

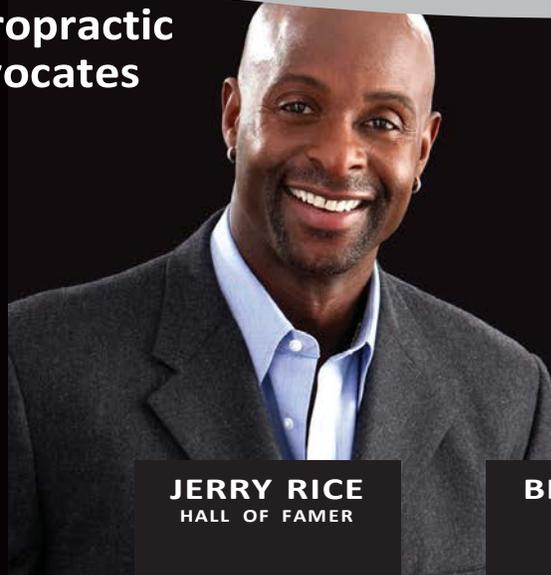
Inside Chiropractic

Issue 4

Foundation for
Chiropractic Progress
Positive Press Campaign

A Collaboration of [Life in Motion Chiropractic & Wellness](#)
and the [Foundation for Chiropractic Progress](#)

Chiropractic Advocates



JERRY RICE
HALL OF FAMER



BECKY HALSTEAD
RETIRED U.S. ARMY
BRIGADIER GENERAL



CHEERLEADERS
PROFESSIONAL CHEERLEADERS

In this Issue

ATHLETE PROFILE:
Merrill Moses

1-2

From Olympian to Chiropractor

2

Memorable Moment: Chiropractic Care
Included in 2010 Olympic Vancouver
Winter Games at On-Site Polyclinic –
A First for Olympic Athletes

2

Chiropractic Care Continues
to Advance Performance at
Elite-Level Sporting Games

3

ATHLETE PROFILE:
Allison Jones

3-4

Caring for the Nation's
Elite Athletes

4

ATHLETE PROFILE: [MERRILL MOSES](#)

NAME: Merrill Moses

SPORT: U.S. Men's National Water Polo Team

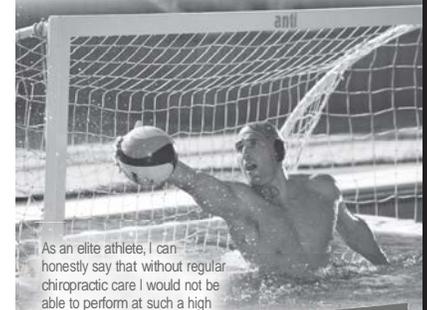
POSITION: Goalkeeper

Recognized for his championship wins at both the Pan American and Olympic Games, Merrill Moses is one of the most exciting goalkeepers in water polo today. Over the years, he has received attention for his outstanding vocal leadership in the pool and his high-standing performance.

Below are several of his noteworthy accomplishments:

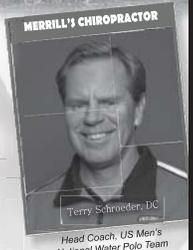
- Posted 36 saves stopping over 65 percent of shots faced on the way to a gold medal and Olympic berth at the 2011 Pan American Games;
- Named Most Valuable Player of 2010 USA Water Polo Men's National Championships with the New York Athletic Club;
- Earned a silver medal at the 2008 Olympic Games in Beijing, China, where he served as the starting goalkeeper and halted 70 shots;

CHAMPIONS OF CHIROPRACTIC



As an elite athlete, I can honestly say that without regular chiropractic care I would not be able to perform at such a high level. It helps me prevent injuries and keeps my body in alignment. I am so satisfied with chiropractic care, and what it has done for my health and fitness, that I am planning to pursue a doctorate of chiropractic after my career as a national team water polo player.

MERRILL MOSES
Goalie, U.S. Men's National Water Polo Team
Pan American Games Champion
Olympic Champion



Terry Schroeder, DC
Head Coach, US Men's National Water Polo Team

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- Named the best goalie in the Olympic Games in Beijing 2008;
- Led Team USA with 30 saves during the 2007 Pan American Games;
- Named Best Goalkeeper at 2006 ASUA Cup;
- Achieved highest number of saves in 2006 Premier League Division I;
- Named Most Valuable Goalkeeper at the 2003 U.S. Cup at Stanford.

