

Inside BASTYR



Bastyr Presidential Search



Student Village Halls to
Be Named After Founders



Inside Scoop:
Bastyr University California



A View *Inside Bastyr University* from the President

From the first day I walked onto this campus, I knew I had made the right choice to come here. Now, as I enter the final months of my 10-year tenure as president, I marvel at what Bastyr University has become and what a significant role our alumni play in helping transform the health of the human family.

This year, Bastyr is a \$42 million operation that counts students from every state and 30 countries. Our student body has grown to over 1,200 with demand for space never greater. We are offering new degree and certificate programs, and working to enhance services to our students and alumni. Next year, we will graduate our first cohort of naturopathic physicians from our San Diego campus. We are also striving to be a thoughtful partner with many state professional associations to help secure full recognition and licensure of our ND graduates.

In this issue of *Inside Bastyr*, you will find a story from a grateful patient, a profile of a graduate from our ND program, a report about one of our scholarship recipients, and updates on Bastyr University California and the Presidential Search Committee — plus an introduction to our Vice President for Development David Siebert. These, of course, barely hint at the size and complexity of the Bastyr community, but they do give a sense of who we are and what we value.

While we can be justifiably proud of our many successes and accomplishments, we realize we have much work still to do.

Our goal is to be a lifelong partner with our graduates — helping ensure that a degree from Bastyr will be a meaningful resource in achieving a life of success and value. We strive to have philanthropy be more significant — so we can offer more scholarships, increase funding for uncompensated patient care, enhance research opportunities for students and faculty, provide better services for our alumni, and acquire the very best classroom tools and resources for our students. We also seek to build stronger relationships with our alumni and the individuals they serve — especially those who have a passion for the transformation we seek.

Thank you for your support of Bastyr University, and for being an ambassador of the natural health arts and sciences. I hope to see you all at our Spring for Health Luncheon on May 12, 2015 — our main event to raise funds for uncompensated care at Bastyr Center for Natural Health.

Daniel K. Church, PhD
President

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Inside Bastyr is published by the Office of Development at Bastyr University.

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For an e-copy, visit www.Bastyr.edu.

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Spring for Health Luncheon May 12, 2015

Each May, Bastyr University hosts a Spring for Health Luncheon. It's not only a great opportunity to catch up on what's happening at the University, it's also our main fundraising event for uncompensated patient care. Bastyr teaching clinics deliver almost **two million dollars** of uncompensated care each year. It's not only part of our obligation to serve the communities we live among, it's also a commitment to the students to broaden their clinical exposure to patients with a wide variety of conditions and diverse backgrounds.

Please join us on Tuesday, May 12, noon-1:30 p.m. at the Fairmont Olympic Hotel in Seattle, and add your support to help ensure that we can continue to deliver care to patients regardless of ability to pay. If you haven't received your invitation yet, please contact Tiffany Pascua at 425.602.3324, or tpascua@bastyr.edu. We look forward to seeing you there!

Save the Date!

Update on Bastyr's Presidential Search

Perhaps the most important challenge facing Bastyr this year is replacing Daniel K. Church, PhD, as President of the University. *Inside Bastyr (IB)* engaged Presidential Search Committee Chair David Lang (also Vice Chair of the Bastyr University Board of Trustees) in a conversation about this critical process in December 2014.



David Lang

IB: WHAT HAS THE SEARCH PROCESS BEEN LIKE UP TO NOW, AND WHAT WILL HAPPEN GOING FORWARD?

DL: The process has been very public; we reached out to students, faculty, staff, alumni, as well as supporters and friends of the University, to find out what they are looking for in their next president. The broad solicitation of information was honed down to a Position Profile. Then, the search firm, Spencer Stewart, took a few months

to circulate the profile throughout their networks and Bastyr distributed it through their contacts. Advertising was done (in the *Chronicle of Higher Education*, for example) but, in this day of technology-driven social media, it is probably not as useful as skilled networking. Next, various prospects were identified and each person on the list was evaluated for fit with the profile.

IB: WHAT DO YOU SEE AS THE BIGGEST PRIORITIES/CHALLENGES FOR A NEW PRESIDENT?

