

# The Activator Advantage™



40 YEARS OF RESEARCH • RELIABILITY • RESULTS

## Celebrating 40 Years as we look ahead to the Next 40

By Dr. Arlan Fuhr

*Celebrating one's anniversary is never easy. If you spend too much time looking back, your progress slows down. On the other hand, if you don't appreciate your history, you tend to repeat the same mistakes.*

*With that in mind, this issue of The Activator Advantage will attempt to do both: 1) recognize and celebrate our 40-year history; and, 2) continue the process of outlining our vision and plans for the next 40 years.*

*Our recent history includes the implementation of a major strategic plan. This plan includes how we celebrate our 40th anniversary and it serves as a road map to move Activator, Activator doctors, and chiropractic forward for the next 40 years.*

*You've already begun to see some of the effects of our strategic plan, such as the Weil/Activator affiliation. In this issue of The Activator Advantage you'll read about other exciting programs we are launching. Then, get ready for even more exciting changes because over the next 12 months we will announce some of the most far-reaching initiatives that Activator has ever introduced.*

*We're committed to an integrated healthcare approach that increases the number of patients chiropractic serves, enhances the credibility and reach of what our profession does, and serves those chiropractors that are as interested as we are in reliable, credible, results-oriented chiropractic care.*

*Whether you are an Activator proficiency-rated doctor or you are just beginning to explore Activator Methods, we welcome you to our world. Enjoy reading our publication, and join us in celebrating 40 years of chiropractic history, and a future that's exciting, bright, and optimistic.*

Sincerely,

Dr. Arlan Fuhr  
Founder & Developer  
Activator Methods International, Ltd.



## Real Talk with Dr. Arlan Fuhr on the Future of Activator Methods

**In forty years time, Activator Methods has evolved from a search for an improved low-force adjustment, to a peer-reviewed adjusting procedure, to one of the most popular chiropractic techniques in the history of the profession. In this special 40th anniversary issue, Dr. Arlan Fuhr reveals that Activator Methods is an international chiropractic phenomenon that is still evolving and is on the verge of dynamic change.**

**Q: Dr. Fuhr, when you began Activator Methods did you have any idea that it would become the influential, world-wide healthcare institution it has become?**

**Fuhr:** Absolutely not. I was just looking for a better way to take care of patients. That's where we started, and that's why we're still doing what we're doing today. As time went on, other chiropractors started to get interested in what we were doing and the technique began to develop from there.

**Q: What do you consider to be your best accomplishment over the last forty years?**

**Fuhr:** I'm proud of the many things we've done at Activator. But, without a doubt, I have a special place in my heart for our work in research. I've put a lot of personal blood, sweat and tears into bringing research money to the chiropractic arena, with the goal of elevating the importance of true scientific research in this profession. Of course, we haven't yet achieved all that could be done. But, I like to think that we've had a positive impact on creating a culture of validation in chiropractic. Over the past 40 years, we have moved the practice of chiropractic to a level where proof and evidence are seen as staples of good clinical practice. Ultimately, our patients have benefited from this.

**Q: So, research will continue to remain a prominent part of Activator Methods?**

**Fuhr:** Of course. We're out to set a new standard. We want this profession to understand what research is, what makes it something of quality and reliability, and what makes it dubious and suspect. These are things we need to learn as chiropractors, and we want to contribute what we can to this

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# Activator Methods Chiropractic Technique and the Sports Practice

What does it take to move your passion for sports into a successful chiropractic sports practice? For many chiropractors, amateur and professional athletes represent ideal chiropractic patients. Athletes understand the unity between structure and function, and their concern with staying active means they understand wellness concepts and appreciate what chiropractic can do. Whatever the sport, whatever the experience of the chiropractor, each successful sports practice is built on three key ingredients: a passion for athletics, an engagement of athletic patients to build bridges in the athletic community, and a technique that athletes love—one that brings consistent results.

