Parker Students Celebrate Their 14th Win in the Chiro Games

Leadership in Service, Philanthropy, and Advocacy
PRESIDENT'S PERSPECTIVE

One of the events that marks the beginning of the transition from winter to spring is the Parker Seminar in Las Vegas. The Parker Seminars are over 65 years old in 2017 and the Las Vegas seminar promises to be one of the most exciting events you will attend all year. The theme for all the seminars this year is Passion, Principles, and Prosperity. Those elements will be evident in every aspect of Parker Seminars Las Vegas. We are proud to celebrate the Parker traditions and the advances that have been made to deliver leading edge information in professional chiropractic education.

This edition of ParkerToday contains important information on the efforts we are making at Parker to protect the chiropractic profession from dramatic efforts to impinge on our ability to diagnose and to curtail the scope of practice provided by the Chiropractic Act of the state of Texas. These elements of our practice are being assailed by the Texas Medical Association which has filed a lawsuit challenging those rights, and is working to influence the legislature with regard to the 12-year Sunset Provision review of our scope of practice. We at Parker, along with our state association and numerous alumni, patients, students, and faculty, are determined to make our case heard, most clearly and powerfully. Many of you have already donated funds to help with the cost of defending our professional prerogatives in Texas. If you would like to make a donation to help in this effort, go to the Parker website and “Give to Parker” page. For more details on this important story go to the article on page 8.

This edition also includes photos and descriptions of the Parker Seminar in Dallas which took place here on our campus. An especially moving moment of that experience was the rededication and unveiling of the relocated statue of Dr. Jim. Dr. Jim Parker, Jr. was on hand to personally recall his father’s career. You will also see images from my inauguration ceremony on October 7. It was a once in a lifetime event for me and my family, shared by nearly 400 family and friends of Parker University. You will see photos of our latest triumphs at the Chiro Games, and our participation in the 2016 edition of the Dallas Marathon. Two of our stars, Dr. Shiva Shirvani, Parker philanthropist, and Dr. Georgina Pearson, veteran Parker professor are profiled “In their own words.”

This edition of ParkerToday is replete with news of our achievements and challenges. Please let us know how we can improve this and our other publications. We look forward to hearing from you and seeing you soon.

In loving service,
William E. Morgan, DC
President, Parker University

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A NEW COURTYARD ENTRANCE FOR PARKER
A Dedication Ceremony Welcomed Dr. Parker to His New Home

In October of 2016, the Parker community gathered at The Parker Experience Dallas to dedicate the newly remodeled courtyard and to celebrate the tremendous vitality and history of Dr. Parker’s vision. Held on Parker University’s Dallas campus, university faculty, students, staff, and alumni joined together with the sponsors, professionals, and staff of Parker Seminars for this singular tribute to our founder.

The new courtyard is part of an expansive complex to welcome new visitors to the Dallas campus and into the heart of Parker University. Visitors will proceed past the newly positioned and welcoming statue of Dr. Parker and into the central shaded courtyard that had housed it for so many years. There they can proceed into the newly remodeled admissions office or to any of a number of destinations.

Even after the street party, courtyard dedication, award ceremonies, talks, and banquets that marked The Parker Experience Dallas and the Sapphire Celebration—there’s no shortage of ways to continue to participate in the work and history of the Parker community. Parker Seminars events are available three times a year and in diverse locations across the US. Additionally, a museum dedicated to Dr. Parker is open by request and documents from Parker’s early years. In diverse locations across the US. Additionally, a museum dedicated to Dr. Parker is open by request and documents from Parker’s early years.

CBI AND THE DEPARTMENT OF VETERANS AFFAIRS HOSPITAL
Working together to Provide Quality Service and Care to America’s Veterans

From its inception 13 years ago, the Community-Based Internships (CBI) Department has provided Tri-10 students the opportunity to become immersed in multifaceted training and knowledge-based clinical settings. These environments afford them the use of their education and training from the classroom in order to apply their knowledge to real world issues.

The Department of Veterans Affairs Medical Center in Dallas, for instance, hosts a flourishing rotation program that was founded in 2008. Eight years later, 165 Parker students have walked through the doors of the VA and treated more than 64,000 patients. From its inception, Leo Moses, DC ’92, a staff chiropractor at the VA and an official Parker mentor, has guided Parker students, teaching them how to apply their education to care for service veterans with an array of health issues. “The VA/Parker affiliation provides students an opportunity to give back to those who have served our country and a strong reminder of the importance of providing the very best care each and every day,” says Dr. Moses.

