



SCNM *Now*

The National Newsletter of Southwest College of Naturopathic Medicine

www.scnm.edu

SPRING 2006



Could Natural Medicine be your natural habitat?

Find out at SCNM's Open House events on Saturday, March 11 & Tuesday, March 14. (See page 4.)

Gaia Herbs Sponsors Botanical Medicine Department

Gaia Herbs has committed to a four-year \$200,000 exclusive sponsorship for Southwest College of Naturopathic Medicine's Botanical Medicine Department.

Ric Scalzo, president of Gaia Herbs and a master herbalist with more than 25 years of experience, made the announcement Wednesday, Jan. 25. Gaia Herbs has financially supported Botanical Medicine studies and research for several years at SCNM. Collectively, the College has received nearly \$500,000 from Gaia Herbs — the largest funding for Botanical Medicine ever made to a Naturopathic Medical college.



Ric Scalzo

The primary objective of this sponsorship is to establish SCNM as the Naturopathic School with the strongest botanical medicine training and research for physicians, as well as highlight Gaia Herbs as the leader in the production of the highest quality plant medicines.

Dr. Patricia Gaines, Chair for the Botanical Medicine Department at SCNM, indicated her happiness with Scalzo's announcement. "I am thrilled to partner with Gaia," she said. "This partnership will help bring our College to a new level of expertise in Botanical Medicine as well as establish us as the leading educators in the field." Dr. Gaines has worked closely with Ric Scalzo over the past year to

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Dr. Rick Kirschner to Teach at SCNM

Renowned best-selling author and motivational speaker to teach Mind-Body course at SCNM

Dr. Rick Kirschner, renowned bestselling author and speaker, will be coming to SCNM in February as an Adjunct Assistant Professor to teach a newly revised Mind-Body course which will be both experiential and interactive in content. At a clinical level, the course will focus on how to better handle stressful clinical communications by understanding what is meant beyond the actual communication between two parties. Understanding attitudes, behaviors and

assumptions in communications and personal interactions is crucial in learning to become a skillful and persuasive physician. "I am really excited to be joining the faculty at SCNM," says Dr. Kirschner. "It's thrilling to be part of the education of our future doctors."

Dr. Kirschner has had a very successful and rewarding career, having coauthored the internationally bestselling book *Dealing With People You Can't Stand* and all-time bestseller series *How to Deal With Difficult People*. Other accomplishments include the books *Life by Design*, *Dealing With Relatives* and *Love Thy Customer*. He is a much sought after speaker and trainer by Fortune 1000 corporations and organizations,

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From the *President's* Office

Since the phrase "Discover the Physician Within You: Change the World Around You," is on the front cover of the SCNM catalog, it is obviously directed at current and prospective Naturopathic Medical students. However, it is also true of nearly everyone associated with the College. People who come here from all over North America to study, teach and staff Southwest College, those who serve as Trustees, and thousands of donors and supporters, typically say that they are drawn to this school's determination to leading the way by advancing Naturopathic Medicine, caring for the medically underserved and finding effective natural treatments for the growing epidemic of chronic diseases like Diabetes, Environmental Illness, Childhood Developmental Disorders, Hypertension and Heart Disease that are afflicting people of all ages.

The beginning of the year is an ideal time to reaffirm our commitment to being the leader in Naturopathic Medical education. We start this year with exciting news: a wonderful donation from Gaia Herbs, the company that continues to set new industry standards in researching, cultivating and manufacturing Botanical Medicines.

In addition to their financial support, Ric Scalzo, Gaia's president, is a true partner in developing a Botanical curriculum that integrates classroom, laboratory, field and clinical studies.

This month welcome Dr. Rick Kirschner to our community. As an adjunct professor, Dr. Kirschner will teach a 20 hour course on healthy communication to incoming students. Why do Rick and many other



Dr. Kirschner being interviewed on AM Northwest, KATU 2, an affiliate of ABC

outstanding clinicians, educators and researchers affiliate with Southwest College? Because *they* share our dream of creating a community that is committed to transforming health and healthcare and *we* will go to any length to bring the best and brightest in the world of healthcare to our school.