## The Passion

Michael F. McMurray, DC, CCSP, has a successful sports practice in Campbell, California, and is an Advanced Proficiency Rated Activator doctor and Clinical Instructor with Activator Methods. He's built his success with these ingredients, choosing to use Activator Methods as his main protocol for care for all of his athletes, from the very old to the very young. Within two years of graduating with his DC degree from Los Angeles College of Chiropractic, he earned his certificate as a certified chiropractic sports physician, and began to establish his reputation with local professional and amateur athletes. Armed with his CCSP and a passion for sports, including his own interest in windsurfing, McMurray was on his way to establishing a thriving sports practice.

## The Engagement

A sports practice has different challenges and rewards than other kinds of chiropractic practices. Athletes need to know that you understand their special concerns and needs as athlete-patients. Whether they are full-time professionals or weekend warriors, athletes develop a variety of musculoskeletal problems and put their bodies through more stresses and injuries than most chiropractic patients. Dr. McMurray has built his interest in sports directly into the identity of his practice. His practice mission statement for new patients is: To get you back on the playing field of life. The motto for established patient-athletes is: You have to pay to play. "Chiropractic needs to be part of the athlete's healthy living plan to avoid future degeneration and to maintain their health," McMurray told the Activator Advantage. "For the past 23 years I have taught countless athletic spinal care workshops educating athletes on the Activator Method and the importance of knowing where, when and when not to adjust."

## The Technique

Dr. McMurray has built a professional reputation for his work as the team chiropractor for the San Jose Sharks as well as with elite gymnasts and dancers, including the US Gymnastics Team. Dr. McMurray says that all types of athletes respond well to Activator Methods, and that his athlete-patients come to love Activator adjustments because of the immediate results they experience. "I treat the whole team [San Jose Sharks] using Activator Methods as my primary method of treatment. Once each player understands the concepts behind Activator Methods and experiences the results, they don't expect me to use anything else."

Dr. McMurray says that Activator Methods also has



Dr. Michael McMurray has built a reputation for his precise, results-oriented treatment of many athletes, including professional hockey players, known for the bumps, bruises, and injuries they receive throughout their season.

helped him provide care for the team, because of the nationwide network of proficiency rated doctors. If the team is on the road and he cannot be there after a game, Dr. McMurray

says he can always find a solid referral through the Activator website. "This is one reason why Activator protects its website referral list. Doctors who stay current and offer the same high standard of care stand to benefit from doctors such as me with my traveling patients. The referral list also provides me with peace-of-mind knowing I can leave my patients in another Activator doctor's good hands."

How did Dr. McMurray come to embrace Activator protocols as the basis for his sports practice? "I had a windsurfing accident off the coast of Santa Cruz," McMurray said. "The force threw me so hard I suffered a mild concussion and a whiplash injury that resulted in brachial neuralgia of my left arm. I couldn't get relief from any adjustment." A neighboring Activator doctor introduced Dr. McMurray to Activator, and told him it could help his injury. "After one adjustment of my T2 rib on the left, I felt better. I continued to see him and quickly made a complete recovery. From that point on, I decided I needed to learn Activator so I could provide the same service to my patients."

## WHY ATHLETES LOVE THE ACTIVATOR TECHNIQUE

- 1. It's Specific.** Athletes have enough stress in their lives. They know their bodies and appreciate the specificity of the Activator adjustment. They feel safe with the gentle, low-force approach that Activator provides.
- 2. It Works.** Athletes know their bodies better than the average person. They know that each pain, strain, or indication of stiffness may eventually get in the way of their performance. When they experience the results that Activator provides, they keep coming back.
- 3. It's Documented.** Athletes like the research, clinical trials, and documentation that the Activator technique provides. They like the integrative attitude that Activator doctors tend to have about working closely with other healthcare professionals.
- 4. It's Systematized.** Once they experience the Activator Method, and its protocols, they like the repetitive systematic approach that the Activator offers.
- 5. It's The Analysis.** Athletes come to love the Activator 'where, when, and when not to adjust' analysis. They like that at certain times their Activator doctor actually tells them they don't need to be adjusted.



**A Peach of a Deal!**

# Opportunities Like This Come Once In A Lifetime

## Activator Agreement With Andrew Weil, M.D. Makes Activator Doctors Accessible To Millions

Andrew Weil, M.D., the internationally recognized pioneer of integrative medicine, has approved Activator Methods as the official provider of chiropractic referrals for his hugely popular website [www.DrWeil.com](http://www.DrWeil.com).