The hospital setting not only teaches students how to handle the work environment of an established medical system, but also how chiropractic treatment adds a valuable component to veteran health care.

Such teaching comes with a few specific requirements. “The students must be on time, listen intently, and type, type, type!” Seeing an intern learn how to type examinations and daily notes, as well as become an ‘efficient historian’ comes with the territory,” says Dr. Moses, who believes these are essential skills in today’s litigious society.

For Parker alumnus Jay Bhakta, DC ’15, the last three trimesters at Parker prepared him to be an expert historian. He said, “The clinical education at Parker was both exciting and intimidating, but it taught me in more ways than I could have imagined.”

For Dr. Moses, this rotation has been a pleasure, through my mentor trained me, the process started coming to together and it was very efficient.”

And while there are challenges, both agree the experience is beneficial for all. Dr. Moses said the veterans enjoy sharing in the learning experience with the Parker students. “The eagerness and joy students bring to the treatment room is appreciated.” He added that the students are humbled by serving veterans and are thankful that they are able to give back.

Bhakta noticed the changes in veterans when someone finally believed that it was not all in their heads. “Veterans have been through unbelievable situations which caused detrimental changes to their mental and physical health. The joy and happiness seen on their faces as they left their visits was the most rewarding feeling. It made me more confident in my skills and solidified the reason why I do what I do.”

Gregory Page, DC, director of community-based internships, knows the confidence it brings to students. He feels privileged and proud of the support of the Parker administration for giving students a broad spectrum of clinical choices in their last trimester. He says the rotation at the VA gives the students experience and knowledge in an “interdisciplinary approach to spine care patients and, additionally, it prepares our graduates for success.”

For Dr. Moses, this rotation has been a pleasure, through seeing the students’ enthusiasm to learn and share and through the brightness they bring to daily patient treatments. “I am thankful I have an opportunity to share what I have learned, and am hopeful that the students find applicable knowledge which will advance their careers and the quality of patient care.”

For more information about the Community-Based Internship Program please contact Dr. Greg Page at gpage@parker.edu.
In higher education as a whole, philanthropic support represents two things: first, commitment to the principles and mission of the institution; and, second, freedom to broaden the value of a university’s degrees. On the first point, donations are a frequently used measure of the strength and devotion of a university’s community. Further, donations are funds that may be dedicated directly to the mission the community supports. On the second, donations enable universities latitude in their decisions that tuition may not. In the case of a student, even a small scholarship can present the opportunity for students to enjoy the freedom of decision that tuition may not. In the case of a university as a whole, new buildings or even major institutional decisions like the tuition and fees rate. At Parker, however, things are a little different.

Here, the Parker Principles themselves guide our perspective on giving—a perspective where ‘Loving Service’ is given precedence. Thanks to the Parker Principles, giving at Parker is approached from what might be termed a leadership perspective. Sponsorships, for instance, are a hugely important aspect of giving at Parker, but a better example might be named scholarships, which Parker offers at a variety of levels. What matters to this program is less that each scholarship become a self-sustaining fund in its own right—though that is an excellent approach—but rather that each scholarship present the opportunity for students to enjoy the freedom of decision that tuition may not. For donors to determine their own ability to make their scholarships work for the cause of education.
CHIROPRACTIC UNDER DURESS
A Path to Victory in the Lone Star State

To become a chiropractor you have to earn a Doctor of Chiropractic (DC) degree and a state license. To be admitted to a DC program you are required to have 90 semester hours of undergraduate courses in the liberal arts and in physics, chemistry and biology. Once admitted to a DC program, prospective chiropractors classroom courses will include anatomy, physiology, biology, and similar subjects. They will train in clinical education, focusing on spinal assessment, spinal adjustment techniques, and diagnosis. They may also specialize in areas such as orthopedics and pediatrics through postgraduate education.

Chiropractors care for patients with health problems of the neuromusculoskeletal system. A doctor of chiropractic assesses a patient's condition by reviewing the patient’s medical history, listening to their concerns, performing a physical examination, and analyzing the patient's posture and spine. They provide musculoskeletal therapy by adjusting the patient's spinal column and other joints. In addition to these duties, a DC conducts diagnostic tests that include evaluating a patient’s posture or taking x-rays. Once a DC has completed the assessment of a patient, they provide a report of findings and a schedule of treatment for the patient.