In January, a Southwest College contingent, comprised of a resident, 10 students and me, flew to Albany to help lobby for licensing Naturopathic Medicine in New York. We were a part of history as the Higher Education Committee (who oversees the health professions) passed the bill, moving it onward to the Senate floor. For the past year, the College played a major role in this effort by partnering with the New York Association of Naturopathic Physicians (NYANP) to work with the Medical Society and other stakeholders to make licensure a reality.



From L-R: Dr. Paul Mittman, NY State Senator Kenneth P. La Valle, Dr. Donielle Wilson (NYANP President & Legislative Chair), and Dr. Steve Nenninger

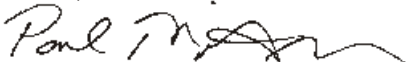

In the coming months, please look for our updates on Diabetes, Environmental Medicine, a Children's Health program, and an exciting opportunity to create a new Community Health Clinic. This year our campaign to build a new Environmental Medicine Health Center will also kick into high gear as we work with architects in the design, and pursue donations and support to create an Eco-Effective clinic that will set new standards in the Naturopathic Profession.



Our future Medical Center

Thank you for supporting Southwest College and Naturopathic Medicine. You help make it possible for us to contribute to the future of Naturopathic Medicine and to transform health and healthcare.

Peace,


Dr. Paul Mittman, President/CEO 

Using Botanical Medicine to Bring the Body in Balance

Botanical medicine can be used to address constitutional imbalances and change the patterns of imbalance.



about patricia gaines

Dr. Patricia Gaines graduated from Bastyr University in 2002 with a degree in Naturopathic Medicine. She continued her training at SCNM in Tempe, Ariz. where she completed a two-year family practice residency. She is the Chair of Botanical Medicine at SCNM, as well as an assistant professor and clinical supervisor at Southwest Naturopathic Medical Center. She also supervises students providing Naturopathic medical care at Sojourner Center, a Phoenix-based domestic violence shelter for women and children.

Dr. Patricia Gaines is passionate about botanical medicine and ethnobotany. As Dr. Gaines treats acute and chronic disease using nutrition and lifestyle counseling, homeopathy and botanical medicine, she considers the whole person in her medical assessment and evaluation. Dr. Gaines believes that herbs and botanicals can be used as safer alternatives to other traditional medications.

As a Naturopathic doctor she focuses on treating the individual and creating formulas to fit each person's constitution. By constitution, Dr. Gaines says that each person has certain predispositions to disease, with contributing factors such as genetics, environmental, dietary and lifestyle choices, all of which may affect the individual. She looks at all these factors in her assessment and evaluation of the patient in order to formulate their unique, individualized treatment. The intent is not to just treat the symptom or symptoms but to get to the root cause and treat the "constitutional imbalances."

Dr. Gaines is an advocate in her field. Over the past year she has worked with Gaia Herbs and its Founder/President, Ric Scalzo, to develop the botanical elective "Botanical Medicine in the Appalachian Mountains," which is a two-week intensive course that is taught during the summer at the Gaia 250-acre site and facilities in North Carolina, surrounded by the beautiful Blue Ridge Mountains and Pisgah National Forest. The course involved 14 Naturopathic students and physicians and was taught by Ric Scalzo and Dr.

Gaines. Guest speakers included Doug Elliott, Corey Pine Shane, Omar Cruz and Kevin Spelman speaking about formulation, assessing botanical quality, Ayurvedic and Western use of specific plants and folk use of local plants. Students also spent time in the on-site lab analyzing Echinacea for active constituents. For more information on Gaia Herbs, visit their website at www.gaiaherbs.com.



Hydrastis

The 2006 Gaia Herb Farm Elective is in the planning process. Students will be able to hike through the Blue Ridge Mountains and Pisgah National Forest and learn about this biodiverse region, which is home to some of the most important medical plants including Bloodroot, Blue and Black Cohosh, Wild Yam, Poke Root and others. They will learn first hand how quality botanical products are grown, harvested,



tested and manufactured. For more information on this elective, contact Dr. Gaines at p.gaines@scnm.edu.

Dr. Gaines is also involved with organizing the Southwest Conference on Botanical Medicine which will be held at SCNM on April 8-9.