For chiropractors, this new alliance [the first of its kind between Weil Lifestyle, LLC and the chiropractic profession] is a tremendous breakthrough. This endorsement of chiropractic care from a world-renowned leader and pioneer in the field of integrative medicine, and expert on the future of medicine and healthcare, is a major opportunity for chiropractors using Activator.

This agreement gives Activator Proficiency Rated and Advanced Proficiency Rated doctors the option of being listed on an award-winning website that has over 1.7 million site visits and 9 million page views per month by consumers seeking information on natural, preventive approaches to healthcare.

To qualify, doctors need to become Activator Proficiency Rated and then registered with Activator Methods for the [drweil.com](http://drweil.com) Doctor Referral Program.

Doctors that qualify will be listed on a newly created chiropractic section of the Dr. Weil website. Registered listings will be fully searchable and referrals will appear in a full-page

format. Listings will include the provider's photo, services offered, clinic contact information, hours of operation and MapQuest® directions.\*

For more information or to begin your subscription, please call 1-800-598-0224. Visit [drweil@activator.com/drweil](http://drweil@activator.com/drweil), or e-mail [drweil@activator.com](mailto:drweil@activator.com).

\*Some restrictions apply.



**WEIL**™  
Andrew Weil, M.D.



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progress. In the end it's all about understanding why and how we get results, and how to make our method even more reliable.

**Q: What do you mean by results?**

**Fuhr:** We're taking it beyond just, "Is the patient happy with their care?" We want to know how we can effectively and efficiently serve as many people as possible, for those conditions which respond positively to what we do. It's about knowing why something works, and why something doesn't. This is the kind of attitude that won Activator the opportunity to lead and serve in the Carl T. Hayden Veterans Administration Medical Center (VAMC) here in Phoenix.

**Q: So, is your success with VAMC in Phoenix, Arizona a precursor of things to come?**

**Fuhr:** We've been in the VAMC system for about two years now and the improvements that these veterans experience are unmistakable and are changing their lives. We've definitely made a positive impression. The next step is to expand by sharing what Activator is doing with other VAMC doctors across the country so that all deserving veterans can experience what we have to offer.

**Q: What other positive developments loom on the horizon for our profession and for Activator Methods in particular?**

**Fuhr:** We're on the threshold of something really big. We've put enough work into building our credibility the old-fashioned way that we're now empowered to position chiropractic to reach beyond our traditional kind of patients — to include those who have remained skeptical until this time. The Baby Boom generation is first on the list. Activator Methods is leading the way as the number one low-force adjusting technique and we are positioned to serve this growing segment of the population.

**Q: From talking with you, I get the feeling that in the future Activator will be expanding their involvement with technology.**

**Fuhr:** All I can say at this point is that the future of Activator Methods is going to be greatly powered and influ-

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enced by the use of technology. As chiropractors, we have a standard of care that requires us to be able to validate any changes in protocol or instrument adjusting, so we've taken a deliberate path in the future evolution of Activator. We are working to expand and advance clinical patient care management through the use of cutting-edge technology and research. In doing so, our goal will be to revolutionize the art of professional education.

**Q: So, you're expecting that Activator seminars will change in the near future?**

**Fuhr:** Yes. They will continue to stay on par with what we're learning. They will also continue to offer the kind of high-caliber learning experience that's associated with Activator. Just because we've achieved a successful formula, doesn't mean that Activator Methods is permanently codified. We're always evolving.

**Q: What about the importance of the Internet and the development of Activator Methods?**

**Fuhr:** Right. That's a point that shouldn't be overlooked. One of the topics that Activator Methods is interested in is a concept known as "cultural authority". The future of Activator will bring programs or access to programs which have achieved a cultural authority within society. I believe that access to patients is the number one priority for today's chiropractor. We've always had a vision to reach people outside of chiropractic with the Internet. The development of our relationship with Andrew Weil, M.D. at DrWeil.com is an example of the programs we know will bring access to an untapped patient base. We're exposing chiropractic to millions of potential patients that would never have given us a second thought; and doctors who use Activator Methods are the benefactors.