DIAGNOSIS - a district judge’s decision to remove the verbiage of diagnosis from the Chiropractic Act, a necessary component for a chiropractor to treat patients, has precipitated a potential crisis for practitioners and patients. Tyce Hergert, DC ’98, a chiropractor and owner of Chiro Care Southlake said, “The invalidation of any rule that includes your right to diagnose the entirety of the human body is not acceptable.” He calls the attack from the TMA (Texas Medical Association) concerning patient protection a red herring and that the sole purpose of TMA’s agenda is to challenge the existence of the chiropractic profession.

And while TMA’s agenda is to attack and threaten the chiropractic profession, the TCA (Texas Chiropractic Association) has its own plan to campaign before the legislature to preserve “diagnosis” in the Chiropractic Act. The TCA, along with Dr. Morgan, president of Parker University, students, alumni, faculty, and staff are presenting a united front and are turning out strongly for a rally on February 9-11, 2017 in Austin and throughout the legislative session. “It’s paramount in this legislative session that we, as chiropractors, show our voices heard,” said Hergert. This action is crucial to practitioners, patients, and advocates of wellness.

In addition to the removal or exclusion of key elements like “diagnosis” and “nerve” from the scope of practice, the review process performed by the Sunset Commission may further impact the chiropractic profession if the Texas Legislature does not extend the Chiropractic Act. Dr. Hergert hopes that Dr. Morgan’s testimony before the Sunset Commission in Austin on November 10 encouraged the legislature to address the diagnosis issue in the Chiropractic Act as part of the sunset process or in stand-alone legislation.

If the TMA leaders prevail, Dr. Hergert feels that the only way for chiropractors to see patients would be by referral from a medical professional:

“The TMA does not make idle threats. They have been, and are, attacking us [chiropractors] based solely on our ability to compete with them and on our ability to prevent the medical profession from owning a monopoly on health care in Texas.”

Hergert feels that the only way to ensure that the field of chiropractic is not always under duress is to have a modernized practice act that is transparent for licensees, regulators, and the public. The key, he said, is a law that bases the chiropractic profession licensure on the profession’s level of education, training, and experience. “Our law is antiquated and in need of some work. The current sense of urgency is based on a real and rational fear of losing this profession as we know it.”

To learn more about this campaign please visit the TCA website at chirotexas.org or parker.edu/one-star-chiro-legislative-initiative. To help Parker support chiropractors in Texas, please contact Dr. Fred Zuker at fzuker@parker.edu or call 214.902.2433.

PARKER SERVES
A Tradition and Practice of Direct and Loving Service in our Community

Whether you were playing fetch with Spot, stocking a food pantry, preparing food, pulling up weeds, cleaning stables, or being a child’s playmate for the day, you were part of an important day for Parker University. The fourth annual Parker Serves, September 23, 2016 carried on the tradition of Dr. Parker’s vision and principles. The first one being: “Develop a compassion to serve that is greater than the compassion to survive.” Staff, faculty, students, alumni, and friends came out in record numbers to do just that, to serve. A total of 487 volunteers demonstrated that loving service is their first technique, helping more than 16 organizations answer the call to help others.

The organized effort to serve others showed the impact and the solidarity of the Parker Community. Our Parker Community is strong. Health and wellness is our daily regimen, but service is our life.

Parker continues to show that working together for the greater good changes lives and communities—not just in a single day but every day.

If you’re ready to volunteer as a site leader for Parker Serves 2017, or would like more information about the role and responsibilities of a Parker Serves site leader, please contact askalumni@parker.edu.
IN THEIR OWN WORDS

DR. SHIVA SHIRVANI AND LEADERSHIP IN GIVING

The Founding of the 2016 Scholarship Campaign

In the spring of 2016, donor-funded scholarships were enjoying their own time of growth and renewal. Changes in the way these scholarships were administered and organized within the university meant that the pathway from donor to student would be shorter and more robust. Now these scholarships, which already filled an important role at Parker, could be used by continuing students as a more effective complement to the institutional scholarships and aid packages that already supported their studies. A more nimble scholarship program could also function on a larger scale, and Parker University made a commitment to double its donor-driven scholarship funding over the course of the next two years.

