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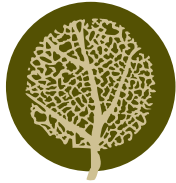
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on our cover

Katie Yash, ND, displays her Naturopathic Honour Award at Convocation 2010. The award is presented by the Naturopathic Students' Association to the graduating student who has demonstrated outstanding leadership and served as a role model to other students.

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college roundup



Success is different for each of us.

What inspires us to continue practicing naturopathic medicine, to continue promoting the benefits of prevention and wellness, to continue on our quest for global and environmental health? What inspires us and drives us to our individual and shared successes?

As doctors and supporters of naturopathic medicine, we're collectively excited by health innovations that place patients at the centre of the equation. A fine example of patient-centric innovation is CCNM's commitment to building the Ottawa Integrative Cancer Centre (OICC). Over the course of four months, CCNM alumni, students, staff and supporters voted for this groundbreaking concept that will ultimately transform the delivery and treatment of cancer care in Canada. While we didn't receive the \$100,000 prize we'd hoped for, our idea amassed 3,700 individual supporters and created considerable buzz in health-care circles. Now, with Board approval, and with \$1.35 million financial support from the Lotte and John Hecht Memorial Foundation, we are planning our next steps to make this first-rate cancer-care centre a reality.

The OICC is but one initiative CCNM has been moving on. We foster the concept of relentless incrementalism—that each action we undertake will eventually and collectively lead to progress and success.

We continue to pursue approval for degree granting on graduates of CCNM's ND program. Our original application was submitted in June 2003 to the Post-secondary Education Quality Assessment Board (PEQAB), which forwarded a recommendation to the Minister of Training, Colleges and Universities in 2006. Given that our four-year post-grad

program meets the eligibility criteria for degree granting, and given the government's desire for consistency and collaboration between regulated health-care professionals, we continue to push for this long-overdue status.

CCNM is working with the Ontario Association of Naturopathic Doctors, the Canadian Association of Naturopathic Doctors and the Board of Directors Drugless Therapy - Naturopathy to provide meaningful input and response to the draft regulations being developed in support of the *Naturopathy Act*, which will move Ontario NDs to within the *Regulated Health Professions Act*. Ensuring that naturopathic doctors can continue practicing within a robust scope of practice, with appropriate prescribing rights, benefits our alumni, the profession, and the public.

In this issue, alumni talk about their own meaning of success. From the entrepreneurial efforts of Vancouver's Aaron Hoo, ND, to the public policy work of Mary-Ellen McKenna, ND, president of the Transitional Council of the College of Naturopaths of Ontario, each of the profiled alumni are breaking new ground in and for the profession.

Another year has passed at CCNM, so this issue features highlights of our 2010 annual report. As we relentlessly strive to effect positive changes to health care in Canada, we are pleased to share 2010's success stories in academics, clinic, research and public profile.



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the many faces of success

From professors to researchers, entrepreneurs to policy makers – naturopathic doctors are achieving and inspiring success in and outside of the clinic room. For these NDs, success is a combination of growth, hard work, momentum and self-awareness – and creating fulfillment in interesting and unconventional ways.

Meet the new generation of NDs who are shaping the present and future of the profession by rewriting the traditional rules of success.

DAN LANDER, ND, FABNO *Naturopathic Oncologist*



When Dan Lander, ND, graduated from CCONM in 2006, he never expected to become an authority on naturopathic oncology. His first thought was to apply for a residency position in a hospital-based, integrative setting – this led him to the Cancer Treatment Centers of America (CTCA) and his future career path.

The moment when Dan knew cancer care was his calling happened early in his residency – he was shadowing with another ND when a patient grabbed his arm in the waiting room and described how CTCA saved her life.

“She said ‘cancer is the greatest gift I ever received’. Until her diagnosis, she had never lived her life, being caught up in work and stress,” recalls Dan. “When she was diagnosed she was given a year to live – that was three years prior. She lived every day of those three years more than she had lived before that.”

For Dan, this remarkable sentiment brought home the importance and inevitability of integrative care, especially as it relates to cancer treatment. “It turns out that I was there for more than a residency – this is what I need to be doing for the rest of my life,” says Dan.

COLLEEN MCQUARRIE, ND *Owner of Ottawa Integrative Health Centre*

A strong understanding of naturopathic principles and the motivation to succeed can help an ND push through professional challenges. This is the case for Colleen McQuarrie, ND, Class of 2002, who was honoured last year as one of the Ottawa Business Journal’s top 40 under 40.

The journal lists professional accomplishments, expertise and community and charitable involvement in its requirements for award recipients – all qualities that Colleen has. But what makes her inclusion even more exceptional is

that she defies the usual stereotype of corporate businessmen and big-business entrepreneurs.

“Very few health-care practitioners or women are recognized, and never an ND,” says Colleen. “I would not be where I am, as a business owner or an ND, had I not worked hard to educate my market in overcoming general misconceptions about naturopathic medicine and promote the benefits of working with an ND to improve health and prevent disease.”

As the founder and director of the Ottawa Integrative Health Centre, she’s had to build a network and establish trust in the community. Colleen considers this an “ongoing project” – she’s always looking for opportunities to reach out to businesses, other health-care professionals and prospective patients. Her efforts were especially important in the beginning, when her practice was still new and the operating budget was limited.

Now, her clinic is multi-disciplinary, spacious, offers education, outreach and referrals to patients and is well known for

AARON HOO, ND *Owner of Doctors’ Choice Nutrition*

Unlike Colleen’s pragmatic definition of success, Aaron Hoo, ND, of Doctors’ Choice Nutrition in Vancouver takes a more philosophical approach.

“One’s definition of success is incredibly personal. How I define my success is of course, different from that of another,” Aaron says. But for students and new graduates, he offers an important piece of advice: be clear on your own meaning of success and define its elements.

“From a practical standpoint, I suggest taking a business or sales and basic accounting course,” he recommends. “Additionally, pay attention to the topics discussed in practice management class because they will help in setting up a ‘business success’ much sooner.”

Perhaps this is why Aaron is described as an “entrepreneurial ND”. Although he upholds the principles and practices of naturopathic medicine, he recognizes that



At CTCA, patients drive their treatment and have a team consisting of an ND, medical oncologist, registered dietician, psychologist, case manager and others working with them. Residents train in oncology with both naturopathic and conventional doctors and perform rotations with radiologists, hematologists and other health-care professionals in the community.

The keys to proper integrative care, according to Dan, are creative treatment methods and simple communication (at CTCA, team meetings occurred every morning and all teams convened every week).

He stayed at the CTCA branch in Tulsa, Oklahoma (calling it “a culture shock”) for two more years after his residency ended. During that time, Dan was active in state licensing efforts, serving as president of the Oklahoma Association of Naturopathic Physicians. Presently, he is a board member of the Oncology Association of Naturopathic Physicians, where he is heavily involved in promoting and advancing naturopathic oncology.

Since returning to Canada in December as a full-time member of the faculty, he’s been busy supervising the adjunctive cancer care shift at the RSNC, as well as

teaching a first-year clinical nutritional course and a few classes in the third-year integrative therapeutics course on naturopathic oncology, palliative care and pain management.

Now that he’s back, Dan plans to share his extensive knowledge about naturopathic oncology and motivate students who aren’t sure if cancer care is for them.

“You don’t have to set up a private practice or join a clinic when you finish school. There are so many opportunities out there – you might have to do some research and seek them out, but there are lots of options.”

its level of coordinated care. And much like Dan, she purports communication between her staff of six NDs and two RMTs as another ingredient to her success. “There is always a practitioner around to see patients. We support each other in our patients’ care, from monthly rounds to impromptu consults. Our approach is thoroughly team-based,” she explains.

So what tips does Colleen have for new graduates who are looking to succeed? “Know your strengths and build on them! Don’t try to be something you are not and never underestimate how much you



know, or how powerful and profoundly helpful naturopathic medicine is to your patients and their families.”

Her future goals include expanding her multi-practitioner clinic by assembling a “dream team” comprised of an osteopath, chiropractor, medical doctor, clinical psychologist and others. For now, her private practice is still geared toward family care – Colleen sees patients of all ages and uses all of the naturopathic modalities. She lives by the guiding principle that “success is helping your patients live with great energy, less pain and more abundance,” and she has remained true to that ideal.

sales acumen, promotion and a solid, well thought-out business plan play a pivotal role in one’s professional success.

The website of Doctor’s Choice Nutrition is different than most in the world of naturopathic medicine. Aaron employs several web-based marketing strategies, such as hosting an online store, a patient survey, video testimonials and an archive of patient e-newsletters. He also provides

initial consultations via Skype for patients who can’t make it to his office and more recently, started a fan page on Facebook.

According to Aaron, the value of marketing comes from staying current and relevant. “Getting the clinic out there is a good thing. It’s an ongoing and ever-changing endeavour which is extremely necessary.”