**Q: Any final words to mark the opening of this 40th anniversary issue?**

**Fuhr:** Yes. Chiropractic and Activator Methods have achieved so much over the past forty years; but, the projects we are currently working on at Activator will change the landscape of healthcare for years to come.

# SIX ADVANTAGES ACTIVATOR GIVES CHIROPRACTORS

- 1. Confidence:** The research, textbook, protocols, seminar, instructor certification, and proficiency rating give Activator doctors incredible confidence in what they do.
- 2. Cultural Authority:** As seen in the VA article, in the pro athlete connection, and in the Andrew Weil, MD affiliation, Activator gives chiropractors credibility.
- 3. Support:** The research and protocols provide support for what you do.
- 4. Results:** From patient results to practice results - Activator works.
- 5. Reproducibility:** From patient-to-patient, or doctor-to-doctor, the reproducibility of the Activator adjusting instrument is consistent and dependable.
- 6. Patients:** A nationwide referral network and now an affiliation with one of the most popular healthcare websites in the world: [www.DrWeil.com](http://www.DrWeil.com)

*For 40 years, Activator Methods International has committed itself to improving the research that supports what we do, the reliability of our protocols, and the results we provide our patients. Enjoy the historical snapshots presented in this issue of the Activator Advantage as we look back on our journey.*



1967 • Drs. Lee and Fuhr have developed a method of biomechanical analysis and an adjusting instrument, but the technique package is still unnamed.

1967

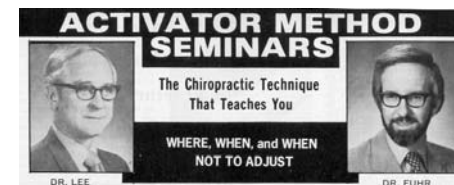


1970 • The first functional ancestor of the modern Activator Instrument, a dental surgical impact mallet used to split impacted wisdom teeth, is re-engineered and tested successfully on patients for the first time.

1970



1970 • Inspired by the understanding that they were "activating" the vertebrae, and reasoning that the longevity of the technique would supersede their own names, Lee and Fuhr create the 'Activator' brand.



1970 • Promotions for the new method suggested that Activator practitioners would know "where, when, and when not to adjust."

# Research Shows That the Activator IV Offers Consistency in Adjusting

**What's the real difference between a traditional chiropractic adjustment with the hands, and one done with the Activator IV?** Research done by the University of Alberta (Edmonton, Canada) and published in the Journal of Manipulative and Physiological Therapeutics shows that instruments can offer more consistency to chiropractors who desire to standardize the quality of their care.

## The Experiment

Four instruments were compared to the traditional high velocity, low amplitude thrust of a manual adjustment. All of the instruments provided a single thrust similar to the thrust delivered by the Activator IV. Force transducers mounted in pads measured the duration of the force and the magnitude of the force for each of the instruments, as well as the manual thrust. The study called for both experienced and novice instrument and manual adjusters to perform their skill in order to determine if a difference in operator skill for each kind of the five different adjustments yielded a different outcome.

Only one instrument, the Activator IV, was shown to generate equal forces regardless of the operator.

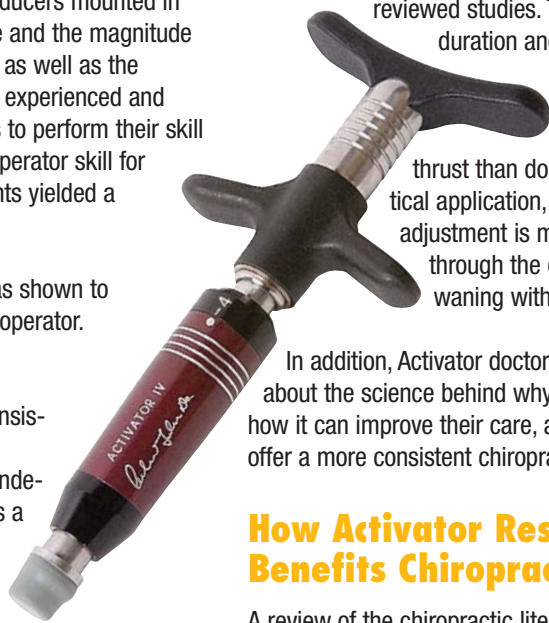
The research results revealed that:

- The Activator IV performed with a consistency in the duration of force and magnitude of force. This result was independent of whether the operator was a novice or an experienced adjuster with the Activator instrument.
- The Activator IV performed with a greater consistency in the duration of force than the Impulse instrument.
- The Activator IV performed with a greater consistency in the magnitude of force than a manual adjustment.
- Larger differences were noted in the duration of force as well as the magnitude of force between the novice and experienced manual adjusters.

