boomers, this is your opportunity to tap into a patient base that promises to be rewarding for you, your patients, your staff and your practice for years to come.

Call (916) 648-2727 ext. 120 or 141 to register by phone or visit www.calchiro.org.

*All three seminars have been approved for 12 hours of continuing education by the California Board of Chiropractic Examiners. Approval # CA-A-08-08-4184.

Patient Appreciation Night

100 Year Lifestyle
Presentation and
Book Signing To Follow
Presenter: Dr. Eric Plasker
Time: Friday, Oct. 10, 2008 at
7 PM
No charge, open to the public

The 100 Year Lifestyle

Presenter: Dr. Eric Plasker
Time: Saturday, Oct. 11, 2008
8AM - 5 PM

Chiropractic Technique

Presenter: Dr. David Beneveto
CCA President
Time: Sunday, Oct. 12, 2008
8AM - 12 PM

To reserve Your space, please call
Scott Van Horn
at (916) 648-2727, ext. 141 or
ext. 0 or www.calchiro.org

Place:

Catamaran Resort
3999 Mission Blvd.
San Diego, CA 92109
www.catamaranresort.com

CCA will be hosting the 100 YLS also at the Following Places and Times:

October 18-19 - California
Chiropractic Association (CCA)

Location: Hilton Arden West -
Sacramento, CA.

Oct 17: Patient Night

For more info: svanhorn@calchiro.org

November 1 - California Chiropractic
Association (CCA)

Location: Hotel Valencia - San Jose
For more info: svanhorn@calchiro.org

**Thank you to our
sponsors:**

**Oct. 15, 2008 Meeting
with Bill DeMoss, DC**

Diamond Sponsor



NATIONAL PAYMENT PROVIDER

For your credit card processing needs

To contact Mike:

Mike Weiner
National Payment Provider LLC65
Enterprise
mweiner@paymentprovider.com
(949) 330-6662 Office
Aliso Viejo, CA 92656
Office (949)330-6652
FAX (949)315-3719
Toll free: (888) 898-1608
Website: www.paymentprovider.com

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+Airport Club Access
+Invitation Only Events
+Emergency Services- Emergency
Services- Premium Global Assist Avail.
24/7 worldwide.

AND MORE

Exclusive to PHYSICIANS and ONLY
available through a consultant.

Thanks to:

Your OC Chiropractic District
Leadership Team

Sponsorship Levels For CCA-OCCD Meetings:

Diamond (only 1 per year)

+Contribution: \$2500
+Table/Booth: All meetings for a year
+Logo/Info (faxes, postcards, emails, newsletters and more). All for one year. Large Linked Logo and phone on website
+Presentation (at a general meeting): Twice for 10 mins. 20 mins total.

Platinum (restricted number)

+Contribution: \$2000
+Table/Booth: All meetings for a year
+Logo/Info: All for one year. Large Logo and phone on website
+Presentation: Twice for 5-10 mins or once for 10 mins

Gold

+Contribution: \$1500
+Table/Booth: All meetings for a year
+Logo/Info: All correspondence for a year
+Presentation: Once - 5 mins.

Silver

+Contribution: \$1000
+Table/Booth: All meetings for a year
+Logo/Info: All correspondence for a year
+Presentation: -

Bronze

+Contribution: \$500
+Table/Booth: 3 meetings
+Logo/Info: All correspondence for a year
+Presentation: -

Value

+Contribution: \$350
+Table/Booth: 2 meetings
+Logo/Info: 2 e-mail newsletter
+Presentation: -

Table

+Contribution: \$200
+Table/Booth: 1 meeting
+Logo/Info: 1 e-mail newsletter
+Presentation: -

If you have a friend or alliance that would be interested in being a part of the meetings, please call:

Steve Dundas, DC
VP Orange County Chiropractic
District, Meetings
www.occhiro.org
(714) 965-5145

Disclaimer

Local Perspectives is intended to inform doctors of chiropractic of current developments in the profession. It is not intended to provide legal advice on the subjects addressed. Information is gathered from sources deemed reliable; however, CCA is not responsible for its accuracy. *Local Perspectives* is provided as a member benefit included in membership

Note:

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