As a graduate of Parker, Dr. Shirvani has worked ceaselessly to expand the scope of her own service. She’s never limited her service to her patients, to one practice, or to one service. Instead, she’s recruited everyone from fellow practitioners to medical doctors to meet the needs of her patients, and she’s made services available through as many as five locations at one time. Since she joined the Scholarship Campaign as a founding donor: she’s been a part of countless meetings guiding the campaign, participated in the courtyard dedication ceremony at The Parker Experience Dallas, and sat down in Parker’s podcasting studio to share the advice that guided her in her career.

“Dr. Parker would invite us to Denny’s and teach us about the passion of chiropractic, how he became a chiropractor, how he was successful, and how to love people. Give unlimited love to life in general, to your friends, to your family, and to your patients. He always said success comes from being yourself and giving love. The money and career will follow—if you are passionate about what you do. Be proud and passionate about chiropractic and educate others. We followed that advice exactly through 21 years of practice.”

Parker University is grateful for her leadership in giving students the chance to further their own passion and educate others.

Tell us how you started your career at Parker.

My husband fell off the roof and hurt his back. His secretary suggested he should try his chiropractor when the medical treatments didn’t work. He started seeing the chiropractor and his back pain rapidly improved. The company he worked for was sold, everyone was fired, and my husband decided that he didn’t want to be in an organization like that again, so he wanted to find a way that he could be self-employed. The chiropractor suggested that he should become a DC and told us that there was this school in Irving. What he didn’t tell us was that it had just opened, since this was 1984! We attended a career day and heard Dr. Jim Parker give his talk and decided that this was what we wanted him to do. The same DC also suggested that I should be able to teach at Parker with my qualifications, and that would mean that we would have an income when my husband was in school so we wouldn’t have to take out as many loans. I applied to teach here and started as faculty on September 6, 1986, while my husband started here as a student in January 1987 and graduated as part of the class of December 1989. His class was the first tri-9 class to graduate from this campus.

What advice would you give new Parker employees or prospective employees?

Our focus should be student-centered to help students achieve their dream of a better future. We should be asking ourselves, what can I do to further that mission and not just what would make things easier and better for me.

How has Parker changed your life?

I thought that I was starting working at a job to get my husband through school and then get his practice going. Instead, what I found was a career and a calling to be a teacher that would last the rest of my life. I am fortunate that instead of just a job, I have work that I enjoy doing every day and I still look forward to coming here every morning.

If you were asked to create a new Parker Principle, what would your Parker Principle be?

If there is an obstacle don’t think of it as a problem but a challenge to overcome and work to make that happen. I learned that from observing Dr. Jim.

If you had the opportunity to have one final conversation with Dr. Parker, what would you say?

Thank you for providing me with a rewarding career and a place where I could become more than I thought that I ever could professionally.

If money were no object, what gift would you give to Parker?

New and improved classroom and clinic buildings and facilities, with part of it housed in a spine shaped building as Dr. Jim envisioned.

ParkerToday wants to hear your story—as a former student or current employee. Please send your stories or class notes to askalumni@parker.edu

IN THEIR OWN WORDS

PARKER VETERAN EMPLOYEES

An Interview with Georgina Pearson, MBBS

What is your most memorable day with Parker?

What happened and what was the lasting impact?

For me my most memorable day with Parker was the day that my husband graduated in December of 1989. The lasting impact was that he joined the profession and opened his own practice and is still in practice in Arlington, TX doing designated doctor reviews and impairment ratings for the Texas Workers Compensation Commission.

If you are interested in following or participating in the scholarship campaign, please contact Dr. Fred Zuker at fzuker@parker.edu. For more on Dr. Shirvani’s story please see her podcast at parkertalk.com/podcast/parker-talk/celebrity-healthcare
PARKER AT THE BMW DALLAS MARATHON