A number of prominent speakers will be participating and topics of discussion will include botanical therapies for headaches, managing leukemia, allergies, respiratory disease, inflammation, irritable bowel syndrome, declining cognition at any age and a two-part series on the latest research for cancer prevention and treatment.

For more information on the conference go to the website www.botanicalmedicine.org or call 1-800-252-0688.

Dr. Gaines shares her thoughts on the career path she has chosen, "I feel passionate about being a Naturopathic Doctor. There's truth to our medicine as it honors the body's inherent ability to heal itself." Dr. Patricia Gaines exemplifies dedication and commitment as a teacher and a physician at Southwest College of Naturopathic Medicine and Southwest Naturopathic Medical Center.

By Patricia Bannon 

SCNM's Open House

Whether you're a prospective student, a prospective or current patient, a health-care practitioner, health food industry professional or just interested in learning more about naturopathic medicine, this is one event you'll want to attend.

Southwest College of Naturopathic Medicine's Natural Medicine Open House

Saturday, March 11 ~ 9 am to 5 pm & Tuesday, March 14 ~ 5 pm to 8 pm
This event is free and open to the public.

Open House is always one of SCNM's most popular events and truly the best way for prospective students to get a sense of the culture, energy and passion that drives SCNM and its community of learners and educators. All activities are held at our main campus located at 2140 E. Broadway Road, Tempe, AZ 85282.

Activities include: presentations by experts in the field of naturopathic medicine; demonstrations by renowned naturopathic physicians; free blood pressure checks and limited acupuncture treatments; information that every patient should know; information sessions with physicians, Admission and Financial Aid representatives; tours of the campus and medical center, and a Q&A panel with leading experts in the field of naturopathic medicine, naturopathic medical students and clinicians.

Don't miss this opportunity to experience the growing field of natural medicine. To register for this free event, visit our website at www.scnm.edu/admissions/open_house.php or call the Admissions Office toll free at 1.888.882.7266.

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develop a botanical elective for SCNM, entitled "Botanical Medicine in the Appalachian Mountains." It is a two-week intensive course that is taught during the summer at the Gaia 250-acre site in Brevard, N.C. The course was first introduced in 2005 and the 2006 elective is in the process of being developed. In the course, students learn about formulation, assessing botanic quality and the use of specific plants in Botanical Medicine. They also learn first-hand how quality botanical products are grown, harvested, tested and manufactured.

Dr. Patricia Gaines, along with Dr. Paul Mittman, President/CEO of SCNM, Dr. Linda Kim, Director of Research, and Susan Kavanaugh, Director of Advancement, worked collaboratively with Gaia Herbs in 2005 to secure the funding for the sponsorship.


The funds will allow SCNM to advance botanical and clinical training for students, partner in botanical research, create educational opportunities for residents and faculty, and increase awareness of Gaia Herbs at SCNM. Additional sponsorship objectives are to:

- Strengthen and expand the Botanical Medicine curriculum at SCNM, offering a selective tract option to students interested in expanding their knowledge of Botanical Medicine.
- Create a focused Botanical Medicine rotation at SCNM where students can treat patients based on presenting signs and symptoms, as well as considering their constitutional predisposition.
- Increase the competency of graduating students in the application of Botanical Medicine.

- Increase the number of graduating students who use Botanical Medicine as a primary modality.
- Continue to partner with Gaia Herbs in future botanical research and in executing a summer elective at Gaia Herb Farms.

Gaia Herbs is a certified organic grower and producer of extremely high-quality herbal products for the natural product and health professional industry. All growing, manufacturing, processing, researching, packaging, and distribution takes place at their state of the art facilities.

"Gaia Herbs exceeds all industry standards for quality control. They produce exceptional products in terms of medicinal activity and concentration," Dr. Gaines said. "They are a vertically integrated botanical company. Not only do they have a 250-acre organic farm growing medicinal herbs on site, but they also produce the botanical medicines in the same location. Additionally, they have an onsite analytical lab. There is seasonal variation in active constituents of plants and Gaia uses its analytical lab to test for the precise moment of harvest."

