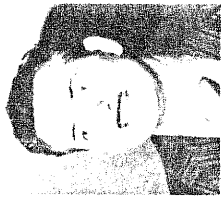




July, 1974

Together We Can Make It Happen

Dr. MacFadden



Several months have gone by since Dr. Elliot asked me to take the position of Dean of Development at W.S.C.C. In this length of time I have had to do a lot of studying of the situation as far as the property that we are on, the personalities we are dealing with and the selfish interest of a few. After giving as much time to this study as possible (which is not much due to current financial conditions) I have pulled together several campaigns to accomplish the impossible. And you have heard the saying "What's possible we do right away, the impossible takes us a little longer."

Our impossible date is August 15th, and as you have read in other material we must have \$130,000 to meet the mortgage payment. My slogan for this impossible dream is "Together We Can Make It Happen". How about it. Will you join the team? No one is asking you for more than you can do, but we are asking you to be a part of this great college expansion program. Don't keep your head in the sand. Take it out. Look around and realize the future of this profession in the Northwest is dependent upon a college to support research and improve education.

How do we get the job done? First be a part of the \$1,000.00 Endowment Program. Second involve patients and friends in the Sustaining Program. Keep a supply of sustaining cards on your desk and talk to people about supporting Chiropractic Education. Talk to them at your office, at your service club, at community meetings. People give to people, not to causes. It has been proven over and over. If we send the right person out to see a prospect, no matter what product we are selling, we will still make the sale. You are the right person to sell the people you know on Chiropractic Education.

Proposals have been made to Trust and Foundations. So far we do not have much interest in our problem, but neither have we contacted many that are known friends of the profession. You can help in this area by letting us know any people close to family or corporate foundations that might have an interest in furthering Chiropractic Education.

During the next critical period you will be contacted by either Mr. George Langford, Dr. Elliot or myself regarding your participation in the financial support of W.S.C.C. I hope you will be greeting us with open arms and telling us success stories

about how you have involved others in the need for money for Chiropractic Education.

We are not losing. To date we have more people involved in a financial way in W.S.C.C. than ever before, added since the last Reporter are:

Dr. Robert Pfeiffer	2,000	Dr. Garry Cannard	1,000
Dr. William F. Risch	2,000	Dr. R.E. Garrison	1,000
Dr. Albert Porti	1,000	Dr. R.L. Renwick	1,000
Dr. B.G. Spurlock	1,000	Dr. C.W. Davis	1,000
Gene Hitchman	1,000	Dr. E.L. Viets	1,000
Dr. J. Marilyn Spencer	1,000	Dr. H.E. Campbell	1,000
Dr. C.E. Gilmore	1,000	Dr. Emery Wayman	1,000
Dr. D.E. Bolin	1,000	Mrs. L.H. Massey	1,000
		Dr. LeRoy Braman	1,000

There are also additional being added in Idaho and Eastern Oregon, at this writing.

Besides the monetary gifts from people on the faculty they have also given far and above the amount of time required by their salary checks. Theirs is a work born from dedication and as a newcomer getting a first look at the time and effort they put into the job, I am amazed. The entire profession owes them a great *Thankyou* for all the extra work they have done.

Don't be a non-supporter. Get on the bandwagon and be a part of this great dynamic step forward for the Chiropractic Profession. And remember, your gifts are tax deductible.

"Together We Can Make It Happen."

Dr. Herbert Vear Dean of Canadian Memorial Chiropractic College, Toronto



Guest speaker for the Western States Chiropractic College Commencement was Dr. Herbert Vear, Dean of Canadian Memorial Chiropractic College, Toronto Canada.

In an interview, Dr. Vear said he felt Canada is far ahead in the area of professional training of their Chiropractors. He cited the fact that medical doctors are regularly lecturing to students at their college with no interference from the Medical Society. Some of the subjects the M.D.s lecture on are Rheumatology, Pharmacology, Orthopedics, Dermatology, and Internal Medicine.

On the other hand, Dr. Vear stated that "I am invited yearly to speak to the freshman class of the University of Toronto Medical School on the Practice of Chiropractic."

He further stated "The Medical doctors in Ontario Province are interested in furthering good education for all members of the Healing Arts, and this is accelerated by the Government in wide scope health delivery."

Asked what he felt the scope of Chiropractic is, he stated: "1. Chiropractic is not a complete health service; therefore, not a panacea."

"2. Chiropractic is a distinct and separate specialized health profession scientifically and academically identified with all other health professions."

"3. Chiropractic is not a parallel system of medicine, but it does have an important role to play in health delivery."

