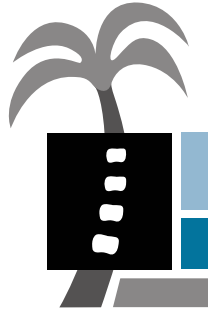


# FLORIDA CHIROPRACTOR



## Summer Newsletter

May, June & July 2004

### *Dear Patients and Friends,*

Dr. Hartley used to have fun with the staff at our lunch get-togethers. He'd bring a bag of random objects and we would take turns reaching in and grabbing an item. We would then have to relate that item to chiropractic somehow. On our first outing, I reached in and pulled out a new pencil. I thought for a few minutes as the rest of the table stared at me. Finally I said, "I don't know how a pencil is related to chiropractic."

Dr. Hartley reached for the pencil, held it out above the table and said, "A pencil is nice and straight. There's a misconception about chiropractic that we're always trying to make the spine straight. People tell their kids to 'sit up straight.' But chiropractors also focus on the wonderful curves of the spine. The curves provide a very important purpose by allowing full range of motion, offering shock-absorption and protecting all the nerves that exit along its length. So when you think about chiropractic, don't just think about being as straight as a pencil, also think about the wonderful curves."

So that's how the game was played. He was playing it all the time. Anyone would find it surprising to talk to him and somehow not end up at chiropractic. He was the consummate promoter of our profession. Even in his passing, I know he would want all of us to continue our mission to reach as many people as we could about the importance of a chiropractic lifestyle. We have dedicated page 3 of this newsletter to Dr. Hartley, who passed away on April 8, 2004, after a three and a half year battle with Non-Hodgkin's Lymphoma.

On May 1st, 2004, the Hartley Chiropractic Center completed a transition that was in the works for over a year. When I purchased the office from Dr. Hartley he allowed us

to continue to use his office name for a short period. He may have been motivated to preserve it for his oldest daughter, Theresa, who will be starting chiropractic college in the fall. I can feel my age when I realize that she was only in middle school when I started here.

Your well-being, our specialty  
**FLORIDA CHIROPRACTOR**

**Our new name as of May 1st, 2004**

We are certainly excited about our new name and hope that all of our patients like it too. We are also excited about the logo. I want to thank everyone that helped with the concept, art and production of our new logo. I'd like to personally thank Ron Reid who took my ideas and with his creativity produced something even better. I'd like to thank Suely Bradford who helped me find the perfect palm. I'd also like to thank our new friends Deia Farrell and Patu Tifinger with Mediamix Design & Publishing who conceptualized, polished and organized our new look.

Please enjoy this quarter's newsletter. On page two, follow the creative process that helped with the design of our new logo. Catch up with important office dates and upcoming events on page four. And experience our final update and my personal tribute to the life of Dr. Ted Hartley on page three.