Following his career as an all-star athlete, Moses will be pursuing a career in chiropractic. The following was provided by Moses for an ad produced by the Foundation for Chiropractic Progress:

"As an elite athlete, I can honestly say that without regular chiropractic care I would not be able to perform at such a high level. It helps me prevent injuries and keeps my body in alignment. I am so satisfied with chiropractic care, and what it has done for my health and fitness, that I am planning to pursue a doctorate of chiropractic after my career as a national team water polo player."

FROM OLYMPIAN TO CHIROPRACTOR

Dr. Terry Schroeder is a two-time Olympic silver medalist and the head coach of our national water polo team, that won a gold medal at the 2011 Pan-American Games and a silver medal at the 2008 Olympic Games in Beijing. In addition to that, he is a doctor of chiropractic.

With over 70 chiropractors in his family, including his wife who he has been in practice with for 25 years, Dr. Schroeder has made it his mission to help patients and athletes achieve optimal health.

Today, he stands behind an organization that has the ability to effectively share the benefits of chiropractic with the public, the Foundation for Chiropractic Progress (F4CP), a not-for-profit organization dedicated to raising awareness about chiropractic.

The F4CP public awareness campaign is the longest ongoing effort in the history of chiropractic to educate the public about the value of chiropractic care. In 2011 alone, it generated over 3.5 billion positive messages.

Dr. Terry Schroeder strongly believes that chiropractic care has and will be an essential component to his health and performance. Explore the benefits of chiropractic care by visiting, www.F4CP.com.

MEMORABLE MOMENT: CHIROPRACTIC CARE INCLUDED IN 2010 OLYMPIC VANCOUVER WINTER GAMES AT ON-SITE POLYCLINIC – A FIRST FOR OLYMPIC ATHLETES

For the first time in the history of the Olympic Games, the 2010 Winter Games in Vancouver, Canada included chiropractic care inside the Olympic Village Polyclinic, a multi-disciplinary facility that offers comprehensive health care and medical services. While doctors of chiropractic (DCs) have historically been included on the Olympic medical staff, this event marked the first time that DCs from the host country provided care for athletes and officials from around the world directly inside the Polyclinic.

"This is an historic event not only for the chiropractic profession, but also the athletes who will now have access to the care that will help them prepare

their bodies for competition," states Michael Reed, DC, MS, DACBSP, and Team USA Medical Director (USOC). "These athletes train hard and endure significant physical demands. Sports-focused DCs, along with other members of the sports medicine team, are especially skilled to assist them in reaching peak performance."

Throughout the years, chiropractic has become a mainstay in the care of world-class athletes, leading to a growing number of DCs included in the Olympic Games. Countless athletes attribute the care they receive from their chiropractors -- working along-side other health care professionals -- as a key to properly preparing their bodies to perform optimally.

Chiropractic care has experienced several major moments in Olympic history, dating back to Leroy Perry, DC, who provided chiropractic care to athletes representing Antigua during the 1976 Games in Montreal, Canada. During the 1980 Winter Olympic Games in Lake Placid, NY, George Goodheart, DC, became the first official chiropractor appointed to the U.S. team. With each subsequent Olympic Games and Pan American Games, the U.S. teams -- along with a growing number of other national teams -- have included at least one doctor of chiropractic on their medical staff, culminating with the 2010 Winter Games incorporation of chiropractic care inside the Polyclinic.

"Inclusion inside the Polyclinic is another major milestone for the chiropractic profession, and we are grateful to the Host City of Vancouver, the head of Medical Services at the Polyclinic, Jack Taunton, MD, and to Robert Armitage, DC, who helped make this possible," concludes recently promoted USOC Director of Sports Medicine Clinics, Bill Moreau, DC, DACBSP.