Dr. Year was then asked if the Canadian Chiropractors felt united with those in the U.S.A. He answered, "We feel much more unity with Europe because they have the same scope of practice. The Chiropractors in the U.S. do not have unity in the profession."

"Graduates from Western States Chiropractic College may take Provincial Board exams in Canada, and upon passing they may practice in the country", according to Dr. Year.

In the fall, a new program will be launched at Canadian Memorial Chiropractic College. It will be a seminar for Orthopedic Surgeons. "It is a program designed to answer the questions about Chiropractic, Who You Are, and What You Are for the practicing Orthopedic Surgeon. It is designed to build up better relationships for cross referrals and educate both groups in the work of the other," according to Dr. Year.

Homecoming At the New Campus

August 1-2-3-4, 1974

Speakers: Dr. Kurt Donsbach, "Passport to Good Health"
Dr. Henry West, "Orthopedics of the Cervical Spine."

—Schedule—

Thursday, August 1st—11:00 a.m. to 1:00 p.m.
Tee off for Golf Tournament at Rose City Golf Club (Trophies-Low Gross, Low Net)
7:00 p.m.
Registration
8:00 p.m.
Presidents Reception

Friday August 2nd—8:00 a.m. to 12:00 noon
Educational Session with Dr. Kurt W. Donsbach, "Passport to Good Health"
12:00 noon
Award Luncheon
1:30 p.m. to 5:30 p.m.
Dr. Donsbach continues
Evening
OPEN

Saturday, August 3rd—8:00 a.m. to 2:00 p.m.
Educational Session with Dr. Henry G. West, Jr., "Orthopedics of the Cervical Spine"
2:00 p.m.
Hawaiian Luau

Sunday, August 4th—8:00 a.m. to 12:00 noon
Education Session, Dr. West continues
12:00 noon
No-Host Luncheon
1:30 p.m. to 3:30 p.m.
Dr. West continues

—Fees—

Golf Tournament (18 holes, \$7.00)
President's Reception, Free
Educational Session, Dr. Donsbach (\$20.00)
Award Luncheon (\$5.50)
Educational Sessions, Dr. West (\$40.00)
Hawaiian Luau (\$12.00 each)
Alumni Dues (\$10.00)

Return your Registration to the College before July 15th. Please!—Don't be confused about the Special Project. Any money given to the college for chairs, tables, etc. will be applied to the all important mortgage payment due on August 15th, unless you specifically state that it must be used someplace else.

This Special Project was discussed in the letter concerning Homecoming which you received recently.

Dr. Arden Kirchem



Alumni President

SICK DOCTORS NEED CURE

The trouble is we're sick! Our alumni association is suffering from acute apathy with attendant indifference, predisposing tension tremors, and a concomitant financial fixation.

And to make matters worse, the cure for this affliction was not taught in the W.S.C.C. curriculum.

No, you will not find a mechanical, chemical, or psychological approach to correct the cause for a stagnant alumni association.

The remedy for apathy is within each of us. In most cases, *appreciation* will cure apathy. Let's all apply some appreciation to our attitude and see if it doesn't generate better team spirit.

W.S.C.C. was there when *you* needed *it*— now *it* needs *you*! It would be unfair and unrealistic to expect approximately 250 alumni to provide the entire financial support for W.S.C.C. The alumni association will be endeavoring to employ and develop a multiplicity of methods to raise money from the general public.

The bowling leagues organized by Dr. L. H. Schnacky is one such example, which this past year gained momentum and increased profit for the alumni association. We would be grateful for any communication of ideas, particularly fund raising methods that could be implemented in your area.

I'm looking forward to meeting many of you at the homecoming, August 1-2-3-4. This promises to be a great time of recreation, education, and relaxation.

Please remember to send in your registration by July 15th.

If you have patients who would consider including W.S.C.C. College in their wills, please contact the College development office. A typical statement for inclusion is:

I give, devise and bequeath the sum of \$ _____ to Western States Chiropractic College, Inc., located in Portland, Oregon, to be used for the general purposes of said College. (Or, to be used as part of the building fund of said College, or to be used for maintaining the library of said College.)

The patient should be advised to contact his or her attorney.

President ELLIOT

Last week my attention was drawn to the familiar definition of the optimist who sees the whole donut, the pessimist who sees only the hole, and the realist who eats the whole thing. As we begin to bend our efforts toward enlisting the support of the entire profession, we are meeting attitudes that certainly reflect these definitions.