Take Care,

*Dr. David A. Sandefur*

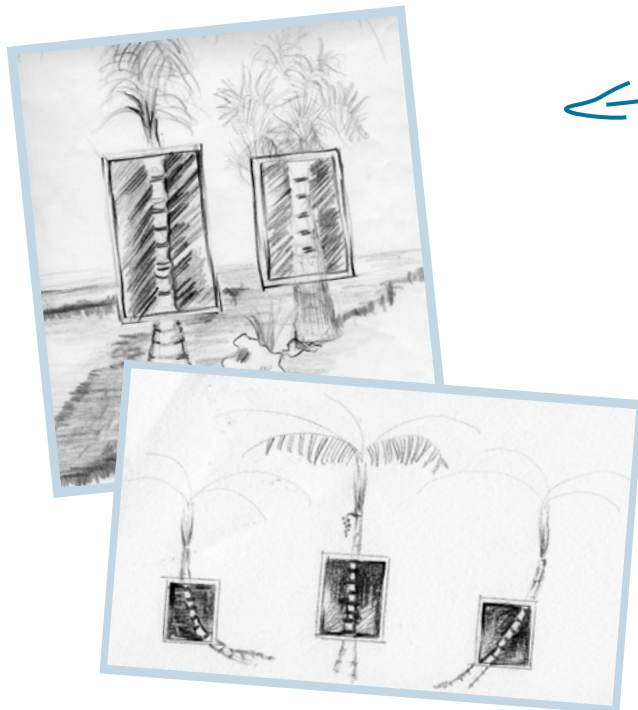
# The Birth of the X-rayed Palm

I have been a Florida chiropractor for eight years now. About five years ago, on a whim, I went on the internet to search for a good website name that had not already been taken. I wanted a nice, self-explanatory name for my future office, if and when I ventured out on my own. I thought about Florida Chiropractic, but didn't like the sound of it. It sounded more like a concept than an office. Besides, it had been taken. Florida Chiropractic, Florida Chiropractic Clinics, Florida Chiropractic Centers, etc... had all been taken. So, I tried Florida Chiropractor. Unbelievably, it was AVAILABLE. I quickly purchased the domain name for our future web site ([www.floridachiropractor.com](http://www.floridachiropractor.com)) and then claimed the corporate and business name Florida Chiropractor, Inc. I knew what I needed next... I needed a logo!

At first, I thought about having myself, a Florida chiropractor, as the logo. I know, too narcissistic, and completely boring, but you have to start somewhere.



*Myself ...posing for the first version of the logo*



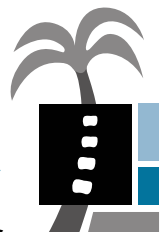
*sketches by Ron*

So, I took myself out of the picture and focused on the x-ray. I also started thinking about palm trees. We all have a natural attraction to palm trees and they definitely say "Florida". But palm trees are everywhere in Florida advertising. I had to come up with something different. One night when playing with some graphic software, I came up with the idea of a palm tree x-ray that looked like it had spinal bones. I gave these two ideas to a patient, artist and friend of mine, Ron Reid, and he went to work. Within a few days he came back with some preliminary sketches.

*We did it!  
You'll see it in full color*

We were getting closer and it was time for some professional help so we found Deia and Patu with Mediamix and they went to work on some concepts using our ideas. After sifting through a multitude of x-rayed palms, colors and fonts we all decided that this one was our favorite.

FLORIDA  
CHIROPRACTOR



## Dr. Theodore G. Hartley (1957-2004)



In 1996, right after graduating from chiropractic school, I walked into the Hartley Chiropractic Center looking for a job. Dr. Ted Hartley stepped out of a treatment room, introduced himself and said he'd be happy to interview me for a job. His first question was: "You're a new chiropractor. What's a chiropractor's specialty?" I said, "Chiropractors are specialists of the spine. We diagnose and treat disorders of the spine." He looked at me, shook his head and said "Wrong. Chiropractors are nerve specialists. A chiropractic adjustment removes nerve interference so that the body can function at its fullest potential." Yeah,



good answer, I thought to myself. Next question. "Can chiropractic cure earaches or sinus infections?" I said, "I don't think chiropractors should advertise that we can cure anything, but chiropractors have had success curing those disorders." He said, "Wrong, chiropractors don't cure anything. The body heals itself. The only thing a chiropractor does is remove nerve interference so that it has a better ability to take care of itself." He looked down and I realized that the interview was not going so well. Last question: "If I eat some bad shrimp and get an upset stomach, or if I get a cold and my sinuses get stuffed up, am I sick?" I paused for a minute. I thought I was getting his line of questioning figured out. I said, "Yes, I would say that you are sick... but maybe some chiropractic care could remove the nerve interference allowing you to get better faster, or I mean, allowing your body to heal itself." "Wrong!" he said again, "I'm not sick if my body is functioning correctly. If I eat some bad shrimp and it causes me to throw up, my body is functioning exactly the way it was designed. And my sinuses are there to protect my lungs. If they get stuffed up they're just doing what they're supposed to do in fighting infection." I stood up and shook his hand, ready to give up and move back to Kansas. Luckily, he asked one more question. "When can you start?" he asked. I said, "Right now." "You're hired. Now go take the patient from the

treatment room and get some x-rays of his lower back."