In addition to the botanical course Gaia sponsors with SCNM, the company conducts multiple educational tours to train clientele about the values of organically grown and produced plant medicines. 

**For more information, visit Gaia Herbs
online at www.gaiaherbs.com.**

Alumni in Action

Health Coaching – Lifestyle and nutritional solutions to enhance personal performance and prevent disease

Dr. Gregory Kelly graduated from SCNM in 1996. He is currently Vice President of Research and Development and Chief Medical Officer of Health Coach Systems International Inc. where he co-develops progressive training and certification programs for health professionals to stay abreast of new sciences and their application in healthcare. He is the co-founder of 3Docs.Org, and is an associate editor of *Alternative Medicine Review*. Dr. Kelly has published numerous articles on various aspects of natural medicine and nutrition, and contributed three chapters to the *Textbook of Natural Medicine, 2nd edition*. His areas of special interest and expertise include weight management, the role of stress in health and disease, chronobiology of performance and health, and mind-body medicine.

Dr. Kelly has taught courses on Advanced Nutrition, Doctor/Patient Relationships and Counseling at The University of Bridgeport College of Naturopathic Medicine, Bridgeport, Conn., and Sports Nutrition at SCNM. Dr. Kelly can be contacted at drgreg@healthcoach.com.

Dr. Kelly was recently interviewed by Jane Hawthorne, with the Office of Alumni at SCNM. His candid and informative interview follows.

Q: How did you get interested in Naturopathic Medicine?
While I became interested in nutrition and fitness when I was about 21, I had no real interest in medicine until going through a personal challenge when I was 26. Growing out of this experience my previous metaphors about health, disease, symptoms, cause, and ultimately what really mattered were all shaken apart and reassembled. Several of the key realizations I had at that time were concepts such as (1) the unity of disease; (2) deep causes can underlie superficial symptoms; (3) the need for personal accountability; and lastly (4) it is not always what you do but why you do it that affects how our bodies respond. About three years later, while living on Oahu, HI, I was fortunate enough to meet Lori Kimata, N.D., who was living many of these precepts. My interest in pursuing a Naturopathic Medical education grew out of the admiration I had for her and the work she was doing.

Q: What brought you to SCNM specifically?
While interviewing at National College of Naturopathic Medicine (NCNM) in the spring of 1993, I met three different students. Each said they had



Dr. Gregory Kelly

heard a new school would be opening in Scottsdale, Ariz. The consensus was that if they could have a do-over, they would check it out. Being a bit of a slow learner, I, of course, completely ignored their advice. My second day back home (Honolulu, HI), I met a man who was visiting from, of all places, Scottsdale. This synchronicity was basically my 'tipping point.' I called SCNM, had an application by the end of the week, and an interview a few weeks later. The interview process was so much more intimate and left me feeling much more wanted than what I had experienced at NCNM. Going to SCNM just felt right and in retrospect, it was the right choice for me. I feel extremely privileged to have been a member of the inaugural class. Those first years, as SCNM grew from a few rooms to a clinic, and ultimately a new campus in Tempe, was one of the most special times of my life.

Q: What led to your current position?
My current position is co-owner of Health Coach Systems with Dr. Mark Percival. I first met Mark while he was speaking at the Osborne campus in Scottsdale in the early Fall of 1993. He overviewed his work as a Health Coach and the need to provide principle-centered healthcare. More than any other health professional I met during my school years, Mark's message resonated with me, and, I decided I wanted to be a Health Coach. In 2000, while speaking at an international conference in Australia, my path crossed

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Virginia

Naturopathic Licensure Activities

This year lawmakers in Virginia are considering a proposal to license Naturopathic Physicians. Licensing Naturopathic Physicians in Virginia became an important battle after the District of Columbia passed licensure in 2004 because unlicensed naturopaths practicing on the border pose a serious medical risk to innocent patients.

According to the National Center for Complementary and Alternative Medicine (NCCAM), an agency of the National Institutes of Health (NIH), 62% of American adults use some form of alternative medicine. With that many people turning to alternative care, ensuring quality care by certified professionals has become critical. In a study performed by Virginia Department of Health Professions last year, over 100 unlicensed practitioners are claiming to be Naturopaths. This poses a risk to patients who are unable to differentiate a licensed Naturopathic Physician from a "traditional" or unlicensed Naturopath. The study also found that there had been cases in which patients had been seriously harmed by people claiming to be naturopaths.