## How Research Benefits Activator Doctors

Activator doctors have confidence in the knowledge that their instrumentation has been validated by independent, peer-reviewed studies. The consistency of the force duration and force magnitude shows that adjustments with the Activator IV have fewer variations in the speed and amount of thrust than do manual adjustments. In practical application, this means the Activator adjustment is more likely to be consistent through the day, rather than waxing and waning with the adjuster's energy.

In addition, Activator doctors can educate their patients about the science behind why instrument adjusting works, how it can improve their care, and why their technique can offer a more consistent chiropractic adjustment.



## How Activator Research Benefits Chiropractic

A review of the chiropractic literature shows that the basic science studies of Activator Methods and research conducted by independent researchers has solidified the role of instrument adjusting in chiropractic. The Activator instrument was the first of its kind and decades of Activator research have permanently earned chiropractors the right to use instrument adjusting. The Activator instrument was the first adjusting instrument to be registered by the FDA, and the first to be approved by Medicare.

In fact, many instrument companies continue to inappropriately use studies conducted with an Activator instrument to justify the claims they make about their own instrument, even if that instrument uses a different mechanism.

## Why Chiropractors Should Consider Activator

The reasons for introducing an Activator instrument into your practice are numerous. The research, conducted by Kawchuk et al., highlights just one of those reasons: you can offer a more consistent adjustment throughout the course of the day than you're likely to deliver to your patient with a typical high-velocity, low-amplitude thrust. In addition to this landmark research, the activator.com website has listed other peer-reviewed research that shows the relationship between the Activator instrument and the effectiveness of the instrument's thrust.

Research also suggests another reason to consider an Activator instrument. The Activator IV achieves a thrusting speed that is not achievable through manual adjusting alone. This speed allows an effective, but low-force adjusting option that is easy on the patient's body. Doctors using the Activator IV also benefit from its efficiency. The aches and pains associated with years of manual adjustments can be minimized or avoided entirely, with the consistent, low-force adjustments of the Activator IV.

## How Activator Could Change Your Practice

The demand for evidence-based care in chiropractic is growing. Activator Methods is still one of the most researched techniques. Teaming up with Activator Methods offers chiropractors access to standardization, credibility, and confidence in practice. You'll see a difference in the way you practice and your patients will see it too. Many doctors using Activator protocols talk about the high rate of patient loyalty and retention they experience using consistent and effective Activator care.



1970 • Drs. Lee and Fuhr commence to teach their new method to any interested chiropractor. Initially, informal meetings were held with fellow Minnesota DCs who responded to rumors about the new technique.



1970 • The pair decide to offer AMCT on a regular basis to chiropractors near and far. The first of these seminars draws 10 curious doctors and is held in Garden Grove, California at the office of Dr. Carl Remlin.



1971 • Drs. Lee and Fuhr commence seminar offerings in Minneapolis with the intent of making a worthy contribution to the clinical armamentarium of chiropractors.



1976 • Activator Methods, Inc. is granted a United States Patent [4,116,235] for its Activator Instrument in September.



1976 • Dr. Fuhr attends his first "Parker Extravaganza" which provides the "kick start" which brings the new method to national attention of chiropractors and boosts attendance at Activator seminars



1980 • Instruction in AMCT is accelerated by its introduction to the course offerings at various schools with Logan College of Chiropractic offering AMCT as an elective.

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Editor's Note: The following article is reprinted with permission of the Public Affairs Department of the Carl T. Hayden VA Medical Center in Phoenix and is reproduced with no alterations or changes from its original release in volume 28/issue 2 of the Desert Sun, the newsletter of the Phoenix-based medical center.