But his first priority is educating patients. Articles on treatments for fibromyalgia, irritable bowel syndrome and inflammation, among others, are downloadable and presented in simple, easy-to-understand language.

“I find teaching my patients rewarding and believe that by doing so, I support them in making and maintaining lifelong dietary and lifestyle modifications so as to prevent disease,” he says.

In addition to his practice, Aaron sits on CCNM's Board of Directors, speaks at conferences and is a clinical supervisor at Boucher. Balancing his commitments is a "constant challenge – one of the ways in which I accomplish this is by learning when to say 'no' and

setting appropriate boundaries."

After practicing for 10 years, Aaron has learned that success is continuous and a matter of trial and error. Initially, he felt compelled to build a large, multi-disciplinary practice but is now concentrating on supporting his brand

and the clinic. "I've been focusing on the modalities and conditions at which I excel," he says. "Maintaining a practice is like pruning a tree; you have to provide nourishment for growth and shape it to meet one's needs."

MARY-ELLEN McKENNA, ND *President of the transitional Council of the College of Naturopaths of Ontario*

For some NDs, influencing public policy can be as invigorating as running a practice. After all, the profession has grown at such an ever-increasing pace that the very role of an ND has evolved.

Many of these gains can be attributed to the work done by NDs at a governmental level. Mary-Ellen McKenna, ND, has witnessed the change – she graduated in 1994 when naturopathic medicine was still relatively unknown. Now, as the president of the transitional Council of the College of Naturopaths of Ontario, she is committed to furthering the regulation of naturopathic medicine in the province.

The council's success is the profession's success. "We are responsible for developing regulations, policies, and by-laws that will direct the new regulatory body, the College of Naturopaths of Ontario. Its mandate will be to regulate naturopathic medicine for the public interest by operating, managing and administering its statutory obligations under the *Regulated Health Professions Act* and the *Naturopathy Act*," she says.

The impact of the council's work will be significant. As naturopathic medicine moves under the *Regulated Health Professions Act*, NDs will integrate more smoothly into Ontario's health-care system. This results in opportunities to increase public awareness on a larger scale and collaborate with the 21 other types of health-care professions which are currently overseen by the legislation.

Even though many NDs favour the move toward regulation, it won't be easy. "There will be some limits that the profession will have to face. We'll need to define a scope of practice and identify the regulatory boundaries within which the profession can practice," she remarks.

But Mary-Ellen is up for the challenge.

"I enjoy being involved in the profession at that level," she adds. "I was with the Ontario Association of Naturopathic Doctors for several years after becoming an ND. After serving on its Board, I taught at CCNM and supervised interns at the RSNC until 2000. All of this has helped me to feel connected to the issues and with other practitioners."



Besides her role as president of the council, Mary-Ellen is also the secretary-treasurer of the Board of Directors of Drugless Therapy – Naturopathy and chair of its Complaints Resolution Committee. And when she isn't pursuing positive legislative change, her free time is spent in Port Hope with her family.

"I find that being involved in this way helped me to gain a more complete understanding of the profession," Mary-Ellen says of her work. With her many years of experience, in and outside of practice, helping naturopathic medicine gain more strides in our health-care system has been just as rewarding.



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research news

The Aviva Competition: Worth More

Over the course of four months, CCNM staff, students, patients and supporters voted for an inspirational and groundbreaking concept that will ultimately transform the delivery and treatment of cancer care in Canada.

When the voting period of the Aviva competition was over, our idea, Whole Person Cancer Care Regardless of Income, amassed 3,700 individual supporters and produced considerable buzz in health-care circles in Ottawa and beyond. And now, armed with great excitement and anticipation, we're looking to the future.

The impact from our campaign efforts on the cancer care community in Ottawa was more than we expected, says Dugald Seely, ND, M.Sc., and CCNM's director of research. Having relocated from Toronto to Ottawa, he's witnessed the growing interest from NDs and health-care practitioners alike.

"The feedback we received was positive," Dugald says. "We wanted more exposure for the idea and we were able to do that. It also strengthened our partnership with the Ottawa Regional Cancer Foundation and they are receiving kudos for it.

"People see the value in it – it's forward thinking and not what is usually funded in cancer care."

Throughout the competition, increasing exposure of our Ottawa initiative while building a strong supporter base across the country was one of the College's core objectives. "Now that we've spread awareness of naturopathic medicine and the importance of this project across the country, the stage is set for future campaigns. Our participation has truly been a great way to create resonance for integrative cancer care," says Peter Mayhew, director of advancement at CCNM.

than Money

GETTING THE WORD OUT

CCNM employed various marketing strategies to reach its current supporters and gather new ones. The Aviva competition marked an expansion of our social media efforts – we used Facebook, Twitter, YouTube and other channels to mobilize CCNM’s online community, who then shared the message with friends and families. One of the College’s more vocal supporters was CCNM third-year student and self-described “social butterfly” Meighan Valero, who used Facebook extensively to encourage her network to get involved.

“I created an event which outlined the process for voting. I invited everyone I knew on Facebook and encouraged those friends to invite their friends, and so on,” describes Meighan. “I personally emailed friends and asked them to vote daily, and since voting occurred during ‘Movember,’ I even exchanged votes for donations from my male friends.”

Certainly, promoting our idea and the value of integrative cancer care on status updates, news feeds and wall posts proved essential to our success. It helped us garner thousands of supporters and connect with people that we never

expected to – but it wasn’t the only way that we reached voters.

“We used a grass-roots marketing approach, which really meant that we capitalized on word-of-mouth, and that has always been strong for us,” explains Catherine Kenwell, director of marketing and communications.

“We visited students during class, encouraging them to vote; we developed on-site digital and print collateral to capture patients’ attention; we used Outlook to remind Board, staff and faculty to participate; we featured our patients in videos that we posted on the Aviva site and YouTube.”

Additionally, the College received a sizable amount of media coverage, including articles in the *Lowdown* (a local Ottawa newspaper) and the *Ottawa Citizen*, and an interview with CBC news radio.

CANCER AFFECTS US ALL

For some voters, the desire to support the College’s mission was personal. They came forward with stories of how a friend or family member, diagnosed with cancer, would have benefitted from naturopathic medicine had that option been available. Others related how

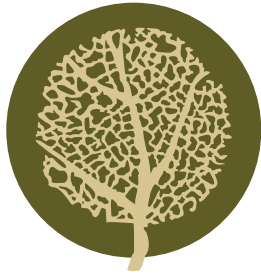
complementary cancer treatment helped them or a loved one feel better.

Meighan’s mother was diagnosed with cancer when Meighan was in her first year at the University of Windsor. According to Meighan, her case was mismanaged and the cancer spread. In her hometown of Windsor, which has one of the highest rates of cancer in Canada, the system is overburdened and the experience “a rude awakening of what Canada’s model of health care looks like at present.

“I can’t say for certain that adjunctive naturopathic care would’ve saved my mother’s life, but I can say that it would have significantly improved her quality of life,” continues Meighan. “Her doctors and nurses did their best for my mother but there were a lot of holes in her treatment and in the management of her care. These are holes that can easily be filled by NDs.

“With naturopathic care, she would have felt an increase in energy, had proper nutritional and immune support and experienced fewer side effects from chemotherapy treatments. Her last days here would’ve been enjoyable.”

continued



OICC
OTTAWA INTEGRATIVE
CANCER CENTRE

continued

“HOW SOON CAN YOU OPEN?”

We advanced to the final round, collaborated with a range of health-care professionals and supporters along the way, assembled a motivated and loyal group of volunteers, and became an influential player within the cancer care community in Ottawa and beyond. What are our next steps?

Securing a location is the College’s first priority – several sites in Ottawa have been scouted and talks have begun into acquiring a space. After we launch a functional cancer care facility – the Ottawa Integrative Cancer Centre (OICC) – in the capitol, we intend to recreate the model in other Canadian cities. In fact, a second centre may already be in the works – Meighan’s post-graduation goals include becoming board certified in naturopathic oncology and opening a branch in Windsor.

CCNM president Bob Bernhardt, PhD, is optimistic that with the community’s

continued support, OICC will break ground soon. “In early February, I returned from a two-day visit to Ottawa in which I met with a number of the organizations involved with supporting and delivering cancer care. The main question we were given was ‘How soon can you open?’ In response, we reviewed a number of potential locations and we took a proposal to CCNM’s Board of Governors in March,” he says.

We are close to establishing the first integrative oncology centre for cancer survivors and patients in Canada. How can we build on the momentum we’ve generated? “By delivering the service,” says Bob. “And we are working hard to make that a reality.”

Stay up-to-date on new developments by subscribing to our cancer care centre e-newsletter. Add your email online at www.ccnm.edu/oicc or contact Andrea Blackler at ablackler@ccnm.edu or 416-498-1255 x 226.