Up until 1980 Virginia issued licenses to naturopaths. Over time the number of licensed naturopaths either moved or retired, reducing the number of qualified Naturopathic Physicians in Virginia.

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speaking on issues related to health, change and communications. He has also contributed to numerous articles for newspapers, magazines and newsletters.

Dr. Rick has roots at SCNM, where he and his wife were early financial donors to the College. He shares that his interest in public speaking began as a third-year student at NCNM (graduated in 1981), during which time he took an extracurricular course of study in the area of Mind-Body medicine. This inspired his offering the course, "The Magical Nature of Communication" to share what he had learned with fellow students. Dr. Kirschner's background and work as a Naturopathic Physician has lead him to the realization that clear values combined with intentional communication serve as the foundation of healthy relationships and a high quality of life.

Throughout his career, Dr. Kirschner has developed a unique and highly successful presentation style, combining high energy, comedy, hard-hitting stories,

Among the issues policymakers are reviewing is who may call themselves a Naturopathic Physician. Currently people who have not attended one of the four US accredited Naturopathic Medical Colleges may call themselves "naturopaths" in Virginia. Some of those "practicing" naturopathy have attained certificates or degrees from online "schools" where there is no clinical training. Naturopathic Physicians from accredited schools have the same strict pre-medical requirements as allopathic medical schools followed by four years of intensive basic and clinic medical sciences. Naturopathic licensing will ensure Virginians that their Naturopathic Physician is trained at an accredited school and follows recommendations on Continuing Medical Education credits (CME).


With over \$30 billion dollars being spent on CAM a year, most of it out-of-pocket, Americans are pressuring insurance companies to reimburse their alternative treatments. Gaining licensure in Virginia is the first step towards qualifying for third-party reimbursement. This allows people from all income levels to have access to better healthcare.

There are 14 currently licensed states: Alaska, Arizona, California, Connecticut, Hawaii, Idaho, Kansas, Maine, Montana, New Hampshire, Oregon, Utah, Vermont, and Washington. The District of Columbia, Puerto Rico and the Virgin Islands also have laws regulating Naturopathic Physicians.

By Robyn Mulia 

dramatic skits and education through entertainment to achieve results for his clients and audiences, both nationally and internationally.

As an entrepreneur, Rick has delved into other areas of interest and promotion. He established "Talk Natural Productions," a media creation and web-content firm. His artistic and surprising website, <http://www.theartofchange.com> was self-created. He has a joke page, photo page and music page with his own created MP3s! You can find all of this in the "gallery" section of his website.

Southwest College of Naturopathic Medicine welcomes the knowledge, talent and enthusiasm of Dr. Rick Kirschner to its campus and as a member of our faculty. The Mind-Body course this Spring promises to be an exciting and educational experience for all participants. 

The Southwest Conference on Botanical Medicine

will be held at SCNM on April 8 - 9, 2006. The conference emphasizes botanical therapies for chronic diseases and also features herb walks in the desert. A number of prominent speakers will be participating and topics of discussion will include botanical therapies for headaches, managing leukemia, allergies, respiratory disease, inflammation, irritable bowel syndrome, declining cognition at any age and a two-part series on the latest research for cancer prevention and treatment.

For more information and to register, go to the website www.botanicalmedicine.org or call 1-800-252-0688.

Student Life

at

SCNM

It's a Family Affair at SCNM

Siblings share their experiences at SCNM

Garrett and Heather Wdowin are brother and sister as well as future naturopathic physicians. Both are medical students at Southwest College of Naturopathic Medicine (SCNM).



Garrett Wdowin and Heather Wdowin

Garrett Wdowin was recently elected by fellow students to be the new Student Government Association president at SCNM. He began his term several weeks ago and is already ramping up in his responsibilities with transitional support from his predecessor, 2005 SGA president Jason Jensen.

