

EAGA Business Builder

Volume 13

Issue 09

eaganm.com

February 28, 2017

Today's speaker was Dr. Rion Marcus, D. C. —New Mexico Chiropractic Center



Dr. Marcus is a New Mexico native. Albuquerque, actually. He graduated from La Cueva High School in 2002; received a degree in biology from UNM; and his Doctorate of Chiropractic degree from University of Western States at Portland, Oregon in 2012. At some point, Rion also attended Kent State University. There wasn't mention of a formal degree from that institution, but he did come away from that experience as a changed man; and the owner of a broken neck. Acquiring a broken bone of any sort is not something usually found in a college course syllabus, so how did Mr. Marcus accomplish the task? Apparently he was in a wrestling match and felt the need to attempt a specific type of escape maneuver, but with unexpected results. He landed on his head; noted a stretching

sensation; heard a 'pop'; saw stars and passed out for a minute. He was immediately evaluated at the scene (probably by someone using the NFL's 1980's concussion protocol guidelines) and was cleared to finish the match. Obviously, the escape maneuver was successful. Rion also pinned his opponent within the next few minutes. Although he won, I suspect that Rion does not recommend teaching that technique to other wrestlers. When the seriousness of his injury was discovered, various medical doctors had various recommendations, but almost all would have resulted in a life with minimal physical activity and/or a substantially diminished range of motion for his upper torso. The one exception was a chiropractor. Rion's broken neck has never healed, in the traditional way. It is a "stable fracture". The bone remains disconnected, but is supported, and held in place, by the strengthened ligaments and surrounding soft tissues. When considering Rion's current extracurricular activities, it is apparent that he has definitely not allowed the injury to become a major hindrance. He is an avid outdoorsman (we saw the Javelina that he got during a recent bow hunting trip); a golfer (well maybe not in the truest sense, but he does occasionally hit golf balls around the course); a professional hunting guide; a Field Staffer for Second Gear outdoor equipment and clothing; and a Brand Ambassador for Leupold Optics. Dr. Marcus is also acquiring another, much more important title, when he becomes Dad Rion. He and his wife Lindsey are expecting their first child in July. Back to Rion's chiropractic career. He knew that he wanted to do something in the medical field, but was unsure of which persuasion. His personal experience with the chiropractor gave him the direction that he was seeking. After receiving his Doctor of Chiropractic, Dr. Marcus worked with Dr. Kevin Atchley, a well known Chiropractor in this region. Rion worked at New Mexico Chiropractic Center for a couple of years, then, in 2014 he became the proud owner of that company. The business continues to grow and, at this point, he and his 8 person staff treat about 800 patients a year. Dr. Marcus' goal is to get his message out to 80% of our population. The message is that preventative care and cause determination are the most beneficial way of maintaining continued good health. The human body is an amazing thing. It has the ability to heal itself—when allowed to do so. Right now in the United States, the more common method of treating an illness is with the aid of pharmacological agents. Humans seem to use pain as an indicator of a problem and have decided that if the pain goes away (or is perceived to have gone away) then the illness is gone as well. Dr. Marcus believes that pain is actually an indicator of an issue that has been allowed to go unresolved for too long. The best cure is not one that simply makes the pain go away, but one that actually determines the cause of the problem, then implements steps that will assist, or allow, the body to heal itself. People are somewhat trying to do the same thing for themselves, however they are still in the "manage the pain, resolve the issue" mode. They convince themselves that 'minor' pain can just be ignored and it will go away. They don't put much effort into figuring out the root problem and are satisfied when the pain is no longer noticed on a regular basis. What is really happening is that by shifting attention away from an injury or pain, you are actually forcing your body to accommodate by putting unnecessary stress on a different place. It makes one part feel better by adversely putting strain on another part. The bottom line is that fixing the initial problem is the best way to allow yourself to heal. A much more desirable path is to do some preventative care in the first place. Taking steps to avoid a problem is definitely better than going through whatever procedures are required to fix something. There are hundreds of nerves in a person's spine. Each has a specific purpose and each assists, in some way, with monitoring and controlling the owner's well being. Most of us know that the spinal cord is a type of electronic highway, over which signals pass between the brain and other parts of the body. There are also recent studies which conclude that there is a definite relationship between immunity and the bodies nervous system. As noted before: your body is capable of healing itself if you let it. There aren't many, if any at all, injuries or illnesses that cannot be properly healed by you. Talk to Dr. Marcus and get his thoughts on "How to stay young for the first 100 years". Projections are that by the year 2050 there will be millions of Centenarians (people over 100 years old). If you plan on being one of those folks, wouldn't it be better for you to avoid the aches and pains now. How tedious would it be to lose general mobility at age 60 and then have to live that way for another 40 years? Want to see what state you are in right now - or how to regain some of your previously magnificent condition? You can contact Dr. Marcus at 505-299-6622. He and his staff are interested in talking to you. He plans on being the 100 year old go-to-guy for the 150 year old patients in 2084...and then, as now, you can always count on him having his head on straight.

Contact information for Executive Director: Mario Hernandez

Phone: 505-239-0259

email: hernmar129@yahoo.com

Postal mail: 8100 Wyoming Blvd NE; Suite M-4 #345; Albuquerque, NM 87113

Business Leads:

A-Tech Security is relocating to 4616 Hawkins NE.
Fletcher-Stark Dentistry going in 8521 Golf Course Rd NW.
Zullo's Bistro opening @ 509 Central NW.
Lionel Specter—Zeon Signs

Reciprocity:

Congratulations to Dale Armstrong for being a finalist in Samaritan Counseling Center's 2017 Ethnics in Business Award. - anonymous member

- ◆ Latest news on Mark Tobiassen is that he is stable. He was moved out of ICU over the weekend. His vitals all look good and the medical folks are just monitoring his blood clotting now.
- ◆ Executive Director Mario is progressing properly after his surgery for a hip replacement. If all continues to well, he will be back to twerking in a couple of weeks....maybe just back on the job.
- ◆ Second announcement of a prospective new member:
Petroglyph Animal Hospital, P.C.
Representative: Michael S. Melloy, DMV
Category: Veterinary Hospital
Sponsor: Klint Hall

If you have an objection to this company becoming a member, or if you have any information that you feel should be considered during the application review process, please contact Membership Committee Chairman, Jack Zipper, (jdzipper@comcast.net - 505-259-5959), as soon as possible.
- ◆ We are in need of speakers for upcoming meetings. If you haven't spoken to the group in the past year, please contact your speech writer, update the PowerPoint presentation and let us know about your business, hobbies and whatever other knowledge and experience you have that would be of interest to 70 or 80 of the most intelligent and professional men in the region. Contact President Phil to get on the agenda.

Badge Board Greeters

Mar 7th Rick Reese—Blue Ristra
Mar 14th Jerry Becker—Steamatic / John Campbell—Tonsorial Parlour
Mar 21st Mark Abramson—Los Ranchos Gun Shop
Mar 28th Guy Berger—Palms Trading / Scott Lardner—Rocky Mountain Stone
Apr 4th Adam Tafoya—New York Life
Apr 11th Terry White—Sunwest Trust, Inc
Apr 18th Lou Rodges—Retriever Merchant Services / Brandon Saylor
Apr 25th Jeff Barkoff—Servicemaster Clean

Upcoming Speakers

Mar 7th Ted Trujillo—Small Business Development Center at CNM
Mar 14th
Mar 21st Mark Tobiassen—Action Coach Business Coaching
Mar 28th
Apr 4th
Apr 11th Carla Sonntag—New Mexico Business Coalition