ANNUAL GIVING CAMPAIGN FORM

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campaign updates at CCNM

THE ROBERT SCHAD NATUROPATHIC CLINIC (RSNC) REVITALIZATION

CCNM's first year students are more than halfway to their goal of raising funds to name a clinic room in the RSNC. Visit their online giving page at www.canadahelps.org/gp/10135 to watch their thermometer rise towards their goal. Classes that raise a minimum of \$6,000 will receive a plaque on the outside of their room and a class photograph inside. Start your class fundraising by visiting the RSNC campaign web page at www.ccnm.edu.

OTTAWA INTEGRATIVE CANCER CENTRE (OICC)

Shortly after finding out that we had not won the Aviva voting competition prize money, we received notice of a generous bequest of \$50,000 that will help us fund the cancer centre – a wonderful start to our fundraising campaign. To stay updated on the progress of the centre, sign up for the e-newsletter by emailing ablackler@ccnm.edu or calling 1-866-241-2266 x 226.



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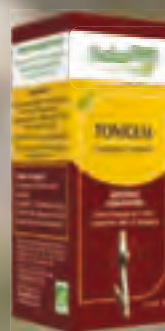
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hey alumni – we're looking for you!

Do you have news you would like to share with your fellow CCNM alumni? Send us a brief update on what you are doing:

- Have you opened a new practice?
- Received local or national media coverage?
- Are you volunteering in your community, or running for public office?
- Do you have a story to tell that may interest other alumni?
- Written or published a book or article?

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alumni updates

Ian Cole, ND, Class of 2009, recently lectured at the clinical oncology grand rounds at Royal Victoria Hospital and the Simcoe-Muskoka Regional Cancer Program on integrative cancer care. Ian reports the presentation was well-received and garnered much interest.

Sussanna Czeranko, ND, Class of 1994, recently published the compilation, *In Their Words: Vaccinations, a Naturopathic Historical Perspective*. This is the first volume in a series featuring historical detail on the roots of the profession. Sussanna's monthly column on 'past pearls' has been a regular feature in *Naturopathic Doctor News and Reviews* since 2009. Sussanna is the rare books curator at the National College of Natural Medicine in Portland, Oregon.

Faryal Luhar, ND, Class of 2003, recently returned from Guatemala, where she spearheaded a naturopathic health clinic as a humanitarian project to impoverished villagers. Faryal shared: "I had been working on the project for a few months in collaboration with an organization known as Health Outreach which is a non-profit entity, providing basic dental care to villagers in Guatemala. I worked with one assistant and we managed to set up our clinic out of a local clinic in the village of El Hawaii where I treated people for gastrointestinal conditions, female hormonal issues, and pain syndromes using naturopathic medicines and acupuncture. In total, I am proud to say that we had 150 patient visits over five days of working. Work days were six hours long, non-stop, with no air conditioning or fans and limited resources."

Kathryn Nobrega-Porter, ND, Class of 2008, explained how naturopathic medicine can increase quality of life for people living with rheumatoid arthritis, in the March 2011 issue of *Hospital News*.

Betty Rozendaal, ND, Class of 2009, is the host of a regular biweekly call-in show on CHIN Radio 1540 AM. The show features naturopathic health issues. Tune in on Sundays at 9:35 a.m.

Lisa Varadi, ND, Class of 2005, has published *The Insomnia Diet*, based on practical research garnered through her North York practice. Varadi used to suffer from chronic insomnia but found altering her diet dramatically improved her sleeping patterns. *The Insomnia Diet* sells for \$19.95 US and is available on www.publishamerica.com

Barb Weiss, ND, Class of 2006, was interviewed for the *Medical Post* online journal as part of a panel of regulated health professionals answering the question: What if primary health care was delivered by non-MDs? Read the article at <http://www.canadianhealthcarenetwork.ca/physicians/what-if/introducing-a-new-series-what-if-13611>

castor oil packs get a makeover

Castor oil packs, an eclectic naturopathic therapy, have finally gotten a makeover, making them easier and cleaner than ever before. The OJA organic body compress, a recently launched naturopathic medical device, has reinvented the way castor oil packs are applied by both patients and practitioners.

If you've ever used a castor oil pack, you know how inconvenient and messy it can be, even though it's an immensely beneficial therapy. This is one of the reasons why **Marisol Teijeiro**, ND, Class of 2010, created the OJA and engineered it with the help of her life and business partner, Shawne Beaulac, a professional engineer.

The second incentive in creating the OJA was the present-day recommendations of how to make and apply the castor oil packs. "The use of plastic and non-organic cotton bothered me. Who wants to heat up oil on a piece of cotton, that may be sprayed with pesticide, then wrap your body with plastic, and then, put a heating source on top? To me, this sounded more like toxifying than detoxifying my body," says Marisol.

Made of 100 per cent organic cotton, toxin-free, and locally manufactured in Toronto, the OJA is effective not only for castor oil

pack treatments but can also be heated or cooled for hydrotherapies, and can be used for medicinal compresses. From conception to birth, the creative design process for the OJA took a year and a half and consisted of 25 prototypes.

Inspiration for the name OJA, came from a combination of Marisol's cultural background and her appreciation for Ayurvedic medicine. In Spanish, 'hoja' means leaf and in Sanskrit, 'ojas' are the fluids of the body and vital energy, known to naturopaths as the Vis.

The OJA is distributed by a new marketing and distribution company co-founded by Shawne and Marisol, Ecoqol Inc. whose mission is to create Eco-Conscious Quality Of Life (Ecoqol) products. Ecoqol Inc. is constantly working to create new innovations in the medical industry and will be shortly launching the OJA small/large joint and baby compress.

Visit www.ecoqol.ca for more information.

three ccnm alumni appointed to ferring naturopathic medicine advisory board

Ferring Inc. is pleased to announce the formation of a Naturopathic Medicine Advisory Board that will assist the company in working with naturopathic doctors, defining treatment trends and gaps in naturopathic medicine, and assist in the evaluation of innovative natural health product opportunities. "We believe we have acquired the services of some of the young minds and leaders of naturopathic medicine in Canada – all share a common passion for naturopathic medicine advocacy, entrepreneurship and well-considered points-of-view," said Rick Jeysman, President of Ferring.

The Ferring Naturopathic Advisor Board members include CCNM alumni **Kim Bretz**, ND, Class of 2001, **Colleen McQuarrie**, ND, Class of 2002, and **Carol Morley**, ND, Class of 2003.

practice at the CCNM Integrated Healthcare Centre

CCNM is inviting experienced practitioners to join its Integrated Healthcare Centre. As a practitioner at the CCNM IHC, you'll have flexible hours of operation, attractive treatment rooms, access to administrative services, and on-site lab and botanicals dispensary.

ADMINISTRATIVE SERVICES

Our clinic staff is available for all your administrative needs, from 8 a.m. to 8 p.m. Monday through Saturday.

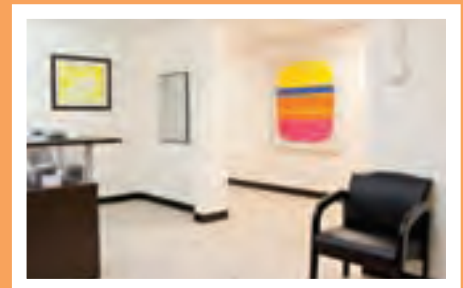
ROOM SET-UP

We have 10 air-conditioned treatment rooms, decorated with the professional health care practitioner in mind, featuring a state-of-the-art new treatment table, most medical supplies, telephone, internet connection and beautiful Bombay office furniture.

CLINIC LOCATION

Located at CCNM, at the Sheppard and Leslie subway stop, across from North York General Hospital. Close to highways 401 and 404/Don Valley Parkway.

Practitioners and their clients have access to the on-site botanical dispensary, Body and Mind health store, a healthy-food cafeteria, on-site parking facilities, 24 hour security and easy subway access.



HOURS OF OPERATION

We offer flexible hours to suit your and your patients' schedules of 8 a.m. – 8 p.m., Monday to Saturday.