DL: One of the real opportunities is the rapidly evolving health care environment in the U.S. that creates an opening for an institution like Bastyr that is about creating wellness and health, and not just treating illness. A long-time grassroots interest in having the health care system encompass a broader perspective is now being adopted by legislators and policy makers; Bastyr is poised to contribute to that dialog.

IB: WHAT ARE THE PRIMARY QUALITIES YOU ARE LOOKING FOR IN A NEW PRESIDENT?

DL: The Position Profile provides a lot of detail about this, but the big picture includes (among many other things):

- **Academic and Institutional Vision**
- **Resource Development:** Work closely with current and prospective donors to build philanthropic support and realize new sources of revenue
- **Leadership Beyond the Campus:** Foster trust and confidence and earn support from the University's external constituencies locally, as well as at the state and federal levels
- **Managerial Abilities:** Capitalize on the strengths, synergies, and identities of Bastyr's geographically dispersed organizational structure

• Other Personal Characteristics:

- A deep personal passion for and commitment to all aspects of Bastyr University's mission
- An entrepreneurial sensibility coupled with excellent managerial abilities
- A careful listener and an influential and inspirational communicator
- Leadership style that is open, direct, communicative, inclusive and approachable

IB: WHERE ARE WE IN THE PROCESS RIGHT NOW?

DL: We appear to be on schedule for a new president to begin July 1, 2015. We currently have three finalists who have made it all the way through the process, and we are excited about having them visit the campuses and get to know Bastyr as we get to know them.

IB: HOW IS THE FINAL DECISION MADE?

DL: The Board of Trustees will make the final decision; they have empowered the Search Committee to do the work described above, but a vote of the full Board makes the selection.

IB: BASTYR HAS BEEN VERY FORTUNATE IN HAVING TEN FULL YEARS FROM PRESIDENT CHURCH, GIVEN THAT THE AVERAGE TENURE FOR UNIVERSITY PRESIDENTS IS NOW ABOUT 7 YEARS (DOWN FROM 8.5 IN 2006). WHAT CAN BE DONE TO MAKE SURE THAT A NEW PRESIDENT WILL INVEST FOR THE LONGER TERM?

DL: The process has been really solid and the community has done a great job; the Search Committee is determined to take the time necessary to find the right person. It's an advantage to any search when you have the incumbent leaving such a great record. Dan is such an amazing combination of intelligence, integrity and kindness. We will do our best as a Search Committee to ensure that the new leader is aligned with the expectations and ambitions outlined in the Position Profile. That kind of deep alignment can really drive a long and successful tenure.

"We currently have three finalists who have made it all the way through the process"

To learn more about the presidential search, visit www.Bastyr.edu/Presidential-Search



Scholarship Recipient Adam Silberman ND Candidate, Bastyr University California ('16)

Scholarships are critical aids to students in undergraduate and graduate programs, helping to mitigate the burden of high costs during low-income (or no-income) years. *Inside Bastyr (IB)* talked recently with Adam Silberman (ND candidate '16) for a more personal perspective on what these scholarships mean to students. Silberman has been very active in the Naturopathic Medical Students Association and in 2014 he received the Les Griffith, ND, Student Award, given to a current Bastyr University student who has achieved eminence in his/her field of study and has rendered exceptional service to the University and the profession.

IB: WHAT SCHOLARSHIP(S) HAVE YOU RECEIVED, ADAM?

In the 2013-14 school year:

- Sansom Scholarship
- BU Graduate Scholarship
- BU ESS

In the 2014-15 school year:

- Bragg
- Seroyal
- Smart
- BU Graduate Scholarship
- Bechtel

IB: THAT SOUNDS LIKE A LOT!

AS: Yes, but just consider the cost of the program compared to what we can anticipate to make upon graduation. Scholarships make it possible for me to become a naturopathic physician. [IB joins with Silberman in appreciating the donors behind these scholarships!]

IB: TELL US WHAT DREW YOU TO NATUROPATHIC MEDICINE AND TO BASTYR.

AS: In 2005 I was in Australia as a Rotary Ambassadorial Scholar, where I met Serena, the woman who would eventually become my wife. Very soon after arriving, I came down with Epstein Barr (mononucleosis) and, although I was supposed to be active, out in the community, doing service work, I was sleeping 18 hours a day and not getting better with conventional medical treatment! Serena suggested I see her boss, who was a very experienced naturopathic doctor. He started talking about the Krebs cycle, mitochondria and energy production, and I had no idea what he was talking about. However, I was so debilitated I was willing to follow his recommendations, even though they seemed strange to me. In about 4-5 days, I began to feel significantly better, and could maintain energy for about half the day. In 3 weeks, I was

100% better. I kept going with his regimen until I ran out of everything. Really an amazing experience!

