



CALIFORNIA  
CHIROPRACTIC  
ASSOCIATION

# LOCAL PERSPECTIVES

Brought to you by the Orange County Chiropractic District, CCA Vol. 5 No.8 Jan. 2009

Orange County Chiropractic District [www.occhiro.org](http://www.occhiro.org) [www.calchiro.org](http://www.calchiro.org)

June 2009

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### California Chiropractic Association

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**Orange County District, CCA Website:**

[www.occhiro.org](http://www.occhiro.org)

**CCA Website for DC's:**

[www.calchiro.org](http://www.calchiro.org)

**CCA Patient Education Website:**

[www.californiachiropractic.com](http://www.californiachiropractic.com)

## CCA ORANGE COUNTY DISTRICT

### "NEXT MEETING"

Wed., Jan. 21, 2009

6:45PM to 10:15 PM



Cliff Tao, DC DACBR

### "Radiology of the Lumbar Spine"

2.5 CEU's (CA appr.v.)

#### subtopics:

- \*radiographic quality control
- \*technique and troubleshooting
- \*different imaging modalities
- \*normal variants of the lumbar
- \*lumbar arthritides
- \*trauma and pathology

#### Location:

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

#### Time:

Wed., Jan. 21, 2009  
7pm Dinner, 8-10pm Speaker

#### Cost:

Free for CCA, OCCD Members  
CCA Members from other Dist's: \$20  
Students: \$20  
Non-Members of CCA: \$50  
Includes dinner, admission, &  
2.5 CEU's California State Bd. Apprvd

Chiropractors Unite!

Or at least, eat, drink and be merry  
And get motivated!

Raffle Prizes

Bring a friend! Get your sacrum  
down here!



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

## OCCD Board Meetings

**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 make  
California a healthier place

**When:** 7:15 PM on

March 3

June 9

**Where:**

El Zocalo Restaurant in Santa Ana

**Contact:** Cliff Tao, DC

714.876.1126 [c\\_tao@yahoo.com](mailto:c_tao@yahoo.com)

Please e-mail to RSVP/confirm time  
and location.

## CCA OCCD Future Meetings

Jan. 21 '09

Feb. 18 '09

April 22, 2009

Dr Cliff Tao

Dr Steve Eggleston

CCA Medicare

Linda Coltrin

## Symposium for Cardiovascular Wellness

In conjunction with the American College of Cardiology on

**Date:** Sat. Feb. 7, 2009.

**Location:** Ritz Carlton Hotel, Laguna Niguel

**See link:**

[http://www.cvcenter.org/news/Symposium\\_Brochure\\_and\\_Registration\\_FINAL.pdf](http://www.cvcenter.org/news/Symposium_Brochure_and_Registration_FINAL.pdf)

Doctors of Chiropractic are welcome to attend and this would be a good networking opportunity for DC's to meet with local medical physicians.

Dr. Gena Kadar, DC, CNS  
OC Chiro District, CCA Board  
Member will be directing this Symposium. She is the Executive Director of The Dick Butkus Center for Cardiovascular Wellness  
[www.cvcenter.org](http://www.cvcenter.org)

### Mother's Market New Store In Santa Ana

Mother's Market will be hosting an Open House at its new store. Details are:

**When:** Jan. 17, 2009 Sat. 11AM-5 PM

**Where:** Mother's Santa Ana Store  
151 E. Memory Lane @ Main St.  
Santa Ana, CA 92705  
(714) 542-6667

There will be give-aways, taste demos, and free samples throughout the day. There will be drawings to win a bicycle, gifts cards and more.

### Interview with Steve Prendergast, Gen. Manager of Mother's Market

**OCChior District:** Steve, please share with the doctors how Mother's Market started.

**Steve Prendergast:** The market started with a group of people who met in Costa Mesa for a yoga class. They saw a need to have a natural health food store that would meet their nutritional needs.

**OCChior District:** How did the name Mother's start?

**SP:** There was a beloved kitchen that served food named Mother's located in Laguna area and the name fit.

**OCChior District:** If Doctors of Chiropractic wanted to call you about a particular item or need how can they reach you?