Service reservation rates, per room:

\$400/week (6 days)

\$150/12 hour day

\$100/8-hour day

\$60/4-hour block

**The above listed daily/weekly rates are the minimum base rates. Practitioners, whose monthly billing is greater than the base rates when calculated at a 70/30 split, will be charged the greater of the two.*

For more information, visit

**http://www.ccnmihc.ca/practice_with_us
or contact:**

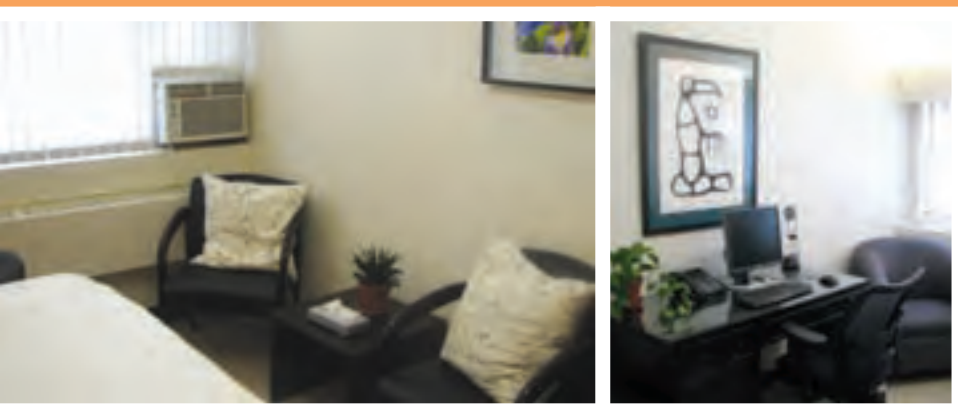
Belinda Ginter

Clinic Administrator

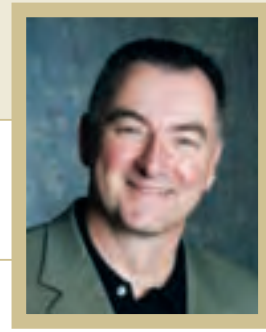
CCNM Integrated Healthcare Centre

Phone: (416) 498-1255 ext 249

E-mail: bginter@ccnm.edu



FROM THE CHAIR



Across North America health care is strained to the breaking point. The demonstrated “breaks” include patients who cannot find primary care health providers, long waits at emergency rooms, the rampant expansion of individuals living with chronic illness, and, of course, the quickly escalating costs. No informed critic believes that the current model is sustainable; the question is “How do we change it?”

Why now? Untreated chronic conditions are wreaking havoc on both enjoyment of life and expected lifespan. The escalating costs of health care are choking funding for other valuable social expenditures, such as education and social services. Perhaps most importantly, there is finally recognition that change is required, and this is creating an opportunity for fundamental systemic reform.

Finally, why do we believe that naturopathic medicine and naturopathic doctors (NDs) can provide part of the solution? I consider naturopathic doctors to be the hidden resource in health care. Taking Ontario as an example, there are approximately 10,000 primary care medical doctors (MDs), and many individuals are not able to connect with a primary care MD. By comparison, there are approximately 1,000 registered NDs in the province. Many of these NDs are currently underutilized and, with the exception of the five community clinics in which the Canadian College of Naturopathic Medicine (CCNM) provides services, it is virtually all fee-for-service and thus unaffordable for many.

Presumably, if NDs are to assume a greater role it should be because of the demonstrated efficacy of their therapies and the proven economic advantages associated with the use of their services. With respect to efficacy there is substantial evidence of the impact of lifestyle change on chronic conditions such as diabetes and cardiovascular deterioration. Lifestyle counselling is the most frequently employed therapy by NDs and longer patient visits allow NDs to provide individualized guidance and coaching to their patients.

However, you needn’t take our word for it. In conjunction with Canada Post Corporation and the Canadian Union of Postal Workers, CCNM conducted a multi-centred randomized clinical trial on the use of naturopathic therapies in reducing cardiovascular risk. The study demonstrated strong efficacy in risk reduction, in line with some of the most common allopathic treatments, without the concurrent negative side effects. Further, a companion economic study demonstrated an immediate financial advantage associated with the treatment, based upon improved health and associated improvements in attendance and performance. This is particularly significant in that the real benefit is the as-yet unmeasured long-term reduction in cardiovascular events and the resultant reduction in mortality.

I have also observed multiple testimonials from individuals who have benefited from the care on CCNM’s adjunctive cancer therapy shift. Not only did the

support the individuals received from the treatment boost their overall health and enjoyment of life, many report that it allowed them to continue chemotherapy and radiation treatments that they had been considering stopping.

Yes, naturopathic doctors constitute a hidden resource that holds considerable promise for improvements in health care. The most efficient economic approach to treating chronic conditions is to prevent their development and progression. The evidence supporting the use of naturopathic medicine is becoming overwhelming, for those with the courage and openness to embrace it.

The time is now. To drive this change CCNM is continuing to expand and solidify the evidence base through high-quality research and clinical practice. We are participating in health-care dialogues whenever we can, and we are hosting symposia to force the debate. And, through tools such as this annual report, we are inviting others to educate themselves with respect to the advantages that naturopathic medicine can provide and to join us in the promotion of a healthier tomorrow.

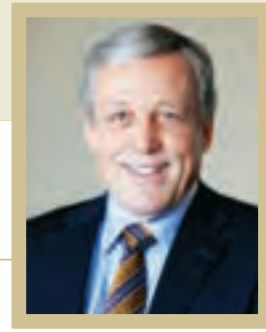
Sincerely,

A handwritten signature in black ink that reads "Kim Piller". The signature is written in a cursive, flowing style.

Kim Piller

Chair of the Board of Governors

FROM THE PRESIDENT



CCNM is working diligently to shape future success for naturopathic medicine. Our academic department is working with the profession, other naturopathic institutions, and health-care educators across North America to ensure that the doctor of naturopathic medicine program at CCNM is preparing graduates for the roles they will face. Experienced members of the profession are actively participating in a Program Advisory Council to ensure that our curriculum is relevant. Faculty and academic administrators are revising the program so that students face greater integration throughout their learning. Students are being exposed to clinical practice earlier in the program so that they can more easily relate their acquisition of medical knowledge with the clinical practice to which they aspire.

The College has completed numerous renovations and upgrades to ensure that our facilities support the first-rate educational experience that our students expect. The clinic has undergone extensive renovation and it has become, in many ways, a model ambulatory care facility. A simulation room has been established where students can reinforce learning through working with a variety of models and learning aids.

We are extremely appreciative of the many of individuals and firms who have donated to CCNM over the past year. I particularly want to thank the faculty and staff for digging deep during a year of uncertain economic conditions to provide almost \$23,000 in donations. I encourage readers to scan our list of supporters – these firms and individuals are supporting the change that we seek.

CCNM Press has had an extremely good year and the textbooks being produced are establishing new standards for learning materials for naturopathic medicine.

CCNM research continues to set new standards. Director of Research Dugald Seely won the Award of Outstanding Achievement: Best Research award at the leading annual convention for naturopathic medicine in North America. Researcher Deborah Kennedy conducted a study on an ionic footbath designed to help remove toxic metals from the body; a study that demonstrated no statistically reliable evidence of efficacy. CCNM research is focussed on advancing knowledge. It is just as critical to conduct studies that demonstrate lack of efficacy as it is to conduct those studies that do.

CCNM staff are increasingly being recognized for their expertise. Chief Naturopathic Medical Officer Jonathan Prousky received the Orthomolecular Doctor of the Year award by the International Society for Orthomolecular Medicine. This award has never previously been awarded to a naturopathic doctor. Clinic Supervisor Ken Dunk was recently recognized by the Ontario Association of Naturopathic Doctors as the physician of the year.

CCNM's role in community health centres continues to be highly valued and we have recently added another community clinic shift to our roster. Within the Robert Schad Naturopathic Clinic, the adjunctive cancer care shift is frequently fully booked and the patients are extremely appreciative of the care provided.

Over the past year, much of my time has been spent in communicating with others the role that naturopathic doctors can play in the future of health care.

I am encouraged by the interest being shown by leaders in several select hospitals and Local Health Integration Networks (LHINs). In particular, we are grateful for the reception we have been given by the variety of cancer support groups and health-care providers in the Ottawa region.

I continue to be extremely proud of my association with CCNM. Our students are bright, environmentally concerned, socially conscious, and ... really nice people! The contribution of our graduates to the health of their patients is becoming broader and more profound with each passing year. Our patients continue to provide me with uplifting anecdotes of health-care improvements as facilitated by our students and our supervisors.

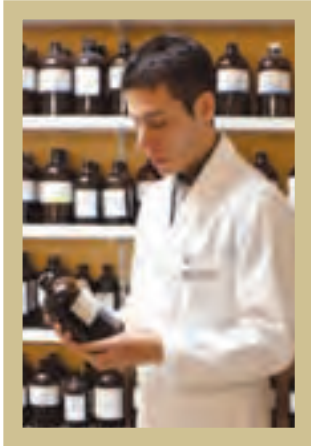
Let's work together to ensure that the changes implemented lead to a much healthier and successful tomorrow.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Bernhardt". The signature is fluid and cursive, written over a white background.

Bob Bernhardt PhD
President and CEO

EARLIER CLINIC EXPERIENCE BENEFITS ALL



How does it benefit students, interns, patients and the profession when 2nd and 3rd year students take on more clinical responsibility earlier in the program? At CCNM, the richness of our clinical and practical education helps us develop more confident, knowledgeable NDs.

"It's easy to get caught up in the details of a very demanding academic program. Entering clinic earlier helps students put their training into context; they are more likely to better understand pathologies in a clinical context, which is much more valuable than reading out of a text," says Mark Fontes, 4th year student and RSNC intern.

"When a 4th year intern shares their experiences with 2nd and 3rd year students...when they see us doing intakes, they learn what to expect and how to troubleshoot before they start taking primary patient responsibility. It helps students develop their own style, and build a level of confidence and comfort in working with patients."