# Chiropractors Help Veterans Get "Adjusted"

By Carl T. Hayden VA Medical Center Public Affairs

A 200 mile round trip may seem like a long way to go for an appointment that lasts less than a half hour but for Thomas Stimson, Jr. the time he spends in the car is well worth the treatment he receives at Carl T. Hayden Veterans Administration Medical Center in Phoenix.

"I don't hesitate to go that far," Stimson said. "The doc (Dr. Arlan W. Fuhr) does a good job. I had a limp for more than 25 years and after the first treatment with them, it was gone. That's how good these guys are."

The 73-year-old Stimson is one of many veterans who rave about the chiropractic clinic that was added about two years ago. Rather than using the traditional treatment methods of manually adjusting the body, Fuhr is credited with creating the Activator a high velocity, spring-loaded instrument that actually moves the bones back into position with a tap to the affected area.

The clinic operations were part time for about 18 months, and then in January Dr. Joseph Schnebly came onboard as a full-time chiropractor. "The Activator handheld instrument is more precise because it goes right to the

source," said Schnebly.

So why did VA switch from the manipulation method to the new Activator method? "Many would-be chiropractic patients are reluctant to try traditional treatments because the cure can often be as painful as the condition itself," said Schnebly. Muscle pain causes spasms which in turn causes more pain."

"When I first started coming into VA in the 1990's they did all that bending and twisting," said Stan Gargas, a Vietnam veteran. "It used to be I'd come in and I'd get off the table feeling worse. With that old school treatment in a day or two I'd be right back where I started.

That isn't the case any more Gargas said. Not only is the treatment relatively painless, his maintenance program requires him to come in only once a month—whether he needs it or not. Patients describe the sensation as a brief thump or thud.

"Foregoing the manual method gives the muscles a chance to relax as well as the nerve which is what sends those messages to the brain to spasm," Schnebly says.

Doctors at our chiropractic clinic are well trained in the

"Activator" thanks to Dr. Fuhr who invented the system and bases his home here in Phoenix.

"With 40 years of service to the profession, Dr. Fuhr is currently recognized as the father of instrument adjusting and the most famous living chiropractor," boasts the website for the World Federation of Chiropractics. Schnebly admitted Fuhr's presence was one of the reasons he joined the VA team. He explained that Fuhr's influence goes beyond the system itself.

"Historically there has always been tension between medical doctors and chiropractic doctors," Schnebly said. "Dr. Fuhr does a great job of getting them to work together for the benefit of the patient."

That kind of cooperation is what has enabled Stimson to keep all of his original moving parts. Previous doctors at other hospitals had told him they'd done all they could do for him. "I came here thinking I was going to have to have a hip replacement for sure and maybe a shoulder replacement too. I didn't have to do either and I'm pain free. You can't beat that."



Thomas Stinson Jr. gets a chiropractic adjustment from Dr. Joe Schnebly with the high velocity Activator.



1982 • Parker College of Chiropractic is the first institution to require instruction in AMCT of all doctoral students.



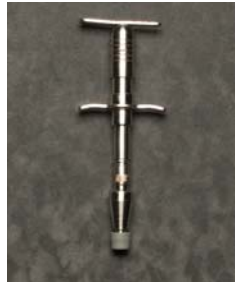
1985 • The first federal dollars received by any chiropractor-investigator, \$50,000, are awarded to Activator Methods and Arlan W. Fuhr, DC to investigate the safety of the AAI using a dog as the research subject.



1987 • Fuhr founds a non-profit research foundation, the National Institute of Chiropractic Research (NICR).



1992 • The Mercy Conference Guidelines garner Activator a "promising to established" rating for this form of instrument adjusting during the Mercy Center clinical guidelines consensus.



1994 • The Activator II is introduced. The model carries a weight of 46 grams to more closely match the resonance frequency of the body.

# Dr. Jan Roberts Building A Thriving Practice With An Eye On Life

Dr. Jan Roberts is not your typical chiropractor. He continues to build a thriving practice—Healthquest Chiropractic—in Farmington, Maine by focusing on doing things consistently. “We invest in a highly-trained staff, systems and procedures,” noted Dr. Roberts, “This allows our Healthquest doctors to focus on patient care. The staff keeps the practice running like a well-oiled machine.”