**SP:** Steven Prendergast, G. Mgr.  
151 E. Memory Lane  
Santa Ana, CA 92705 92705  
(714) 542-6667 ext. 1515



In response to stress levels being at a high level in society chiropractors are uniting with holistic health care providers toward Stress Less America. Chiropractors, Marriage Family Therapists, Massage Care Practicioners, Personal Trainers, and others are uniting to lead through an initial service at no charge. Chiropractors nationwide are offering spinal screenings at no financial charge.

Recently, the campaign received high visibility on CNN, Fox, and NBC. There is no cost to register. To learn more and to view these national tv announcements please go to [www.stresslessamerica.com](http://www.stresslessamerica.com)

### Cal Jam



**Date:** March 7, 2009  
[www.californiajam.org](http://www.californiajam.org)

ONCE AGAIN, The Dead Chiropractic Society brings together inspired and inspiring Chiropractors from across the world to celebrate Chiropractic.

It's a virtual who's who of great teachers and skilled motivators whose objective will be to not only motivate Chiropractors, CAs, students and prospective students, but also the general public.

Add to the mix live rock 'n' roll and you

have a Chiropractic party that truly is in the unique style of the Dead Chiropractic Society!

This WILL be "The World's Biggest Chiropractic Party."

This will be "The World's Biggest Chiropractic Party".

Patrick Gentempo, DC  
Bill DeMoss, DC  
Brad Glowaki, DC  
Claudia Anrig, DC  
Fred Schofield, DC  
James Chestnut, DC  
John Babich, DC  
Tim O'Shea, DC  
Mark Kimes, DC  
Mark Victor Hansen, DC

**Continuing Ed. Units Available for Friday March 6, 2009**

**Featuring:**  
Terry Rondberg, DC  
Olman Mata, DC  
Cliff Tao, DC DACBR  
Grace Syn, DC  
Brian Porteous, DC  
Miles Bodzin, DC  
Steve Hoffman, DC

**Thank You To Our Sponsors  
Wed., Jan. 21, 2009  
Cliff Tao, DACBR Meeting  
And of Recent**

### Diamond Sponsor



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#### **Thanks to:**

+The Volunteers of Your OC  
Chiropractic District Leadership Team

#### **Request for Your Help:**

+Help us build sponsorship to enable  
us to continue dinner meetings like  
these.  
+Share this newsletter with others like  
crazy and let potential sponsors know  
of how they can sponsor. With Your  
help we'll build a great  
OC Chiro District.

### **Sponsorship Levels For CCA-OCED 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: -

#### **Raffle**

+Raffle Prize for the dinner meeting

*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](http://www.occhiro.org)  
(714) 965-5145

These compelling videos can be  
embedded in an e-mail or Web page  
and will spread out in a "viral" fashion.

The premiere of the first video is  
happening NOW on the home page of  
[www.calchiro.org](http://www.calchiro.org). The video will also  
be e-mailed – along with instructions  
for posting it to members' Web sites -  
to all CCA members in the January  
2009 edition of e-CCA *Advantage*.

If you like this video and want more,  
make your tax-deductible contribution  
today: CCA Media Fund, 1451 River  
Park Drive, Suite 230, Sacramento,  
CA 95815.

#### **Raise Your Public Profile**

Get an expanded "Find a Doctor of  
Chiropractic" listing on CCA's Web  
site; just [click here](#) to complete the  
simple on-line form.

If you pay your CCA dues investment  
on an annual basis or by EFT, this  
expanded listing is free; otherwise, the  
fee is \$15 a month or \$125 for 12  
consecutive months.

With an expanded "Find-a-Doctor of  
Chiropractic" listing at  
[www.calchiro.org](http://www.calchiro.org), you can now include  
your photo, your e-mail and Web site  
links, your specialties and a  
description of your practice.