CCNM's curriculum has been adapted to create more clinic exposure, earlier in the program. In first year, students are introduced to naturopathic practice at the RSNC. Students shadow clinic faculty as they do their rounds, and are introduced to the standards of medical

record keeping, privacy policies and clinical reasoning.

In second year, students continue to develop their clinical skills through direct patient contact. Under mentoring from 4th year interns and clinic faculty, students gather information for patient intakes and physical exams, and are assessed on patient rapport, intake skills, professionalism and medical record keeping.

Winnie Siu is a 2nd year student who has shadowed Mark on a shift. She has witnessed the difference between the doctor/patient relationship in conventional and naturopathic medicines. "We engage the patient and involve them in the conversation, as opposed to merely speaking to them," Winnie says. "We work with the patient to restore their health."

Winnie believes the early entry into clinical practice shows CCNM's commitment to the profession, to patients, and to the health-care system. "We're exposed to a wealth of information—our supervisors are willing to share, engage and guide us—they recognize that we all share a responsibility to be successful in our chosen profession."

Mark continues, "Clinic provides us with an opportunity to discover what inspires us, and what inspires us makes us better

NDs. The smaller CCNM community allows us to build strong relationships with our colleagues and teachers, and access to faculty and the dean. Each has something to offer to make you better.

"Everyone who works at CCNM moves the profession forward. It's amazing how determined we are in focussing on our one common vision and goal—to help people be well.

"I've been on the adjunctive cancer care shift, and part of the Parkdale Community Health Centre satellite group. Especially on the cancer care shift, it's not just the patient you're treating; you're helping and guiding the family by extension. And at Parkdale, we worked in small groups with MDs and nurses to provide integrative health care to a different demographic than we might see at the RSNC. As a result of my CCNM experience, I will be focusing my practice on cancer prevention and care.

"It's a privilege to hear a patient say you've made a positive impact in their physical and emotional life. When patients share their most personal stories and trust to tell you things, it's very rewarding. To see your protocols work, to witness positive outcomes—it makes all that studying worth it."

ADJUNCTIVE CANCER CARE AT CCNM



The time is now for patient-centric, integrated health care, in which health-care professionals recognize and respect each others' expertise and roles in patient wellness. Through the creation of the Ottawa Integrative Cancer Centre, CCNM is poised to deliver genuine collaboration between health-care professionals in a truly integrative setting.

Historically, conventional cancer treatment has been based on the 'tumour-oriented model', which seeks to cure cancer through treatments focused on attacking the tumour—surgery, chemotherapy and radiation. The goals of naturopathic medicine for people undergoing cancer treatment include minimizing side effects of chemical therapies, balancing the body's immune system, increasing energy and well being, and supporting the mind, body and spirit in the healing process.

“...naturopathic
medicine supports
overall wellness...”

The adjunctive cancer care shift at CCNM continues to play a crucial role in delivering supportive, life-changing therapies to patients living with cancer. Here are some of their stories:

Lucy discovered naturopathic medicine, and the Robert Schad Naturopathic Clinic, when her father was diagnosed with colon cancer. Wanting to help him recover, Lucy searched for information on diet and supplements. “My dad had jaundice, and we had to get him strong so

that he could have chemotherapy, so that he could get better,” she says. “We tried naturopathic medicine. We weren't sure it was going to work, but within two months, his appetite, mood, energy—everything changed for the better.”

Both Lucy and her father felt that to the other health-care professionals they encountered, her father was “just a number. Never once did anyone say, ‘you can beat this; you can turn your life around’”. The interns and supervisors at the RSNC gave him that hope, that positivity.”

Naturopathic medicine plays an important role in Lucy's father's life—and in her own. While her father was receiving treatment, Lucy was diagnosed with breast cancer. “Having gone through this with my dad, I knew there was something I could do. We face cancer not as a life sentence but more like a bump in the road.”

Complementary cancer care at the RSNC takes a holistic approach to cancer care by using scientifically grounded, natural methods to strengthen the body's ability to heal itself. The treatments Lucy's father received at the RSNC has helped him continue with chemotherapy and conventional treatment. Without it, she says, “things would have been different—my father probably wouldn't have surpassed his six-month diagnosis.”

As for Lucy, she says it's been important for her to detoxify her body after chemo to help keep her body fit. “I don't think I've ever felt stronger,” she comments.

Lucy sums up the role of naturopathic medicine, and integrative health care, by explaining, “You know conventional medicine can work, but naturopathic medicine supports overall wellness, and the combination or integration is the best of both worlds.”

NATUROPATHIC CARDIOVASCULAR RESEARCH CAN SAVE MONEY AND LIVES

CCNM's groundbreaking study on cardiovascular disease has proven that we have the tools and ability to treat and prevent chronic disorders. With the increase of preventable diseases in Canada, the time is now for an integrative, patient-based model of health care that utilizes naturopathic research as a foundation for wellness.

During the extensive pre-screening process at three separate Canada Post centres - Vancouver, Edmonton and Toronto - candidates were screened for blood pressure, lipid and glucose levels. For one worker, this made all the difference.

"At the pre-screening, John, a young man in his twenties, had several risk factors including being significantly overweight," says Serenity Aberdour, ND and one of the trial clinicians. "He showed up at my office door one day asking if he could join the study - the results of the screening had really been a wake-up call for him."

Over the course of the recruitment period, John transformed himself. He changed his dietary habits and lost about 30 pounds, with a goal of losing even more by the end of the year. He succeeded - over the course of the study he further reduced his weight. In addition, he experienced an increase in energy and was more active, doing all the activities he enjoyed in life.

John exemplifies the life-saving impact of naturopathic medicine on chronic illness. Many other participants saw their symptoms improve dramatically after receiving naturopathic care and adopting a healthier lifestyle. Others, like John, experienced weight reductions, lowered blood pressure, less overall stress and other positive changes such as improved sleep and increased vitality.

The cost savings of naturopathic medicine on society are substantial, according to Dugald Seely, ND, M.Sc., director of research. "We found that over \$1,000 was saved per patient in the course of a single year - essentially, the effect on improving cardiovascular health was twice as great as for the use of statins and only half as costly."

The outcomes that John and others had with naturopathic care point to the benefit of integrative health-care measures. One of the greatest strengths of naturopathic medicine is how NDs are able to combine different modalities and treatments together for overall patient care. We can reduce the long-term risk of developing cardiovascular disease by improving upon the delivery

of conventional medicine; namely, the monotherapeutic approach to disease treatment.

"Preventative medicine is gradually gaining momentum in Canadian health care," says Serenity. "Research like this, particularly if it can show a cost benefit of prevention vs. intervention, influences the direction of health care - not all at once, but with each new bit of positive research, a little more ground is gained."

Our research - applying naturopathic medicine in real-life situations - will help change the face of naturopathic medicine in Canada. And as John would attest, naturopathic medicine can deliver a real and meaningful impact on one's health - and the health care of all Canadians.



"...the results of the screening had really been a wake-up call for him."

PROUSKY RAISES AWARENESS OF NATUROPATHIC MEDICINE THROUGH NATIONAL MEDIA

CCNM is defining the role of naturopathic medicine in Canada. NDs like our Chief Naturopathic Medical Officer, Jonathan Prousky, spread the word about the benefits of naturopathic and integrative care. With ambassadors like Jonathan, we're able to elevate CCNM's national profile and educate Canadians about their health-care options. The time is now for us to lead the changes towards a better, healthier future.



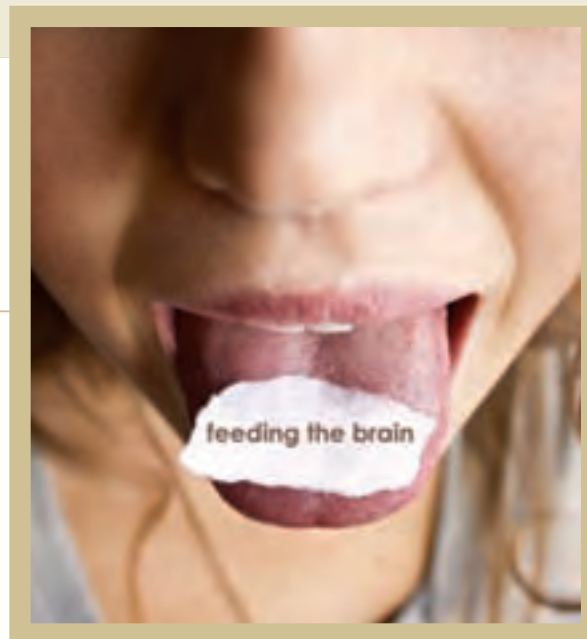
In October 2009, Jonathan gave an interview on brain health through clinical nutrition to inform readers about their mental health-care options outside of drugs and psychotherapy. It proved to be a vital topic; since its first publication in *The Edmonton Journal*, the article was reprinted nearly a dozen times in various news outlets from coast to coast including *The Montreal Gazette*, *Vancouver Sun*, *Ottawa Citizen*, *Calgary Herald* and *The StarPhoenix* (Saskatoon) to name a few.

