

Community Chiropractic celebrates 10 years in Poway

BY PEIJEAN TSAI

Putting patients first has helped chiropractor Mark Burdette's Community Chiropractic Center thrive over its 10 years.

Burdette opened the family chiropractic practice in Poway in August 2001, helping over 2,000 patients to date by repairing musculo-skeletal trauma and maintaining bodies with chiropractic adjustments to the spine and extremities, as well as working with adjacent soft tissue.

"We focus first on the patients, and by keeping them first we

have a great deal of success," said Burdette, the center's director. Nearly all patients are referred to the center by other patients, he added.

Community Chiropractic Center treats several conditions, including general back pain, headaches, sciatica, auto accident injuries such as whiplash and more. Treatment is available for adults, children and infants, as well as therapies designed for pregnant women. Care geared toward golfers is available and growing in popularity, said Burdette.

"(Chiropractic care) is phenomenal for getting people out of pain, but its greatest value is in maintenance care," Burdette said, noting that chiropractic is incorporated into patients' wellness goals.

The center also offers massage therapy, including pregnancy massage, which Burdette added five years ago to take care of soft tissue needs involved in chiropractic care.

The center sees lots of families and children, including an increasing number of youth injured in sports, Burdette said. One of his success stories involves treating a months-old baby with colic, where the infant had been crying incessantly with no discernible cause. The adjustment resolved the problem for the child — and the distressed parents.

"For me that's exciting and that's the reason I love doing what I do," Burdette reflected.

Community Chiropractic Center also is geared to help people injured in auto accidents. Burdette has an advanced certification in CAD, cervical acceleration/deceleration commonly known as whiplash. He's also a member of the San Diego Chiropractic Network, a state-registered referral service of top chiropractors handling car accident injuries. For personal injury and auto accident patients, Community Chiropractic Center is unique with its intense focus on detailed



Dr. Mark Burdette, owner of Community Chiropractic Center.

documentation, said Burdette.

The center offers five treatment rooms for chiropractic care and two rooms for massage. Specialized equipment and tables include zero-gravity chairs and a table designed for treating sciatica by doing passive extension of the lower back.

Burdette also hosts free classes three times a month for the community, with topics such as nutrition and chiropractic basics. Interested parties can call the front desk at 858-486-1222.

Earlier this year, Burdette became a primary care provider for United Healthcare Insurance and its affiliates, and the center continues to offer reduced cash rates and family discounts for those without insurance.

"We make it as easy as we can for patients who are coming in with financial hardship," said Burdette.

Burdette is a retired Marine Corps officer, with 20 years of active duty service. He earned his Doctor of Chiropractic degree from Parker College of Chiropractic in Texas and was inspired to study chiropractic by the school's founder, chiropractor Jim Parker. Burdette started seeing patients in 1998.

Burdette is involved in the community, including supporting youth sports and is active in Boy Scouts. He sponsored over 30 people for last year's San Diego Rock 'n' Roll Marathon. In 2004, his work coordinating massage and chiropractic care for firefighters and rescue workers during the 2003 Cedar fire earned him an honor by the California Chiropractic Association. He is a member of the Rancho Bernardo Sunrise Rotary Club, the Poway Chamber of Commerce and is a leader at Rancho Bernardo Community Presbyterian Church.

The center is located at 13029 Pomerado Road, Suite A in Poway. The phone number is 858-486-1222 and the website is www.chiropracticandmassage.biz.

Preferring wisdom over youth

Rob Weinberg

ASK MR. MARKETING

Younger employees help connect with that audience while accepting salaries lower than seasoned employees might.

Yet my friend David recently contrasted the expectations of today's youngsters: high service/low personal relationship levels.

Sometimes it feels like he's right on target. And I wonder if texting, social media, and emails (which all eliminate face-to-face conversation) are to blame.

Technology offers advantages, letting us reach 1,000 people in the time it takes to talk to one. However, an inability to communicate one-on-one must inevitably negatively impact on almost every business.



Hitting 53 last week made me realize how fortunate I am.

My wife, daughter and pooch love me. Career, friends, health, and life are positive. My parents just moved to Rancho Bernardo. It's all good.

The advantages of age over youthful exuberance were reinforced during a client meeting at a Mira Mesa restaurant I've frequented for years. We were parked in a quiet corner to talk business...until three moms (and screaming children) were seated five feet away.

A dozen empty tables beckoned, but I didn't feel comfortable asking my client to help carry our lunches. Hostess, waitress and other staff had vanished, and we sat until it became intolerable.

The exits beckoned, ending the meeting prematurely. En route I discovered the 20-something manager, explained the situation, received justifications but no apology, and swore to him I'd never return.

I've been making good on my promise. Many businesses cater to youths, with their potential as lifelong customers.

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GIMME A TAX BREAK TAX DEDUCTIONS FOR CATS AND DOGS?

Each year tens of thousands of Americans do volunteer work for animal humane societies and organizations and spend their own money to help support these organizations. A recent tax court case has added much needed clarity to the treatment of "out of pocket expenses" for the benefit of a charity.

The case involves a woman who provided "foster care" for up to 70 cats at a time in her home. She volunteered for an IRS approved non-profit group who helped capture, spay or neuter and then find homes for stray cats. She kept cancelled checks, receipts and credit card statements as her proof of the expenses.

She initially deducted over \$12,000 in charity for expenses such as food, medicine and litter boxes. The IRS challenged her deductions and it wound up in tax court. In a 42 page decision most of the deductions were allowed as "unreimbursed expenditures made incident to the rendition of services to an organization."

The expenses that were limited or disallowed had to do with her lack of documentation. Charitable deductions under \$250 can be verified with checks, receipts or statements. For deductions over \$250 you must have the same proof plus written acknowledgement from the IRS approved charity.

For taxpayers who incur "unreimbursed expenditures," the written acknowledgement must state the work is being done on behalf of the charity and must give a description of the services provided for the benefit of the charity.

Other charitable thoughts:

Many taxpayers believe that they can only deduct a small amount for charity each year. The truth is you can deduct up to 50% of your adjusted gross income (AGI) each year for charity. Contributions in excess of 50% are carried forward up to five years.

Although your time can not be deducted, the cost of auto expenses, travel, hotel and meals while out of town that are incurred while working with the charity can be deducted. This includes the cost of most "mission trips" for religious organizations.

For wealthier individuals; charitable trusts or endowments can provide annual income for life for the donor and are a great estate planning tool.

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