Admittedly, we do have the problem of overcoming the resistance that is associated with initial inertia. Many of our people have really never supported anything that didn't contribute to their personal wellbeing. Egocentricity is a weed that grows well in every heart but certainly one that should not dominate the garden of our personality.

I'm thinking today of not only the "hows" but the "whys" of our expectations of personal involvement and the support of our professional colleagues.

I labor under a rather solid conviction that, having paid my tuition to graduate from a Chiropractic college in order that I might help my fellow man first and, also, make a good living for myself and family—I still have a moral obligation and responsibility to plow back into my profession some of the benefits it has enabled me to enjoy. I think it was Dr. Earl Homewood who coined the phrase—“moral tuition”.

To me the following a, b, c's are self evident but facts of which all of us need to be reminded:

- The imperative of a strong viable Chiropractic educational institution to serve the Northwest regional area.
- This school's main object is to graduate a qualified practitioner—a generalist who knows well his particular field of neuromuscular body mechanics, but also is well versed in the branches of practice incorporated in the various state laws. He should have the ability to communicate to his patients important knowledge relative to preventive medicine and certainly the professional judgment and diagnostic ability to refer those cases, which require the help of a particular specialist, to other specialists in other branches of the healing arts.
- The finished product above requires, above all else, a competent faculty in the basic as well as the applied sciences. Such a faculty must be supported by a competent administration and governing Board of Trustees, whose main purpose is that of a supportive role to the faculty.

It is in relation to the faculty that I make my closing remarks. One of the critical elements of the Diagnostic team's report in March was that of “in-breeding” of faculty. I am happy to report the addition of the following new people who will be on the faculty of W.S.C.C. this fall:

Richard O. Brouse, M.A., Department of Chemistry
Penny S. Amy, M.A., Department of Microbiology
Oliver G. Titrud, D.C., M.A. (2), Department of Anatomy
Donald Goe, Ph.D., Department of Physiology (presently being negotiated)

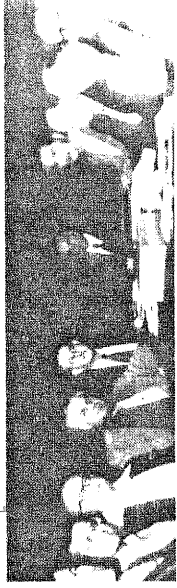
Ross Hart, M.A., Student assistant in Physiology
Meridel Helgeson, M.A., Student assistant in Public Health

Needless to say, I am deeply impressed with not only the background of these people but by these people themselves. They all have excellent backgrounds in their individual fields and, in my opinion, will provide this College with in-depth teaching that we have never before been able to provide our students until now.

You, as an alumnus or field practitioner, should feel justifiably proud of having a Chiropractic college that enjoys such a strong basic science as well as Chiropractic-oriented faculty. We are now in a position to participate in dialogue with the academic community around us—long overdue.

Think about this facet of your College alone as being worthy of your renewed interest and financial support. Let's all become optimistic realists.

“About the only way you can take it with you is by spending it charitably before you go.” (Franklin P. Jones)



HEALTH RESEARCH FOUNDATION

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WESTERN STATES CHIROPRACTIC COLLEGE

ADMINISTRATIVE OFFICERS

Dr. Robert E. Elliot

Dr. Richard Stonebrink

Dr. David MacFadden

President

Academic Dean

Dean of Administration

and Development

Endowment Program is Working

George Langford, Attorney, Securities Incorporated

We are happy to report that the Endowment program is going very well. We are now in the process of making a personal call on all of you and, if we continue to have the same cooperation, we will be able to meet the August 15th deadline.

In the future, we plan on sending out a publication to the 20,000 Chiropractors in North America on a quarterly basis, and we expect to get enough cooperation from this quarterly Reporter to complete the entire Endowment program. This publication will then continue as a means of gaining for the deferred giving program and, also, to get new students for the College.

Please help all you can, and we will make it. Remember, only \$18.50 per month will buy a campus!

Informal- Off the Cuff

A get-together to discuss "What Have You"

When: Wednesday July 31st

Where: W.S.C.C. Cafeteria

Time: 12:30

How Much: Cost of Sandwich & Drink

Program: This first time will include a report on the Tri-State Convention at Spokane and at least one book report.

Reservation: Contact Gretchen at 252-0949, tell her how many sandwiches you want and your drink preference; coffee, tea, milk or soft drink.

Special Item: An added incentive for Homecoming. The Springwall Company has donated a queen size set of Chiropractic bedding for the Alumni to auction or raffle off at Homecoming. More information on how to purchase tickets will be mailed to you soon.