I started covering for Dr. Hartley's illness on January 23, 2001. For the first three or four months I was amazed at the interest all the patients had in his well-being. 65 times a day I'd get to answer the question, "How's Dr. Hartley doing?" I'd catch myself wondering if I would ever be able to have an influence on people like this man had had. After about 6 months, I have to admit, the questions started to become an annoyance. "How's Dr. Hartley doing, how's Dr. Hartley doing?" So I started putting updates in the newsletters. For 2 years, page 3 of the newsletter was titled, "Update on Dr. Hartley." An amazing thing happened. People started actually reading the newsletters, but it certainly didn't slow down the questions. After a short period of annoyance, the questions segued into an acceptance. It became just a part of each day at the office. For three years and three months I answered that question every day. I never would have guessed how much I would miss being able to answer them.



It would be difficult to miss the irony of Dr. Hartley passing away at age 47. Here's a guy who didn't drink, didn't smoke - he lived the chiropractic lifestyle. He got adjusted at least once a week. I used to attend his new patient classes that he'd give once a month in the office lobby where he'd talk about cancer. He'd say that cancer exists in our bodies for years before any symptoms ever appear - that we all may have cancer several times in our lives, but that our immune system takes care of it. And with chiropractic care the body can function

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at its fullest potential and the immune system can kill those cancer cells before they proliferate. You might think that the situation Dr. Hartley was put in would make him reconsider his philosophies. It would be easy for someone to get bitter about that kind of irony. One day last year he told me, as he continued to get regular chiropractic treatment, that he was so fortunate to have chosen the chiropractic lifestyle. He said, "Imagine how many extra years I've lived because my body was able to function at it's highest potential."

Dr. Hartley's influence on me can be seen every day in the office. Those patients that were fortunate enough to experience Dr. Hartley's care know that. I'm certainly grateful to all of his patients who have continued their care with me. I may not have answered his interview questions right at the time, but I know the answers now, and I know he'd be happy that all of you have continued your chiropractic lifestyle.

### Office Hours:

**Monday - Wednesday - Friday** 9:00am - 7:00pm, unless otherwise noted below. Closed for lunch from 1pm to 3pm.

**Saturday** hours are 10:00am - 12:00pm.

**Tuesday and Thursday** hours are available by appointment. If you or a friend/family member is involved in an accident, call the office @ **345-4242** for immediate care.

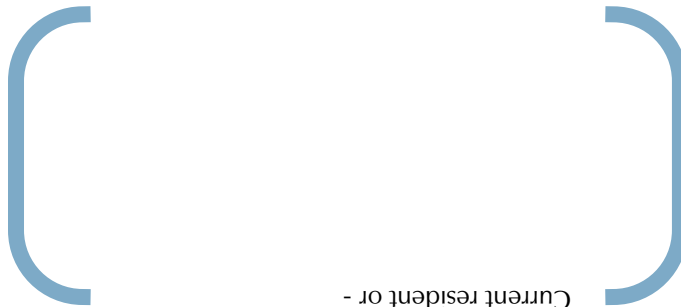
### Calendar of Events

To honor all of our patients who are mothers, we will be hosting a giveaway on **Friday, May 7**. The winning mother will receive a gift certificate for spa services at Thee Hair Gallery.

The office will be closed **Monday, May 31** in observance of Memorial Day. We will have normal Saturday hours on **May 29**.

To honor all of our patients who are fathers, we will be hosting a giveaway on **Friday, June 18**. The winning father will receive a gift certificate to Home Depot.

Thanks to all of you who are attending our **Chiropractic 101** classes. We just finished section 4, Diagnosis, and had a nice turn out. Everyone seems to enjoy these half hour educational briefings where each evening we focus on a segment of chiropractic knowledge. The next class, on **Wednesday, May 19**, will be segment 5 which is Treatment. This will be a great one to attend as we will be talking about chiropractic adjustments, different techniques, what makes that "popping" noise, why are we looking at your shoes and other aspects of chiropractic treatment. The last class of Chiropractic 101 will be on **Wednesday, June 16** (always the third Wednesday of every month - plan on it!) and will be an overview of all previous classes. Then, on **Wednesday, July 21**, we will start the 6 sessions again so that you can have the option to pick up the segments that you might have missed. Those that complete all 6 segments will be given a certificate and featured in an upcoming newsletter.



Current resident or -

5621 Central Avenue  
St Petersburg, FL 33710