CHIROPRACTIC CARE CONTINUES TO ADVANCE PERFORMANCE AT ELITE-LEVEL SPORTING GAMES

As Dr. Terry Schroeder prepares his water polo team for the 2012 Summer Games, the Foundation for Chiropractic Progress points to the role of chiropractic care in promoting increased endurance, reduced risk of injury and enhanced performance. Dr. Timothy Ray, chair of the International Federation of Sports Chiropractic (FICS) Games Commission, explains that chiropractic care provides a valuable conservative, non-drug approach that meets Olympic participation requirements and keeps athletes competing at their peak skill level.

"

Chiropractic is an essential healthcare element of optimal athletic performance, enhancing every aspect of sports performance, from training and recovery to prevention," says Dr. Schroeder. "We have witnessed increased utilization of chiropractic care at the Olympic Games, and anticipate that a heightened level of athleticism will result."

For the first time in its history, the recent Pan American Games in Guadalajara, Mexico included an international sports chiropractic delegation as a part of its core medical services available within its Village Polyclinic. Drs. Ray and Angela Salcedo, president of the International Sports Chiropractic Association (ISCA), co-chaired the attending chiropractic team which was comprised of 46 chiropractors.

When reviewing the progress made by the FICS over the years Dr. Ray shares, "True advancement is not simply measured by increased chiropractic

presence. But when athletes realize the benefits of care and share their improvements with a trainer/coach, we can validate the value. Furthermore, when medical staff members learn how to interface with DCs, and discover that the collaboration eases their job and adds value for the athletes, we can further document the importance of chiropractic."

Dr. Ray adds that the FICS is pleased that sports chiropractic is now recognized and growing globally, noting, "Each year, more health facilities affiliated with both Olympic and major qualifying games are beginning to integrate chiropractic care. The Winter Olympics in Vancouver represented the first Olympic Games to include chiropractic within its Olympic Village Polyclinic, which was made possible through efforts of the Royal College of Chiropractic Sports Sciences (Canada)."

Dr. Salcedo echoes this enthusiasm, adding, "Every day we are taking another step in the right direction, and we are looking forward to a continuous incline in chiropractic presence at future Olympic Games."

To learn more about the advancement of sports chiropractic, visit: www.fics-sports.org.

ATHLETE PROFILE: ALLISON JONES

NAME: Allison Jones
SPORT: U.S. Paralympic Cycling and Skiing

Allison Jones was born without a femur on her right leg and wears a prosthetic leg, but still managed to become one of the world's most recognized athletes and essentially the name and face of the Paralympics. Today, Jones is a five-time Paralympic gold medalist for both cycling and skiing. In addition, she is also an ESPY award nominee. In her

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I was born without my right leg, and have met life's challenges with the attitude that quitting is not an option. Chiropractic care has been essential to my good health and successes — including earning multiple gold medals in international competitions over the past ten years.

ALLISON JONES
Winter & Summer Paralympian
Current World Champion

ALLISON'S CHIROPRACTOR
Mindy Mir, D.C., C.C.S.P.

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journey to success, Jones largely credits chiropractic care for helping her persevere through the struggles and achieve optimal performance.

Below is a list of several of her major achievements:

- 2012: Bronze medal, 500m time trial (C2); Bronze medal, 3km pursuit – UCI Para-Cycling Track World Championships, Carson, California;
- 2011: Gold medal, 3km pursuit (C1-3); bronze medal, 500m time trial; bronze medal, road race (C1-3); Para-Pan American Games, Guadalajara, Mexico;
- 2011: First place, time trial and road race (C2) – U.S. Paralympics Road Cycling National Championships, Augusta, Georgia;
- 2011: Gold medal, individual pursuit (C2); Bronze medal, individual time trial (C2) – UCI Para-Cycling Track World Championships, Montichiari, Italy
- 2010: U.S. Paralympic Team member – Paralympic Winter Games, Vancouver, Canada;

- 2010: Gold medals, individual time trial and individual road race – UCI Para-cycling Road World Championships, Quebec, Canada.