IB: HOW DID YOU GET FROM THERE TO DECIDING THIS WAS WHAT YOU WANTED TO DO WITH YOUR LIFE?

AS: At the end of 2006, the sudden death of my father at age 53 really shook me up. Although he had a cardiologist, a primary care provider, and mental health professionals, the support he needed was not available in the conventional medical model. It made me think really deeply about what I wanted from my life, what kind of impact I wanted to make, how I could live in congruence with my goals and values. Initially, I thought about chiropractic and I started at a chiropractic college in January 2012, but in July 2012, I got an email from a friend who was starting that fall at Bastyr University California in San Diego. He said "you should come — first class, new school." I was born in San Diego, so being there was really attractive. I applied and never looked back.

IB: HOW ARE YOU FEELING NOW ABOUT THAT DECISION?

AS: I am very excited about naturopathic medicine as a profession; it provides the opportunity for whole family medicine, community-based care. The philosophy feels deep and the scope and training offer many different modalities. I can work on so many levels — mental, emotional, physical, biochemical, spiritual — all within the same visit. I can address a deeper level of care.

IB: WHAT HAVE BEEN A COUPLE OF YOUR MOST MEMORABLE EXPERIENCES AT BASTYR?

AS: Moments when my class feels really connected as a community — especially some of the first days when everything was new and everyone was trying to figure out what we were going to become, what Bastyr University California was going to become. That first year was just so vibrant; it felt like there was a synergy between faculty and students — that we were shaping our experience together. Finishing the last exams of our first year was also a celebratory moment. All that time and energy from the faculty that was invested in us will carry us toward the shared goals of making us doctors. There was recognition that what we accomplished was a really big deal and we felt like a team.

IB: DO YOU KNOW WHAT YOU WILL DO AFTER GRADUATION?

AS: I would like to stay in San Diego and help develop it as a destination for world class naturopathic medical care regardless of income. There is already a network of community clinics and they serve a large population; the smart approach would be to integrate naturopathic medicine into those systems. Let's make those folks no longer "underserved" — let's serve them!



Emily Telfair, ND ('05)

Now beginning her tenth year of practice, Dr. Emily Telfair earned her Doctor of Naturopathic Medicine degree from Bastyr University in 2005.

Before entering her naturopathic training, she earned a Bachelor of Science degree from the University of Dayton with a dual major in biology and psychology. Her practice emphases include clinical nutrition, lifestyle counseling, homeopathy, botanical medicine and craniosacral therapy. She practices in Maryland, where she has served as both president and vice president of the Maryland Naturopathic Doctors Association (MNDA). In March 2014, the legislation sponsored by the MNDA to license naturopathic doctors in Maryland was enacted, and Dr. Telfair was a major player in that intensive effort. [Current status of the Maryland law: Licenses are supposed to be issued by March 2016. Rules and regulations are now in development with NDs on the committee. Once all that is in place, people will be able to apply for licenses.] She is active in a variety of professional activities, including writing for NDHealthcare.com and *Naturopathic Doctor News and Review*, and being an active member of the Pediatric Association of Naturopathic Physicians and the American Association of Naturopathic Physicians — where she won the AANP President's Award in August 2014.

Inside Bastyr asked Emily to reflect on the factors that have contributed to her success. She quickly identified establishing a sustainable financial base in practice as critical, and she suggested some strategies that worked for her:

- Find a good accountant for help with taxes, budgeting, and financial planning.
- Separate business from personal credit cards and use cards that earn points that can help pay bills; pay off the card each month so that you don't build up debt.
- Start with a very low overhead; some start-up models really minimize ongoing business costs (e.g., renting space in an

existing facility, taking a salaried position, or sharing office space and staff with others).

- Start out using a virtual dispensary until you know which products sell well; then, carry the products most frequently used but don't carry a large inventory, where a lot of money is sitting on the shelf.