“The main goal of the article is to spread awareness, that there are treatment methods beyond pharmaceuticals that empower the individual and treat the whole person,” says Jonathan. “We’re talking about a large percentage of the population – about 20 per cent of Canadians – with a mental health condition. We go to work everyday with people that might have or know someone who has mental health issues. They are our colleagues, neighbours and friends.”

When NDs like Jonathan share the message of naturopathic medicine’s ability to heal the individual, we can remove the shame and silence that surround mental health issues and other chronic diseases – and we enable people to care about their health and themselves.

In June, Jonathan was named the 2010 Orthomolecular Doctor of the Year at the Orthomolecular Medicine Today Conference, marking the first and only time an ND has won the award. The significance of this kind of recognition cannot be understated and represents a huge shift in the way that NDs are viewed by their fellow health-care practitioners and the public. This is a critical time for Canada’s health-care system – as costs continue to rise and its delivery begins to increasingly depend upon complementary forms of medicine, CCNM increases awareness of naturopathic medicine by raising our profile among other health-care providers.

In a way, Jonathan’s participation in “Feeding the Brain,” a documentary that explores the lives of several Canadians with mental health conditions, embodies the ideas and goals that have



made CCNM a success – supporting students (a novice filmmaker completing her thesis directed the picture) and educating the public by telling real stories about people who found the answer to their health-care problems with naturopathic medicine.

The hopes and struggles that the survivors share in the documentary are raw and compelling; the transformative effect that naturopathic care has had on their lives and relationships is truly remarkable and inspiring. It was screened at the 2010 DOC NOW media festival in Toronto where it was seen by a wide audience including naturopathic-minded viewers and others interested in the subject. For Jonathan, the importance of the documentary lay in its timely message – NDs can help to destigmatize and shred the taboos that surround mental health, and mood disorders, like other chronic diseases, can be effectively managed with nutrition-based treatment.

If we’re to learn anything from Jonathan’s part in raising awareness of CCNM and naturopathic medicine, it is this: The current system can no longer meet our health-care demands. Canadians need integrative, sustainable and whole-person health care and NDs are the key to that change. “Because naturopathic medicine has grown so much and we NDs are valued for our contributions and the work that we do, we’re seen as equals in health care,” Jonathan reflects. “We have our own philosophy and modalities, but we’re equipped with a phenomenal skills set to practice primary care medicine and we’ve become the first choice for health care for many people.”

“...there are treatment methods beyond pharmaceuticals that empower the individual and treat the whole person.”

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A GROWING CULTURE OF PHILANTHROPY AT CCNM

Your support is changing the future of health care

In fiscal year 2009- 2010, our supporters helped the College advance in many ways:

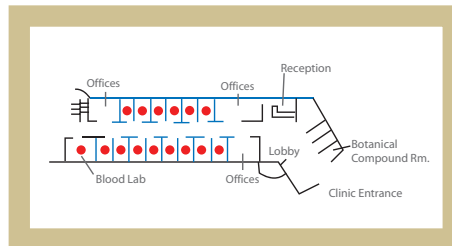
The renovation and improvement of our teaching clinic, the provision of free supplements to our community clinics, the disbursement of scholarships and bursaries to students in financial need, the grand opening of the Integrated Healthcare Centre, the funding of many exciting new research projects and the development of services that assisted graduates starting up their new practices.



A BEQUEST FOR THE FUTURE OF NATUROPATHIC MEDICINE

To recognize the late Lucy Hopkins and the \$3-million remainder trust she left to the College, a framed portrait of this generous donor was placed in the College's lobby in October, 2009. Lucy's planned gift will help students in financial need through future scholarships.

"CCNM is delighted to receive such a generous bequest from a wonderful role model for our students," says Bob Bernhardt, president and CEO. "Lucy's bequest will provide much needed financial support to students who are training to become trailblazers in developing a new model of health care. This donation is a wonderful example of how an individual can extend their positive impact on the world through planned giving."



CLINIC CAMPAIGN LAUNCHED

The Robert Schad Naturopathic Clinic (RSNC) \$240,000 fundraising campaign was launched this year.

The campaign will raise funds to refurbish and renovate the 40 clinic rooms in CCNM's teaching clinic, providing a better environment for students, staff and patients. Support for the first 15 rooms was received this year and we will be working on securing funders for the remaining 25 rooms in the next six months.

SUPPORT GROWS FOR CCNM'S ONCOLOGY CENTRE

The College is working to establish the Ottawa Integrative Cancer Centre (OICC). Working with a variety of agencies in the Ottawa area, we have been amazed with the support and enthusiasm for the opening of the centre. We have recently received \$1.35 million in financial support from the Lotte and John Hecht Memorial Foundation. Once the location has been confirmed, CCNM will embark on a fundraising campaign to support the creation.



Donations can be made at www.ccnm.edu, or www.CanadaHelps.org.

Recommended by Doctors!

Bio-D-Mulsion 400 & Bio-D-Mulsion 1000

With the discovery of vitamin D receptors in tissues other than the gut and bone - particularly the brain, breast, prostate and lymphocytes - recent research suggests the utilization of higher amounts of supplemental vitamin D₃ for a wider range of applications in order to maintain and improve patients' health.

Bio-D-Mulsion 400 & Bio-D-Mulsion 1000 from Biotics Research Corporation both supply vitamin D₃ as a micro-emulsion for enhanced absorption and utilization, which is particularly important for those with malabsorption conditions. Clinical use of Biotics' micro-emulsified vitamin D provides significant improvements in serum levels of 25-OH-vitamin D following supplementation.

Bio-D-Mulsion 400 (NPN#: 80020888) supplies 400 IU of vitamin D₃ per drop, while **Bio-D-Mulsion 1000** (NPN#: 80007438) supplies 1,000 IU of vitamin D₃ per drop.

Safe - Conservative regimen of **Bio-D-Mulsion 1000** supplies necessary vitamin D (as emulsified D₃) without the increased risk of hypercalcemia commonly associated with single, large dose therapies - especially important in an outpatient setting.

Effective - One (1) drop daily of **Bio-D-Mulsion 1000** (1,000 IU) increased 25(OH)D concentrations in vitamin D deficient children 202% in six weeks, effectively tripling 25(OH)D levels.

Easy to Administer for Greater Compliance - Simply dispense one (1) drop from the bottle directly onto the tongue each day.

* Gordon CM, et al. Treatment of Hypovitaminosis D in Infants and Toddlers J. Clin. Endocrin. Metab. First published ahead of print April 15, 2008 as doi:10.1210/jc.2007-2790



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Optimal EFAs[®] (NPN# 80006382) supplies a unique blend of the highest quality fish, flaxseed and borage oils, extensively tested for purity, and providing ALA, EPA, DHA, GLA and Oleic essential fatty acids in optimal ratios.

"Consistent with the theme of current research, **Optimal EFAs[®]** supplies a balance of essential fatty acids in amounts and ratios which provide significant health-promoting benefits to the widest range of patient groups."

~ Alex Vasquez, DC, ND, DO

Essential Fatty Acids for Optimal Health - Fatty acid imbalances are common in societies that consume an abundance of processed foods with artificial ingredients and hydrogenated fats, and have an over-reliance on grains. EFA deficits generally occur in combination, therefore, supplementation with a balanced combination is clinically prudent.

Healthy Balance and Easy Dosing - **Optimal EFAs[®]** provides a complete, healthy balance of the health-promoting fatty acids, in an easy to take capsule, or as a naturally flavored liquid. Dosing can be easily tailored to patient's size, weight and health status.

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CCNM 2010 SNAPSHOTS

STUDENT SERVICES & ADMISSIONS

- Admissions update: better than budgeted class start Sept 2009 and Jan 2010 (115 new students started in September 2009; 49 new students started in Jan 2010)
- Our newly established Career Resources Centre provides career counselling and resources for students, new grads and alumni
- Financial Aid Audits: completed for 2010 (U.S. and MTCU) – CCNM maintains status to administer student loans. CCNM has maintained a zero per cent loan default rate for the third year in a row
- Implementation of new student information system (Sonisweb): significant investment in student database system allowing for future online application, student registration, student portal to biographic information, grades, billing, etc.
- LRC staff have fully put into use the Polaris Library Operating System to improve patron account transactions and searches for resources, and increased the number and quality of databases containing full-text research articles

RESEARCH

- Began a RSNC-based randomized double-blind placebo controlled trial to assess the ability of a multi-strain probiotic natural health product to treat irritable bowel syndrome.
- Completed an open-label pilot trial to explore the effects of a compound natural health product containing specific amounts of magnesium, vitamin B6, vitamin C, and zinc. Preliminary results are positive and are being incorporated into a larger SickKids funded double-blind clinical trial
- Awarded an extensive CIHR Knowledge Synthesis: Translation Grant to study the safety and efficacy of a series of Natural Health Products for people with, or wishing to prevent, breast cancer.
- Recognized as experts in the development of synthesis knowledge, the Department of Research & Clinical Epidemiology will be developing the content for an interactive decisional aid for women survivors of breast cancer who are interested in complementary therapies for menopausal symptoms. This work is funded by the Canadian Breast Cancer Research Alliance and will be conducted in partnership with CAMEO (Complementary Medicine Education and Outcomes) Program.
- Department staff have published over 12 papers during the year including publications in the high-impact journals Stroke and PLoS One.
- The research team has presented our research widely including at the following conferences: the Society for Integrative Oncology in New York; the International Society for Complementary Medicine in Tromso, Norway; the Canadian Association of Naturopathic Doctors in Montreal; the American Association of Naturopathic Physicians in Tacoma, Washington; and at the first ever CCNM symposium held in October last year.