To view a complete list of her achievements, visit:

<http://usparalympics.org/athletes/allison-jones>

CARING FOR OUR NATION'S ELITE ATHLETES: MINDY MAR, D.C., D.A.C.B.S.P.®

“It is my responsibility to keep my patients healthy and in optimal performance. I continued to advance my knowledge, via the American Chiropractic Board of Sports Physicians®, in order to accelerate and refine my skills to provide the best care to all of those who rely on it,” shares Dr. Mar when asked about her responsibility as a chiropractor to some of the nation's most elite athletes.

What are her qualifications? Dr. Mar is a board certified chiropractor and a Diplomate of the American Chiropractic Board of Sports Physicians®. Dr. Mindy Mar received her doctorate degree from Southern California University of Health Sciences in 2002. She received her Bachelor of Science degree from

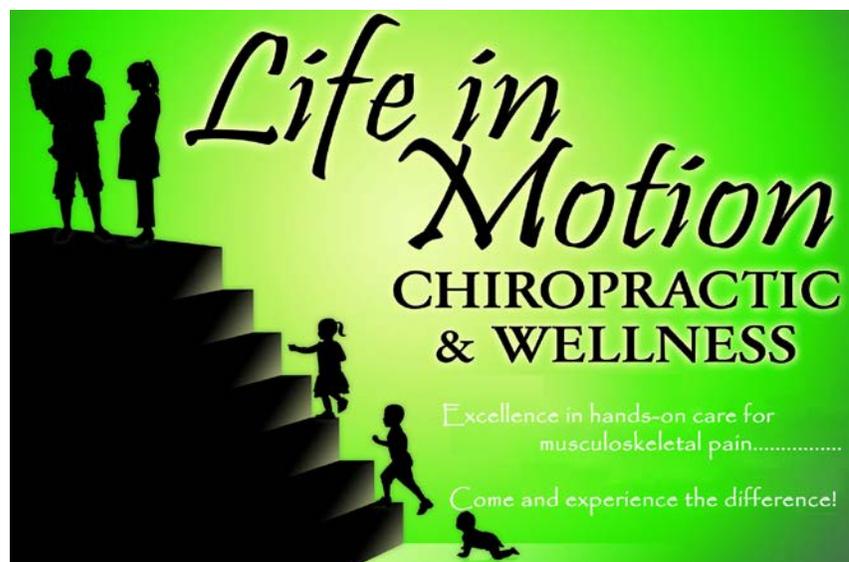
Arizona State University in 1997 majoring in exercise science with a concentration on athletic training. Dr. Mar is an associate member of the American Chiropractic Board of Sports Physicians®, a spokesperson for the Foundation of Chiropractic Progress, served as an executive director for the San Diego International Sports Council, a guest lecturer for Palmer West Sports Injury Council, Southern California University of Health Sciences Sports Injury Council & Student American Chiropractic Association (SACA) chapters and a guest speaker at the annual SACA Leadership Conference. She recently established the M.A.R. (Mar Animal Rescue) Foundation to provide financial support existing animal rescue sanctuaries and legal defense.

What does she specialize in? Dr. Mar specializes in sports injury, functional assessment and corrective care utilizing [manual adjustments and mobilization](#), Graston Technique®, [Kinesio-taping](#)®, Endermologie® and physiotherapy modalities. Dr. Mar's professional services include: chiropractic; [physical rehabilitation](#); orthopedic/neurological/physical examination; diagnostics; [soft tissue therapy](#); pre and post-operative therapy and exercise rehabilitation.

Who has she worked with? In 2007, Dr. Mar was selected as the team and game day treating doctor for the San Diego Charger Girls and continues her role with the Chargers organization to date. Dr. Mar is recognized as the first female chiropractor contracted in the NFL. She was the team chiropractor/physiotherapist for the BMW ORACLE Racing team who won the 33rd America's Cup match in Valencia Spain. Dr. Mar is an official sports performance volunteer healthcare provider for the United States Olympic Committee (USOC) and was to serve a two week rotation at the Olympic Training Center in Colorado Springs during summer 2011. Dr. Mar travels with the U.S. Para-cycling team and United States Bobsled & Skeleton Federation both nationally and internationally for various World events as a sports medicine provider. She was most recently brought on as part of the USOC medical staff for Paralympic Games 2012 in London England.

To learn more about chiropractic its benefits to elite athletes, visit:
www.Yes2Chiropractic.com

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