“Personally, this has allowed me to focus on our practice and to help more people,” continued Dr. Roberts. “We recently completed a major renovation and update of the clinic which couldn’t have been accomplished without the staff and systems we have in place.”

## History

Dr. Roberts, a 1979 graduate of Logan College of Chiropractic and member of the Maine Board of Chiropractic Licensure, discovered chiropractic after being injured in a ski accident. “I skied professionally for two years after getting my bachelors degree,” he told The Activator Advantage. “I was severely injured in a race course crash, and after six weeks of traditional medical care was progressively getting worse. Chiropractic care helped me immensely and quickly and that’s when I decided I wanted to be able to help as many people as I could by being a chiropractor.”

“I heard about Activator while still at Logan, but after I graduated, I began practice as a Diversified practitioner. While attending my second Activator seminar, I realized just how amazing the Activator Method was. The beauty of a step-by-step procedure to find where, when, and when not to adjust the patient, was something I was missing with my Diversified technique. I went home and changed my practice to 100% Activator the next Monday morning and we have just kept growing.”

## The Practice

‘Reproducibility Leads to Consistent Growth’ is one of the advantages that Dr. Roberts has noticed with the Activator

Method. Having all doctors possess an Activator Proficiency Rating allows for consistent growth. “Having consistent evaluation, diagnostic and treatment procedures, increases the patient’s comfort, confidence, and results,” notes Dr. Roberts. “Over the years, I have had six associates work in the practice. Each has been Activator Advanced Proficiency rated and all have performed excellently. Dr. Roberts goes on to note that one major benefit of using Activator doctors is that his

*“We are dedicated to delivering world-class professional, personal, efficient, effective and on-time care resulting in enthusiastic patients who pay, stay, and refer.”*

### Healthquest Chiropractic Motto

Roberts. “To provide a seamless continuity between doctors is a great advantage”.

Confidence that his practice is running smoothly has allowed Dr. Roberts the time necessary to be appointed as the first chiropractor for the US Pro Ski Tour, treating members of the US Olympic Ski Team. In addition to the US Ski Team, he has also treated a gold medal, Tae Kwon Do Olympian. Whether it is treating elite Olympians or young athletes with a dream, helping restore functionality for his diverse patient base makes it all worthwhile. Dr. Roberts adds, “Traveling to over 20 countries is another very nice benefit!”

Dr. Roberts’ current associate is Dr. Jason Steinhouser, a 2002 graduate of Los Angeles College of Chiropractic. “Dr. Steinhouser has been another great addition to our practice,” noted Dr. Roberts. “I look for potential associate doctors who are proficiency rated or advanced proficiency rated because I know they have a solid background necessary to blend into our practice.

With all the success he’s had in growing his practice, we asked Dr. Roberts what he looked for in an associate.

“When we are ready for a new associate, beyond the Advanced Proficiency Rating, we look for character, a burning desire to become the best doctor they can be, and in our clinic’s case, they must pass the staff group interview,” he mentioned.

## Life Happens

Dr. Roberts lives by the motto, ‘retire early and often’ and focuses on his five passions: travel, learning, chiropractic, skiing, and family. His wife Ellen is a professional visual artist with a master’s degree in fine arts from Cranbrook Academy of Art. His oldest son David, 15, is a soccer player, skier, and professional magician; and Dylan, 9, is an avid reader, skier, and soccer player.

As for his star associate, Dr. Steinhouser is the son of two chiropractors. He and his wife Sheila have three girls. Like Dr. Roberts, he is a sports enthusiast, an excellent competitive swimmer, rock climber, and surfer.

“Using Activator Methods daily results in longevity for the doctor due to the improved ergonomics of standing up while adjusting as well as the decreased physical stress that is inherent in manual adjusting,” added Dr. Roberts. “As for our lifestyle, we strongly believe that practicing the Activator Method allows us to lead lives that give us the freedom to focus on our families and our other passions,” noted Dr. Roberts. “We would highly recommend it to any chiropractor.”