Dean Stonebrink Reports

One of the greatest assets we have had in this profession is the willingness of Doctors of Chiropractic to extend themselves beyond the duties of their individual practices into the responsibilities of society. These participations and efforts have taken many forms; some choose to support inter-professional activities such as our relations with insurance, labor, industry, the public, or various government programs. Others have worked on upgrading and expanding areas of postgraduate education both in academics and the office procedural aspects. Some have chosen to devote their energies to extra-professional needs and are active in their church, civic organizations, service clubs, youth groups, and other worthy activities.

Where and how we choose to serve has largely been a personal decision and is based upon our individual interests and abilities. Unfortunately, we have often been inefficient in some of these efforts, due to the lack of a coordinated program and the tendency to pursue these individual interests, rather than selected priorities.

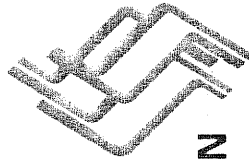
This has been particularly evident in the area that I work in, Chiropractic education. We have, admittedly, a larger need in time and money than many of these other programs; but, even so, we have received proportionally less support. Some individuals have gone beyond a normal expectation, but too many have contributed too little or nothing at all.

Is it not the time when we should re-appraise ourselves as a profession; define our objectives; develop sustaining and expanding programs; establish priorities; and coordinate our efforts to meet these needs.

I am certain that all of the activities previously mentioned are part of our objectives, for through these efforts society and we benefit by the principles and procedures characteristic to Chiropractic. Isn't this what we all want, to expand and extend the values found within our profession to all aspects of society. I think we do, but I also think that all of our efforts and our values will suffer and be lost without a viable and expanding educational system, which will provide the qualified individuals that will continue these diverse activities.

We need quality education and growing numbers; this is where our priority must be. This is the only process whereby we can obtain the means necessary to our future development. To sustain this program, we must have everyone's coordinated support, everyone must participate, must contribute. The task is too great for a few to carry, and the benefits will improve and facilitate every other need we have; not just our local needs, but the needs of Chiropractic throughout the Northwest and the country. And, it is you who haven't, you who may be distant from us that we must have as a supporting base.

The time is now, we all must evaluate and determine the priorities necessary for total professional growth. Isn't education and a viable W.S.C.C. necessary to all of these other objectives? Whether we like the price or not, this is the priority above all others and we must support it.



WESTERN STATES
CHIROPRACTIC COLLEGE
 2900 N.E. 132nd Ave. • Portland, Oregon 97230



Class of '74

Dr. Art Smart
President

Doctor of Chiropractic Degrees were conferred upon 19 graduates on Thursday evening, May 23rd at the College Auditorium by Dr. R. D. Stonebrink, Academic Dean, and Dr. Jack Daughtery, Chairman of the Clinical Sciences Department. Dr. R. E. Elliot, President of W.S.C.C., presented the Class of 1974 and administered the Oath.

Dr. Arthur G. Smart was the Senior Class speaker. He was also the recipient of the Gallagher Trophy for his exceptional attitude and willingness to help in any way possible during his four years at W.S.C.C. Dr. Smart also graduated Summa Cum Laude.

A Special Tribute was made by the Graduating Class to Dr. Appa Anderson and Mrs. Lucile Hargreaves for their service above and beyond the call of duty. Dr. Anderson serves as Dean of Students and Mrs. Hargreaves as Secretary. Both ladies received a dozen red roses and a kiss from Dr. Smart, the Senior Class President.

Graduates with honors were:

CUM LAUDE

Daniel Beeson
 Norman Easley

Milwaukie, Ore.
 Portland, Ore.

MAGNA CUM LAUDE

Jerald Dougherty
 Gail Keilman
 Richard Strom, Jr.

Hillsboro, Ore.
 Gresham, Ore.
 Portland, Ore.

SUMMA CUM LAUDE

Arthur Smart

Tigard, Ore.

The balance of the Graduating Class consists of the following:

Marvin Bailey
 John Clark
 Steve DeShaw
 Ian Feldman
 Charles Fenton
 Donald Ferrante
 Edward Geller
 Robert Hoyt
 Paul Keilman
 Gerald Lesniak
 David Morgan
 Delbert Schaeffer
 Roman Wolansky

Shelton, Wash.
 Arcadia, Calif.
 Silverton, Ore.
 Ben Lomond, Calif.
 Troutdale, Ore.
 Portland, Ore.
 Atlantic City, N. Jersey
 Battle Ground, Wash.
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