#### **CCA Advantage Goes Electronic**

Beginning with the January 2009  
issue, the *CCA Advantage* newsletter  
will be distributed via e-mail. Be sure  
CCA has your correct e-mail address  
so you get this important informational  
resource. Send your e-mail address to  
[cca@calchiro.org](mailto:cca@calchiro.org) or call  
916.648.2727, ext. 0.

E-distribution lets *CCA Advantage* be  
more timely, contain more information  
and be directly linked to CCA's Web  
site resources.

Members not able to receive *CCA  
Advantage* via e-mail may call the  
CCA office to request fax delivery.

*CCA Advantage* is a monthly resource  
tool exclusively for CCA members. E-  
mail suggestions for topics to Bill  
Howe, executive director, at  
[bhowe@calchiro.org](mailto:bhowe@calchiro.org).

#### **CCA Dues Investment Change - Effective January 1**

A modest dues investment increase for  
Active Members takes effect January  
1, 2009. This is the first dues change

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## **CCA UPDATE**

### **WOW! New and Free Pro- Chiropractic Video on CCA's Web Site and E-mailed to CCA Members**

CCA produced two short videos that  
include information and testimonials  
about the benefits of chiropractic care.

in 10 years. If you paid your dues in advance, the dues investment change will not take effect until your next payment is due.

The dues adjustment represents a 5.6 percent change, and factored over 10 years, equals an annual adjustment of .0056 percent. CCA offers one month free dues to Full-Active, 3<sup>rd</sup> Year and 2<sup>nd</sup> Year members who pay 11 months of dues in advance: Full Active \$836, 3<sup>rd</sup> Year \$638, 2<sup>nd</sup> Year \$396.

### **New CCA Web Page Tool to Fight Managed Care Abuses**

Thanks to CCA's Managed Care & Insurance Committee, you and your patients are a click away from help with managed care problems: <http://www.calchiro.org/FightManagedCare.htm>.

The fact that very few providers and patients complain to managed care government oversight agencies makes it difficult for CCA to convince policymakers there is serious problem with the current health care system. With your participation, this Web page will help CCA identify and resolve unfair payment practices.

### **Medicare Payment for Chiropractic Services Increased for 2009**

Beginning in January 2009, doctors of chiropractic will see an overall increase of 2 percent in Medicare reimbursement. **Click on the following link for the 2009 Medicare fee schedule:**

<http://www.calchiro.org/documents/MedicareFeeSchedule2009.doc>

### **Need More Medicare info?**

Get reliable, accurate and up-to-date information from CCA's two Medicare audio CDs recorded live during CCA's popular "Brown Bag" teleseminars, Medicare Essentials Parts I & II. Approximately 60 minutes each, teleseminar notes are included. Presented by Linda Coltrin, CCA's expert on insurance reimbursement, coding and billing issues. The cost for CCA members is \$45 each or \$80 for both. Also available, "Back to Basics: Beginning Coding." Call CCA at 916-648-2727, ext. 0 to order.



### **CCA CALENDAR OF EVENTS GET YOUR CE FROM CCA**

**Get QME, X-Ray and Adjustive Technique:** January 24-25 (Saturday – Sunday), San Diego

**2009 Dates for the 100 Year Lifestyle Weekend:** February 7-8, San Rafael / March 28-29, Los Angeles / April 18-19, San Jose.

**One-Day 12-Hour Seminars**  
February 5 (Thursday), Sacramento / February 26 (Thursday), Concord

**Two-Day 12-Hour Seminar**  
May 2-3 (Saturday – Sunday), Anaheim

For more information, a complete calendar or to register, call Julie at CCA (916.648.2727, ext. 120) or visit [www.calchiro.org/events.asp](http://www.calchiro.org/events.asp).

#### **Note:**

If you do not wish to receive further faxes from the California Chiropractic Association (CCA), please fax this item back to 916-648-2733 or e-mail to [icoltrin@calchiro.org](mailto:icoltrin@calchiro.org) **and** include your name, **telephone number** and the word "Remove". *CCA Members: You will be contacted as there are other items from CCA you might not want to miss.*