Other strategies contribute to establishing yourself in the professional health care community:

- Connect with alumni in your area (or in a similar situation) who already have a successful track record; find out what works for them and listen to their suggestions. As a student and recent grad, Emily worked in the Bastyr alumni office and found that experience very useful [and she says a personal thank you to Kasra Pournadeali, ND ('98), who taught her basic skills in practice management].
- In an unlicensed state, really think about an auxiliary degree that does have a license that allows you to touch patients. She has a massage license (under which she can do craniosacral therapy, for example), which brings people into the office. Also, a modality that leaves people immediately feeling better is extremely valuable. Acupuncture, homeopathy and body work can all do that.

Just as important as being successful professionally is crafting a balanced and joy-filled life; Emily enjoys yoga, dancing, roller skating, creative writing and connecting with friends and family.

To complete our interview, *Inside Bastyr* asked Emily what she most enjoys about being a naturopathic physician. She offered the following heartfelt thoughts:

- She loves holding the space for patients to share their stories
- She finds being a witness to another person's healing journey remarkable
- She feels privileged to receive the trust that patients give

Student Village Halls to Be Named After Founders



At the November 2014 Founders' Day Dinner, President Church announced a decision to name four of the residential halls after the University's four founders: Joseph E. Pizzorno, Jr., ND, founding president; Les Griffith, ND; William A. Mitchell, ND; and Sheila Quinn.

IB asked President Church how that came about.

DC: I can see the pillars with the four plaques bearing the names of our founders from where I sit in my office. It reminds me to honor those without whom we wouldn't be here at all and whose gift to the University was so remarkable. I began to think that their courage and audacity demanded greater recognition, so I went to the trustees and said that among the things I want to get done before I retire is to name four of the residential halls after the founders. After all, a named building is intrinsically more valuable than an unnamed building, and perhaps it will galvanize University supporters to considering funding the naming of the remaining halls or other campus spaces. It will at least have the effect of making a stronger connection between the students and the founders, as they will see those names every day.

IB also asked Bastyr's Vice President for Development David Siebert (see interview with him on page 6) how the naming will proceed.

DS: We will have a naming ceremony on Wednesday, April 22, 2015 (which also happens to be Earth Day), from 3:15-4:00 p.m. on our Kenmore campus. We hope many of those who have known the founders personally will join us. For those wishing to honor a founder through a financial gift, a named endowed scholarship fund has been established for each founder, the proceeds from which will be awarded annually to the winners of the respective Founders' Awards. Additionally, the Joseph E. Pizzorno Jr. Research Fund and the William A. Mitchell Jr. Endowed Chair in Botanical Medicine have been established. Watch for more information about this event in the near future.

The *Inside* Scoop



Introducing David Siebert Vice President For Development

Raising philanthropic support is one of the most vital functions in a university, but no president can achieve ambitious goals without a skilled, experienced and dedicated

team. David Siebert came to Bastyr University in March 2014 with more than 36 years of experience in the not-for-profit sector. Prior to joining Bastyr, he worked as a consultant to nonprofit organizations as the senior vice president/chief administrative officer of The Alford Group. His previous positions include executive director for Special Olympics Washington, CEO for the Seattle-King County Chapter of the American Red Cross, and an executive and a director with the Red Cross in the San Francisco Bay Area. Let's get to know him a little bit as *Inside Bastyr* (IB) poses a few questions.

IB: DAVID, WHAT DREW YOU TO BASTYR — WHY ARE YOU HERE?

DS: More than 12 years ago I had the opportunity to learn more about Bastyr when I volunteered on the board for Leadership Institute of Seattle (LIOS). At the time, LIOS served as Bastyr's college of applied behavioral sciences. I developed a deep respect for the mission and followed with interest over the years Bastyr's growing reputation and success, and its potential for significant impact in how health care is delivered in this country. When the vice president for development opportunity presented itself early last year, I jumped at the chance. This position offers a stimulating higher education environment working with people who are passionate about natural medicine and serving the human community — compelling reasons for me to embrace.

IB: WHAT ARE YOUR SHORT-TERM AND LONG-TERM FUNDRAISING GOALS FOR BASTYR?

DS: Our short-term focus is on improving how we recognize and thank our donors, establishing stronger relationships with our alumni, building the foundation and systems for consistent and sustainable growth in our philanthropy, developing a strong partnership with our new president after he or she begins July 1st, and enhancing and growing our grateful patient program. Long-term, it is all about individual major gifts and planned giving. We will also need to prepare for and support capital campaigns, especially to address the need for a permanent campus in Southern California.