CLINIC

- In response to repeated requests from students to have more OSCEs in the program, this April (2011) the OSCE will become part of the evaluations in Integrated Clinical Pathology & Diagnostic Assessment and PCD courses. The OSCE is recognized as one of the best ways to assess clinical skills and patient rapport; and students have repeatedly told us that it is one of the most profound learning experiences they have had at CCNM.
- The clinical experience for third-year students has been revised to offer a more step-wise progression prior to fully taking on the role of a primary intern. This allows students to slowly integrate into the role of primary intern and to establish stronger connections with patients prior to becoming fourth-year students.
- We upgraded clinic facilities to provide a more professional space for patient care and student learning. In addition to new floors at the back of the clinic, the first 16 rooms in the clinic have been equipped with new tables, chairs and sinks. We're developing a simulation room within the LRC, allowing students to access state of the art gynaecological, pediatric, otoscopic and ophthalmic models. Finally, over 25 new study carrels have been placed throughout the College for student studying needs.

NATIONAL PROFILE

- CCNM staff, including Ken Dunk, ND, and Dugald Seely, ND, M.Sc., have been honoured with awards this year that celebrate their valuable contributions to the naturopathic health-care community and research, respectively. Ken received the Chair Award at the OAND Conference (the award honours one ND each year for their excellence in naturopathic medicine and their outstanding contribution and service to the naturopathic health care community). Dugald was presented with the Award of Outstanding Achievement: Best Research at the annual AANP convention (he received the award for the project, Naturopathic Treatment for the Prevention of Cardiovascular Disease: A Whole System Randomized Pragmatic Trial.)
- Some of the high-quality texts we published this year include *Healing Depression: Naturopathic and Conventional Treatments* by Peter Bongiorno, ND, and *Principles & Practices of Naturopathic Botanical Medicine Volume 1*, by Anthony Godfrey, PhD, ND, and Paul Saunders, PhD, ND, with Kerry Barlow, ND and Matt Gowan, ND.

CCNM continues to be a trusted and reliable source for information on naturopathic medicine and its affect on the health of Canadians. In fiscal year 2010, the College responded to requests on a variety of topics from both print and electronic media outlets. CCNM-related stories included:

- Global News – foods and supplements to help fight the flu, naturopathic treatments to help fight aging, the health benefits of chocolate
- CTV National News – mixing herbal remedies with heart medications
- Wylde on Health – anti-aging, pain management and pediatrics
- CBC Radio – naturopathic approaches to treating Alzheimer’s disease
- Alive Magazine – immune health, Watsu water therapy, heart health, surviving allergy season
- Healthy Directions – sports nutrition tips for women, endurance exercises for heart health
- Metro News – naturopathic treatments for weight loss
- Hospital News – six article including naturopathic approaches to treating diseases of the gastrointestinal (GI) tract, nicotine dependency, healthy pregnancy, Be Your Best Self (BYBS) Kids and Teens, aging well and treating cancer with complementary care

ALUMNI RELATIONS

- Association membership grew by 8%
- Hired alumni ambassadors (students) to re-engage with alumni
- E-newsletters to all alumni continue to get positive feedback
- Focus in 2010 will be to engage alumni in supporting the refurbishment of the RSNC

ADVANCEMENT

- More supporters are directing their donations to fund research at the College. Gifts to the research fund nearly tripled this year.
- Staff and faculty at CCNM continue to give generously to support the College. They gave an impressive \$22,626 this year.
- Corporate sponsorship helped to offset the costs of student events, the student handbook and the alumni magazine this year.
- Check out the supporter list (p.32) to see who was honoured this year

THANK YOU, CCNM SUPPORTERS

The Canadian College of Naturopathic Medicine is fortunate to benefit from a long list of friends and supporters. The following individuals and corporate supporters help CCNM achieve its mission to educate, develop and train naturopathic doctors through excellence in health education, clinical services and research that integrate mind, body and spirit.

By investing in research, scholarships, teaching clinics and other areas at the College, our supporters help CCNM lead the development of primary health care through education in naturopathic medicine and foster positive change in our health, our environment and our health-care system.

CCNM is a charitable educational institution, and receives no direct financial support from federal or provincial governments. Our financial health depends on the generosity and commitment of our supporters, who believe in the work we do and support naturopathic education and research. On behalf of our students, alumni, faculty, staff and clinic patients, we thank you.

The following list recognizes support of \$50 or more given between August 1, 2009 and July 31, 2010.

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TRIBUTE AND IN MEMORIAM DONATIONS We are grateful for the gifts made in honour of and in memory of the following individuals.

In Honour of

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Class of 2013
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Ajay Lad
Jonathan E. Prousky

Maria Rubino
Edda Tahiliani
Wedding of A. Blackler &
T. Marshall
F. P. Wilson

In Memory of

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Marnie Coates
William B. Gruber
Marie Himmen
Marie Kelly
Andy Lunardo

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LEGACY GIVING We thank the following donors who have made gifts of a lifetime through bequests or life insurance.

Life Insurance

Heinz Vollenweider

Bequests

Estate of Lucy Hopkins

Estate of Ina Meares

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Estate of Joyce Isabella
Vanderburg

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CCNM 2010 FINANCIALS AT A GLANCE

STATEMENT OF FINANCIAL POSITION

As at July 31

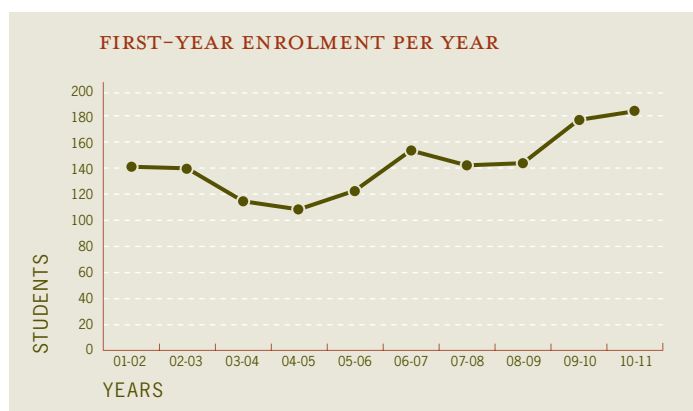
| | | | | 2010 | 2009 |
|--|----------------|-----------------|----------------|------------|---------------|
| | Operating Fund | Restricted Fund | Endowment Fund | Total | Total |
| ASSETS | | | | | |
| Current | | | | | |
| Cash and cash equivalents | \$ 545,467 | \$ 193,424 | \$ 67,550 | \$ 806,441 | \$ 743,972 |
| Accounts receivable | | | | | |
| Student fees | 3,846 | — | — | 3,846 | 124 |
| Other | 205,909 | — | — | 205,909 | 160,614 |
| Due from related parties [note 3] | 117,088 | — | — | 117,088 | 96,929 |
| Inventory | 39,866 | — | — | 39,866 | 41,471 |
| Prepaid expenses | 317,601 | 9,198 | — | 326,799 | 348,130 |
| Total current assets | 1,229,777 | 202,622 | 67,550 | 1,499,949 | 1,391,240 |
| Long-term prepaid expenses | 7,315 | — | — | 7,315 | 13,305 |
| Capital assets, net [note 4] | 12,725,738 | — | — | 12,725,738 | 12,442,412 |
| | 13,962,830 | 202,622 | 67,550 | 14,233,002 | 13,846,957 |
| LIABILITIES AND FUND BALANCES | | | | | |
| Current | | | | | |
| Bank indebtedness [note 7] | 400,000 | — | — | 400,000 | — |
| Accounts payable and accrued liabilities | 802,450 | 300 | — | 802,750 | 556,820 |
| Interfund loan [note 6] | (379) | (109) | 488 | — | — |
| Current portion of long-term debt [note 7] | 329,609 | — | — | 329,609 | 306,616 |
| Deferred revenue | 877,601 | — | — | 877,601 | 746,390 |
| Total current liabilities | 2,409,281 | 191 | 488 | 2,409,960 | 1,609,826 |
| Long-term debt [note 7] | 745,845 | — | — | 745,845 | 1,230,028 |
| Total liabilities | 3,155,126 | 191 | 488 | 3,155,805 | 2,839,854 |
| Commitments [note 13] | | | | | |
| Fund balances | | | | | |
| Operating Fund | 10,807,704 | — | — | 10,807,704 | 10,800,412 |
| Restricted Fund [note 8] | — | 202,431 | — | 202,431 | 139,629 |
| Endowment Fund [note 9] | — | — | 67,062 | 67,062 | 67,062 |
| Total fund balances | 10,807,704 | 202,431 | 67,062 | 11,077,197 | 11,007,103 |
| | \$ 13,962,830 | 202,622 | 67,550 | 14,233,002 | \$ 13,846,957 |