*Dr. Jan Roberts says he ‘Retires early, and retires often’ so he can follow his passion for skiing and other outdoor sports due to the greatly systematized Activator protocols and processes and hiring of an Activator Proficiency Rated Associate.*



1997 • AMI publishes its first textbook. It is the first comprehensive textbook for the Activator Methods Chiropractic Technique.

1997



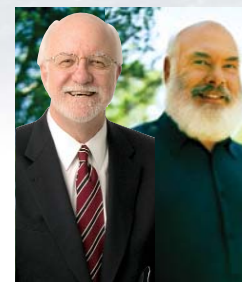
2001 • The Activator III adjusting instrument is introduced. Unlike its predecessor, the Activator III is equipped with a force control frame and automatic pre-load.

2001



2004 • The Activator IV is introduced. This improved model included a brand new high speed setting for the cervical spine. This fourth generation instrument combined the feature benefits of the Activator II and Activator III.

2004



2007 • Dr. Fuhr and Dr. Weil affiliation make Activator doctors accessible to millions. Andrew Weil, M.D., the internationally recognized pioneer of integrative medicine, grants exclusive rights to Activator Methods as the official provider of chiropractic referrals for his hugely popular website www.DrWeil.com.

2007



2007 • Activator Methods International, Ltd celebrates its 40th anniversary as the number one instrument adjusting technique in modern chiropractic history.

40TH ANNIVERSARY ISSUE

# Activator Seminars Keep Getting Better and Better: Attend One This Fall and Celebrate 40 Years of Activator Methods!

To some, all seminars seem alike. But, many are discovering Activator seminars are a cut above the rest. And the fall seminar season promises even more excitement with the integration of new seminar programming.

The excitement was obvious at the spring Activator seminars - with record attendance (including hundreds of students), the anticipation of the new Weil Lifestyles/Activator affiliation, and the buzz surrounding the many new strategies and efforts of Activator Methods International.

"This has been our most exciting seminar season ever," noted Activator President Judi Fuhr. "The Weil announcement has energized our doctors as they see the potential for chiropractic to expand outside the normal 10% of the population currently being seen. And the results of our strategic college initiative were clearly evident."



This fall promises an exciting change to our seminar line-up. Beginning in Minneapolis in September, our Saturday morning program will focus on the integration of clinical patient care management. "Our Clinical Advisory Board has been working for some time on assembling the necessary components to launch this improvement to the Activator Method," noted Dr. Arlan Fuhr, Co-Founder and CEO. "I am very pleased to see their hard work come to fruition." Doctors should register as soon as possible, as expectations for attendance records are high.

The Fall Seminar Track III for advanced Activator doctors will feature the integration of technology into the Activator practice.

**Call 1-800-598-0224 to register for the seminar city of your choice. You'll want to make sure your seat is reserved.**

## Discover The Activator Seminar Advantages

- Hands-on technique instruction
- Fully certified instructors
- Practical information you can use Monday morning
- Three tracks depending on your need
- Earn CE credits

### FALL 2007 ACTIVATOR SEMINAR SCHEDULE

<b>St. Louis</b>	Sep 15-16
<b>Minneapolis</b>	Sep 22-23
<b>Toronto</b>	Sep 29-30
<b>San José</b>	Oct 6-7
<b>Chicago</b>	Oct 13-14
<b>Dallas</b>	Oct 13-14
<b>Atlanta</b>	Oct 20-21
<b>Detroit</b>	Oct 27-28
<b>Orange County</b>	Oct 27-28
<b>Newark</b>	Nov 3-4
<b>Seattle</b>	Nov 3-4
<b>Boston</b>	Nov 10-11
<b>Phoenix</b>	Nov 17-18
<b>Hawaii</b>	Jan 24-26, 2008

**Introductory Offer:** If you've never been to an Activator Seminar call to find out if you qualify to **SAVE \$205!**

**Chiropractic Students:** Call to ask how you can get a **FREE** 40th Anniversary seminar.

**Proficiency Rated Doctors:** Register online and receive **10% OFF** any seminar.

To register online visit [www.activator.com](http://www.activator.com)  
Or call **1-800-598-0224**



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