IB: WHAT STRENGTHS DOES BASTYR HAVE TO BUILD UPON AND WHERE DOES THE UNIVERSITY NEED TO DEVELOP NEW PHILANTHROPIC "MUSCLES"?

DS: Bastyr is now the largest and most respected university of natural medicine in North America. It is the first accredited

school of naturopathic medicine in the United States, with a 36-year history and about 5,000 alumni working throughout the world. It has a strong financial base, an operating budget this year of about \$42 million, and more than 1,200 students. At the same time, demand for student space has never been higher, and the University continues to expand its academic offerings and presence in Southern California and the Puget Sound area. As we seek to grow philanthropy, we need to enhance our utilization of volunteers, to further develop and nurture relationships with our alumni, be thoughtful partners with allied professional associations, and help our graduates be successful in their careers.

IB: WHAT CAN MEMBERS AND SUPPORTERS OF THE BASTYR COMMUNITY DO TO HELP BUILD THE UNIVERSITY'S BASE OF SUPPORT?

DS: Members and supporters can be proactive ambassadors of the University, and of natural medicine, emphasizing how it can positively affect health care in this country. They can support the University financially — a gift of any size is important and truly appreciated. And they can help us identify and nurture relationships with those who should be our partners. I or a member of the development team would welcome their contact, ideas and thoughts.

IB: ANY LAST MESSAGE FOR OUR READERS?

"Bastyr seeks to be a lifelong partner with our alumni, to help them be successful, achieve their dreams and serve their communities"



DS: Bastyr seeks to be a lifelong partner with our alumni, to help them be successful, achieve their dreams and serve their communities, and to transform the health of the human community. These are not easy goals — they will take patience, time and resources to be realized. If you also believe in Bastyr's mission and these goals, please do whatever you can to help us achieve them — select Bastyr alumni as your own health care providers, contribute financially in whatever amount you can, and help us build an effective nationwide (and even worldwide) network of supporters.

Bastyr University California Update

Interview with President Church

/B: WE HEAR THAT THE GROWTH OF BASTYR UNIVERSITY CALIFORNIA IS EXCEEDING EXPECTATIONS — HOW DO YOU MEASURE THAT?

DC: We measure it mostly by the numbers; fortunately, it's good news on every parameter!

Enrollment. The original plan was to admit 40 students in the fall of each of the first four years, so that by year 4 we would have 160 students. We exceeded those projections substantially:

- Year one — 47
- Year two — 56
- Year three — 67
- Year four (2015) — likely we will cap the fourth cohort at 60

/B: WHY PUT A CAP IN PLACE?

DC: Because the new curriculum puts students into clinic in year one; so, increasing the size of the student body increases the demands on the clinic very early on — for clinical faculty, for patient load and for administration. Happily, we have grown our new patient population at a reasonable rate, but we want to strengthen that even more before we expand further.

Buildings. The initial business plan was to lease one building in the complex, and then take a second one in year three. Five months into year one, we took the second building, and a few months ago we took a third (three doors down the street). The new building houses the library, two large classrooms, faculty offices and many amenities that make it feel more like campus life. Because no other tenants near the first building are releasing space any time soon, we are beginning to look for a permanent campus.

Finances. Our revenue exceeded expenses over a year ahead of schedule. That enables us to invest funds in further developing the campus and strengthening its financial outlook.

Esprit-de-corps. The spirit of the place is strong. Interestingly, it's a different culture. Students dress up on campus and they wear lab coats in clinic, which Seattle naturopathic students don't do any more. We have more international students and more students of color. We are blessed to have a student body that is equally as bright as the Kenmore cohort, with many advanced degrees.

/B: DO YOU PLAN TO ADD ANY DEGREE PROGRAMS IN ADDITION TO THE NATUROPATHIC PROGRAM? IF SO, DO YOU HAVE A TIME FRAME (EVEN TENTATIVE)?

DC: Yes, in the fall of 2015, a MS in Nutrition for Wellness (approved last year by the accreditation commission) will open; it's different from the program in Seattle by virtue of its concentration on wellness rather than dietetics. Some other programs are "moving toward" California but not with any set time frame. We do

want the students to experience that collegiality that comes from candidates in multiple disciplines all studying together — as we have in Kenmore.