See accompanying notes

On behalf of the Board:

GOVERNOR

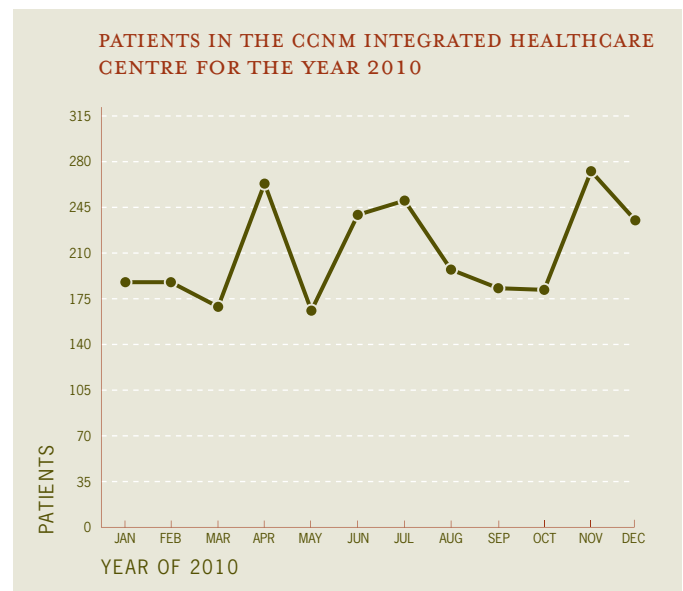
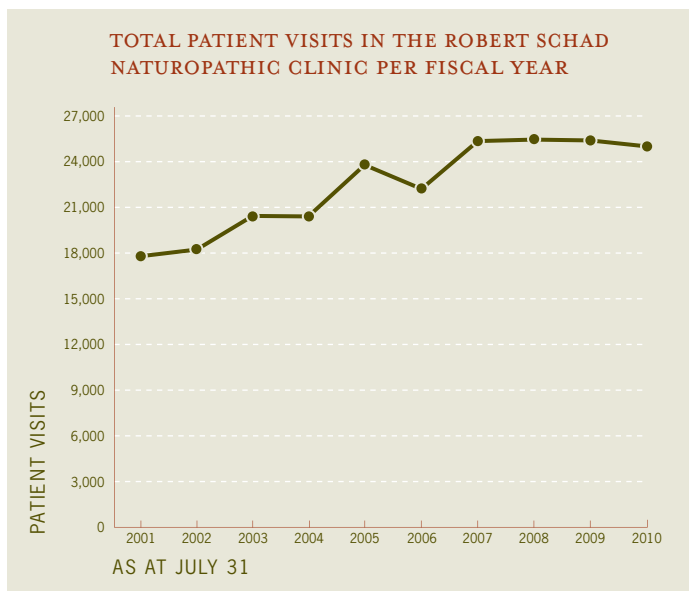
GOVERNOR



STATEMENT OF REVENUES AND EXPENSES AND FUND BALANCES

| Year ended July 31 | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 | 2010 | 2009 |
|---|----------------------|----------------------|-----------------|-----------------|------------------|------------------|----------------------|----------------------|
| | Operating Fund | | Restricted Fund | | Endowment Fund | | Total | Total |
| REVENUES | | | | | | | | |
| Tuition | \$ 9,747,961 | \$ 8,924,501 | — | — | — | — | \$ 9,747,961 | \$ 8,924,501 |
| Clinic | 840,151 | 729,645 | — | — | — | — | 840,151 | 729,645 |
| Dispensary | 97,598 | 74,928 | — | — | — | — | 97,598 | 74,928 |
| Property | 1,052,265 | 1,089,600 | — | — | — | — | 1,052,265 | 1,089,600 |
| Membership fees | 9,750 | 9,200 | — | — | — | — | 9,750 | 9,200 |
| Student and application fees | 41,097 | 38,413 | — | — | — | — | 41,097 | 38,413 |
| General interest and continuing education | 144,551 | 110,958 | — | — | — | — | 144,551 | 110,958 |
| Donations and sponsorships [note 10] | 91,088 | 151,954 | 59,227 | 120,914 | — | — | 150,315 | 272,868 |
| Interest | 20,027 | 48,704 | 178 | 1,339 | — | 2,094 | 20,205 | 52,137 |
| Research | 283,223 | 284,205 | 99,360 | 12,793 | — | — | 382,583 | 296,998 |
| Other [note 11] | 271,864 | 341,613 | — | — | — | — | 271,864 | 341,613 |
| | 12,599,575 | 11,803,721 | 158,765 | 135,046 | — | 2,094 | 12,758,340 | 11,940,861 |
| EXPENSES | | | | | | | | |
| Salaries and employee benefits | 8,580,195 | 8,036,205 | — | — | — | — | 8,580,195 | 8,036,205 |
| Rent | 37,007 | 20,360 | — | — | — | — | 37,007 | 20,360 |
| Office and general | 853,235 | 709,716 | 12,076 | 7,500 | — | — | 865,311 | 717,216 |
| Travel, promotion and advertising | 539,142 | 463,224 | 819 | — | — | — | 539,961 | 463,224 |
| Clinic | 240,743 | 217,825 | — | — | — | — | 240,743 | 217,825 |
| Research | 462,181 | 362,168 | 30,823 | 71,233 | — | — | 493,004 | 433,401 |
| Books and teaching supplies | 280,425 | 291,998 | 4,018 | 13,777 | — | — | 284,443 | 305,775 |
| Professional services | 76,643 | 102,380 | — | — | — | — | 76,643 | 102,380 |
| Bursaries and awards | 39,733 | 51,934 | 46,801 | 76,256 | — | — | 86,534 | 128,190 |
| Graduation and student events | 20,554 | 26,349 | — | — | — | — | 20,554 | 26,349 |
| General maintenance | 647,536 | 760,381 | 1,426 | 800 | — | — | 648,962 | 761,181 |
| Interest on long-term debt | 66,702 | 97,397 | — | — | — | — | 66,702 | 97,397 |
| Amortization | 748,187 | 692,309 | — | — | — | — | 748,187 | 692,309 |
| | 12,592,283 | 11,832,246 | 95,963 | 169,566 | — | — | 12,688,246 | 12,001,812 |
| Excess (deficiency) of revenues over expenses for the year | 7,292 | (28,525) | 62,802 | (34,520) | — | 2,094 | 70,094 | (60,951) |
| Interfund transfer [note 12] | — | 132,942 | — | — | — | (132,942) | — | — |
| Fund balances, beginning of year | 10,800,412 | 10,695,995 | 139,629 | 174,149 | 67,062 | 197,910 | 11,007,103 | 11,068,054 |
| Fund balances, end of year | \$ 10,807,704 | \$ 10,800,412 | 202,431 | 139,629 | \$ 67,062 | \$ 67,062 | \$ 11,077,197 | \$ 11,007,103 |

See accompanying notes





From Left to Right: Cecilia Ho ND, Adriana Restagno ND, Tanya Salituro CanPrev Founder, Janet Neilson ND, Natalie Lauzon HD

Working together with you.

CanPrev Natural Health Products Ltd., based in Richmond Hill, Ontario, is an all-Canadian company that develops and markets premium natural health products to healthcare professionals and select health food retailers.

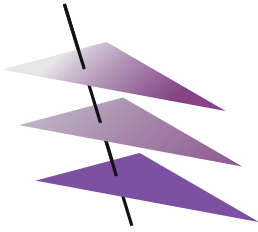
Tanya Salituro, a three-time breast cancer survivor, founded CanPrev in 2005 as a response to her search for alternative health solutions and to the perceived need for highly comprehensive, premium quality, natural health products.

Our product development process merges the best creative and critical thinking with the very latest scientific research.

Our goal is to create the world's most innovative and effective natural health products.

Our in-house Research & Development team and Scientific Advisory Panel is composed of experienced, licensed natural healthcare practitioners, process and quality control engineers and experts in natural ingredients.

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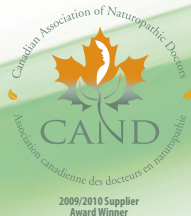
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