The BMW Dallas Marathon is an event that proudly carries Parker University pride. For the better part of a decade, Parker University has been the official chiropractic sponsor of the event and witnessed everything from a full on cancellation due to multiple weeks of inclement weather, to a Parker alumnus taking home first place in the race. This year Parker participants raced, volunteered in the expo and training events, and stood at the finish line to greet runners as they finished strong, with alumnus Logan Sherman, DC ‘15, the 2016 champion finishing. Arranging for an event like this is a marathon in its own right. Planning begins as soon as the digital ink dries on the write-ups and articles for the prior year’s race; and it really ramps up in late spring as Parker begins to investigate how it can best support the event. Parker’s partnership with the Dallas Marathon is always dynamic, each lesson learned from the year before just opens up possibilities for the next. Even as Parker begins considering how best to support its own runners, Parker’s faculty and staff are participating in official practice events and providing advice on health and wellness that will serve the runners well in the months ahead. Also there will be the opportunity to work with community partners to help sponsor or support specific groups of runners. Of course, the week of the marathon itself is a flurry of activity as all’s are crossed and i’s dotted to make certain everyone will put their best foot forward.

Congratulations to this year’s marathon racers and volunteers! To volunteer for this and other events in the coming year, send questions to askalumni@parker.edu or contact Tran Pham at 214.902.2433.

INAUGURATION OF PARKER’S 7TH PRESIDENT

On October 7, the Parker community gathered to witness the inauguration of the seventh president of Parker University, William E. Morgan, DC. Dr. Morgan presides over an expanding roster of programs and students at Parker and has pledged to ensure that Parker’s pursuit of its mission and focus on education, research, and service will continue to be a source of pride and inspiration for all those dedicated to patient care, and health care education, across the world.

In the Standard Process Student Activity Center, the history, vigor, and vision of the university were on full display. The staff of Parker Seminars had worked to transform the gymnasium into a sumptuous celebration space. Black drapes enfolding the walls, colorful lighting encircling the stage, and a multimedia suite serving the speakers gave the audience a clear picture of the sort of transformation a new president’s perspective can provide to an institution’s operations. Though many speakers, including Dr. Morgan’s special guest General Walter E. Boomer, made impressive contributions, a video presentation made by Dr. Morgan’s wife, Dr. Clare Morgan, and presented by Parker’s media department proved to be the most moving experience for the audience and Dr. Morgan.

As the year progresses, Dr. Morgan will be seeing many more great events at Parker University—graduations, holiday events, commencements, Parker Power weekends, and more—but as an official start to his work, no better event could have been hoped for.

More information and photos of the inauguration can be found at parker.edu/news.
Parker came out on top again in the 25th Chiro Games, bringing home the gold medal in four sporting events: table tennis, tennis, women’s basketball, and ultimate frisbee, the first year for this event. “We were lucky to win first place,” said Steve Weller, director of athletics and recreation. Parker also brought home the silver medal in men’s basketball and running, along with the bronze in swimming, softball, and women’s soccer.

Although Parker won first place, so did their rival team Palmer-Florida. Both teams garnered 74 points, the first time two teams have tied in the Chiro Games. Ties are not recognized in the Chiro Games. But with both teams sharing the limelight, the traveling trophy can’t be in two places at one time. Luckily for both schools, the team trophy is theirs to keep. The traveling trophy currently is on display in the Standard Process Student Activity Center. Of course, Palms Florida will want to show the trophy off as well. “At some point during the year I’ll have to ship it down there so they can have it on display at their school,” said Weller.

This is the second year in a row that Parker has taken first place, and their 14th team championship. Weller remembers when he started 13 years ago Parker had not won a championship in six years. He said it was tough to convince students to go and play at the games. It took three years for them to win a championship. “Now they have the spirit and energy and they do very well. I’m really proud of what our students do at the Chiro Games. They work really hard to win.” With the losing streak long behind them Parker has never gone two years in a row without winning. Weller said that even when they did not win they have always come in second. “They are very competitive,” said Weller. Parker has positioned itself in first place nine times in the past 12 years.

Weller believes that the Chiro Games are good for both Parker and the students. “We are giving every student an opportunity to live wellness and not only preach it.” Weller said that the students take pride in wearing the Parker logo at the Chiro Games. He said it means something to the students. Weller said he is just along for the ride. And while he gets credit for what he and the team do at the games, he said the reality is that he has never scored a point or a goal in the 13 years he has been over the program. “I just guide them along.” His hope is that the ride continues for a long time. He doesn’t see it easing up anytime soon.

For additional information on the Chiro Games or to support members, please call 214.902.2433
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Baltimore
April 28-30, 2017

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October 6-8, 2017

www.parkerseminars.com  888.727.5338