Garrett first became interested in the SGA through the friendships he developed with some of the earlier presidents and through his interactions with many of his fellow students. With an outgoing and sincere personality, Garrett has made many friends at SCNM. He was encouraged by some of his fellow students and predecessors to pursue this leadership role. As a natural communicator, with strong organizational skills, Garrett is prepared to act as the "mouth-piece" for the student body, adhere to the SGA by-laws, and be the liaison between students and administration at SCNM.

Garrett Wdowin is a third year medical student at SCNM. He first became interested in SCNM due to the enthusiasm and interest his sister Heather expressed. Heather is a fourth year medical student, also at SCNM. Garrett earned his B.A. degree in history and biology from Brown University in 2003. He was also an outside linebacker for the Brown football team some forty pounds ago. After graduation, many of Garrett's



SGA President Garrett Wdowin enjoys the gardens at SCNM.

friends began to pursue careers in the financial sector, but Garrett was pulled in a different direction.

The Wdowin family has their roots in the small town of Westdale, in central New York state. Their mother is a teacher and their father a woodworker, artisan and avid environmentalist. For a time, the family owned a health food store, so living a healthy lifestyle has always been a natural and comfortable state for both Garrett and Heather. The health-conscious environment Garrett and his sister experienced in their formative years has led them both to pursue careers in Naturopathic Medicine. As a medical student, Garrett is very interested in learning about naturopathic treatment modalities in the management of pain.

In a recent discussion, he shared some of the issues and concerns he would like to address in his new role as SGA president. "I view myself as a goodwill ambassador for the students to keep their morale high as well as deal with the issues and concerns most important to them," says Garrett. He looks forward to developing good relationships with the president, provost and dean of students so he can responsibly and most effectively represent the study body.



Heather Wdowin and Garrett Wdowin

The new SGA president plans to look at student issues such as healthcare insurance, continuing beautification and improvement projects on campus and at the Medical Center, and the addition of a wheel of meditation to be jointly cared for with the Native American community.

By Patricia Bannon 

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Mark's again, and we have been collaborating and working together since. My real passion (and the primary reason I went to naturopathic school) was to become a writer and speaker, with the end goal of influencing the health decisions and outcomes of millions of people.

Q: What is most important to you about Naturopathic Medicine and the possibilities contained within Naturopathic Medicine?

To me Naturopathic Medicine is far more than just the modalities we offer; it is not so much 'what' we do but really the 'why' behind what we do. It is about giving people access to more resources at the end of the day than they had at the beginning. It is about assisting them to remove existing obstacles that are obstructing their ability to enjoy improved health and well being. It is about relationships, with the internal and external world, and, sometimes, even more importantly, it is about creating new understandings about and relationships with their body. To me the real magic within Naturopathic Medicine is leaving a person with possibility where previously limitation had resided.

Q: How do you see your work changing in the next 5 years?

Three things: (1) the power virtual systems, tools, and education have to impact the masses (and to revolutionize our practices); (2) the erosion of the corporate based insurance paradigm (an entitlement based approach) which is being phased out and replaced by flex spending, and health savings accounts (personal responsibility based wellness); and (3) the emergence of new sciences of chronobiology, complexity science, and network

theory. I believe we will all see a revolution in healthcare. So what I really see is that not only I, but we as a profession, will be able to impact more and more people with greater ease than in the past.

Q: Is there anything else that you would like to share with us?

One of the single most profound things we can do is to assist our patients to change the meaning they have been attributing to the ongoing experience in their body. This can be amazingly powerful. At least for me, a useful starting place is to assume the patient is telling me something similar to the following monologue: "Something is occurring in my body that I don't understand. It does not seem normal to me and so I am concerned and confused. I either (1) can't think of any story that explains this experience in a way that is comforting or makes sense to me, or, (2) my current story around this experience in my body is "increasingly uncomfortable" if not downright "frightening." I came to see you because I was really hoping that you would help me to come up with a better story about this ongoing experience." First and foremost, I view it as my job to help this person come up with this "better" story. 🌿



Look for our next successful SCNM Alumni story in our SUMMER 2006 edition.

SOUTHWEST COLLEGE OF
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& Health Sciences

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