



**NEWS
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Rochester Chiropractor Attends 18th Anniversary Fitness Conference With Governor Arnold Schwarzenegger

Arlington, VA: Dr. Frank L. Grayson of Rochester, New York was among a select group of doctors of chiropractic from around the world invited to participate in the 18th Annual Symposium on Natural Fitness held March 5-6, 2010 in Columbus, Ohio. Held annually in conjunction with the Arnold Schwarzenegger Sports Festival, this unique event again welcomed hundreds of enthusiastic doctors of chiropractic, students, and friends from around the world. Sponsored by the Council on Fitness and Sports Health Science of the International Chiropractors Association, this event celebrated its 18th Anniversary in 2010.

Governor Arnold Schwarzenegger again highlighted the 2010 ICA chiropractic conference with his personal appearance before the packed Symposium audience. This year he took additional time at the podium to make a special presentation highlighting chiropractic's vital role in meaningful health care reform. A strong advocate of chiropractic care for people of all ages, Governor Schwarzenegger shared his thoughts about the importance of chiropractic care and his appreciation of its ability to help people on many levels, stressing the importance of chiropractic as a significant means of prevention and its preventive function as a key component of health care reform. Governor Schwarzenegger spoke about his observations and experiences with chiropractic's value from the podium, telling the audience:

What I love about chiropractors is that you say, 'OK, we can fix you up when you have an injury and we can help you when you're sick, we can help you with all kinds of different things.' But what you are really saying in your profession is, 'look, why don't you come to us before you get sick, before you have a problem with your back, before you have a problem with your shoulders or elbows.' ...Prevention, it's all about prevention.

Governor Schwarzenegger also spoke about his own personal experience with chiropractic, recognizing the care he received throughout the years in relation to his success in championship bodybuilding and for his ability to maintain such a rigorous public service, travel and appearance schedule. He commented on developments in health care reform

If you don't have prevention as a big part of the health care reform, you have nothing, you have absolutely nothing! This is why I say that prevention is the answer.

Commenting on the importance of including incentives for healthy living and prevention in health care reform and linking the chiropractic profession to the benefits of health and prevention, he noted,

We know it (prevention) works. And we know that you (chiropractors) are in the right profession. Because you are really in a profession that saves people money, and it brings the health care costs down. This is what I love about your profession. You are the most incredible profession, you always help people.

Following his presentation, Governor Arnold Schwarzenegger was recognized with an honorary lifetime membership in the ICA Fitness Council Hall of Fame, presented by Fitness Council president Dr. Gerry Mattia and assisted by ICA President Dr. Gary Walsemann and ICA Chairman of the Board Dr. John K. Maltby. The remarks made in conjunction with presentation of the award highlighted Governor Schwarzenegger's commitment and accomplishments throughout his long career in championship sports competitions as well as his extensive experience as an athlete, public servant, and chiropractic patient.

Governor Schwarzenegger personally presented the Arnold Schwarzenegger Scholarship award for 2010 to the recipient, Student Dr. Andrew Schieber, a member of Student ICA and President of the SICA Chapter at Palmer College, whose essay was chosen from this year's selection of scholarship contest submissions. The 2010 essay theme of "The Human Spine – A Structure Designed to be in Motion" was chosen to focus awareness and attention on the important relationship between healthy exercise and a healthy spine.

This year's Symposium program included special champion athlete guest Mr. Lee Haney, 8-time Mr. Olympia and a colleague and co-competitor with Arnold in bodybuilding championships. Speaking eloquently about many aspects of chiropractic's clinical efficacy in enhancing sports performance and managing injury prevention and injury recovery, he shared insights about his personal experience with chiropractic and sports performance. "I know the importance of chiropractic care. Because you can't be structurally well, or psychologically well, unless you are physiologically well and in balance."

Featured guest presenters on the educational program, cosponsored by Life Chiropractic College West, included: Dr. Christopher Colloca, a preeminent chiropractic educator and researcher who presented new insights on neuromechanical advances in chiropractic for athletic performance enhancement; Dr. Pete Gratale who joined forces for an ESPN-veteran teaching reunion with champion Lee Haney; Dr. John Downes, Dr. Ken Kinakin, Dr. Gerry Mattia, Dr. John Maltby, Dr. Ron Kirk, and Dr. Victor Naumov.

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The ICA Natural Fitness Symposium focuses on the close relationship between fitness and health, and brings together the worlds of athletic competition, exercise and fitness, and chiropractic science to educate all participants on the value of natural health through exercise. Through clinical presentations and lectures combined with practical demonstrations, the Symposium provides the latest information available, including current research and breakthroughs in training strategies, on the development of optimum performance in sports and training on injury prevention in the context of chiropractic care.

The ICA Symposium presents a powerful educational event each year, bringing together top authorities in sports chiropractic with celebrities from the fitness world for a weekend filled with a unique combination of information and inspiration. The Arnold Sports Festival in Columbus, Ohio—with the Arnold Schwarzenegger Bodybuilding Classic as one of the world's most prestigious annual bodybuilding championship events—is the world's largest multi-sport fitness weekend involving over 18,000 athletes competing in over 40 competitions, demonstrations and events, including 12 Olympic sports, at five premier venues as well as the concurrent ICA Symposium on Natural Fitness.

Chiropractic offers athletes of all sports, and individuals of all ages exercising at any level, a natural, drug-free way to achieve peak performance, prevent injury and maintain a rigorous training schedule. Chiropractic participation in the Arnold Schwarzenegger Sports Festival Weekend with the Arnold Bodybuilding Classic Championship, with a growing range of Olympic-level and World-class sports competitions, highlights the powerfully positive and rapidly growing relationship between sports, fitness, athletic performance, and chiropractic.

Dr. Grayson is a 1984 graduate of Texas Chiropractic College in Houston, Texas, and earned postgraduate credentials in Chiropractic Sports with CCSP certification in 2004. In practice for over 25 years, his office, located at 121 Rue de Ville in Rochester, New York, also offers massage therapy and spinal decompression. Active in his community, Dr. Grayson has served as President of Brighton Chamber of Commerce since 1996. Dr. Grayson is a member of the ACA and New York State Chiropractic Association, and he has served as an examiner for the National Board of Chiropractic Examiners from 1998 to the present.

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(PHOTO AVAILABLE)



Arnold Schwarzenegger and
Dr. Frank L. Grayson