/B: WHAT FACTORS ARE FUELING THE GROWTH OF BASTYR UNIVERSITY CALIFORNIA? CAN THE UNIVERSITY CONTINUE TO CAPITALIZE ON THOSE?

DC: Student and patient demand is driving the growth. The appetite for naturopathic medicine in California is immense. Bastyr already had name recognition in Southern California when that location was first being investigated. The licensure act helped to prepare that soil. If we can make a place for ourselves in the developing health care environment, the demand for natural health practitioners will be larger than our schools can currently meet.



“Student and patient demand is driving the growth. The appetite for naturopathic medicine in California is immense.”

/B: BASTYR UNIVERSITY CALIFORNIA IS LOCATED NEAR MANY MEDICAL AND EDUCATIONAL INSTITUTIONS. DOES THE UNIVERSITY HAVE ANY RELATIONSHIPS WITH NEARBY ORGANIZATIONS TO EXPAND AND ENRICH STUDENT EXPERIENCES?

DC: We're working on all those fronts. We were able to get a relationship with UCSD medical libraries, so all Bastyr students and faculty have library cards. We have been working with UC Irvine and the Susan Samueli Center for Integrative Medicine to allow us to rotate students through their programs, and we're talking with UCSD about rotating students through their free clinics, as we feel an obligation to create opportunities for students to see patients from underserved communities with a diverse array of demographics.



Experiencing Bastyr Center for Natural Health

Interview with clinic patient Patrece Banks

IB: PLEASE TELL US YOUR STORY.

PB: In the early to mid-nineties I started going to Bastyr Center for Natural Health in Seattle because I wasn't getting help with conventional medicine. There, I was prescribed therapies that were beneficial and that had no harmful side effects. I remember the constitutional hydrotherapy treatments, which I really needed. I had mercury poisoning that was diagnosed in 1999. My care at Bastyr Center for Natural Health really helped me and the University continues to help — my acupuncturist now is a graduate of Bastyr and I have seen Bastyr graduates for a lot of my health care over the years.

IB: WHAT ARE THOSE CHARACTERISTICS OF CARE THAT REALLY REACHED YOU?

PB: I felt people cared about getting the answers. I had a fundamental issue that needed solving, and they were interested in investigating; they really wanted to understand what was going on with my body. Most important, they were listening to me and there was compassion. Over the years, I have discovered that there's nothing worse than being told how I feel, instead of the practitioner listening to how I feel. The compassion, respect for the patient, and willingness to explore the dynamics of the human body and the patient's life are really important to me. They were willing to try different things, based on test results or what I reported; so, my

health care was dynamic, instead of static — taking a drug forever.

IB: YOU HAD OTHER CONNECTIONS TO BASTYR DURING THOSE YEARS, DIDN'T YOU?

PB: Yes, I wanted to express my support for the University, so I served on some committees and had a few fundraising functions at my house in the late nineties. I remember meeting with Joe Pizzorno, ND (founding president), and Virender Sodhi, ND ('88), about starting the ayurvedic program.

IB: WHAT OTHER THOUGHTS WOULD YOU LIKE TO SHARE?

PB: I know business skills still represent a challenge for new grads. I have an office building in downtown Bellevue and the space is shared by a variety of practitioners (DCs, LMTs, psychologists, etc.). That shared model can be very effective. I often suggest that people start with one day a week and then increase their time as their practice grows. In my opinion, many of these folks are just not wired to be financial/business people; they are healers and nurturers, and I have benefited from those qualities. I worry that people who are gifted, and good, may not be practicing because of money issues.

IB: WHAT WOULD YOU WANT A NEW PATIENT OF A NATURAL MEDICINE PRACTITIONER TO KNOW?

PB: Be prepared to get comfortable with new ideas, for out-of-the-box health care, and for learning about your own body. So many people think what their doctor says is gospel; most of us have to learn to be active partners in our own care. When we do learn that, as I did at Bastyr Center for Natural Health, it's a gift that lasts a lifetime. My appreciation for what Bastyr does is huge! I am very grateful — so many of the people who have helped me on my way to health came from Bastyr.



*“my health care
was dynamic,
instead of static”*

