

Big Brain Radio Show
1-21-06
Fabrizio Mancini

(music)

D: Hey good morning! Welcome to the Big Brain Radio Show. It's Saturday morning. Now we're going to start out slow and we're going to build up to a crescendo... is that the right word?

Z: Hey, we're going to start real slow... that sounds like Tina Turner.

D: Hey, the Big Brain Radio Show... this year we're going to call it the VIP Big Brain Radio Show.

Z: Really? Now explain that Dr. D. What's the VIP mean?

D: Well VIP stands for vision, inspiration and purpose. And this deals with our vitality, our intensity and our power. And we intend to make this a very important show and it's going to be for very important people. How's that for VIP?

Z: That sounds good.

D: Took me a long time to figure that out – about 20 seconds.

Z: Why don't we introduce ourselves.

D: Well, I am Dr. D... Dr. David Stussy, and you can call me Dr. D.

Z: And I'm Dr. Zena Xanders and you can call me Dr. Z

D: And we are...

B: The Big Brain Radio Show!

D: So today, I'm going to do just a little review about the purpose of the Big Brain Radio Show. It's really to let people know that our life is really based on our perceptions. It's not what happens to us, but our perception of

what happens to us. And these perceptions are really a function of our physical and our metaphysical brain. Our physical brain is the brain that everybody kind of knows where it is. And our metaphysical is our mind, and how we see and how we create life itself. And basically we're kind of a receiving and transmitting system, through the nervous system...

Z: Kind of like a radio station.

D: Like a radio station... I was getting to that.

Z: Oh, I'm sorry. (laughter) See I'm following you though.

D: We create information. And information means you take something and you put it in form, so it has a value to people. And it's transmitted on a physical and a mental and spiritual plane. So we're receiving and broadcasting ideas, just like a radio station.

Z: That's right.

D: And you've seen our logo... our logo actually shows an old fashioned radio station beaming out – you know brain waves to radio waves. And that's the big brain philosophy. The thing that keeps us from the magnificent of our ability to communicate this way, is interference. Now we've talked to people like Greg Stanley who showed perceptions about our behavior in our job alters our ... how we do, and how it affects our ability on money. We talked to Dr. Demartini... he's told us how our human value systems cause us to label things positive or negative, so we actually miss out on half of the events of living. And it kind of covers up unconditional love. We had Wendy Mulhausen and Dandy... Dr. Dandy...

Z: Dr. Dandy! He'd like that.

D: Dr. Daniel Amen tell us about how brain injuries affect... and Ted Carrick who told us how the brain works. So we're going to go further and start looking at something today from a very brilliant man about interference to this whole process.

Z: Our guest today is Dr. Fabrizio Mancini, originally from Columbia, South America. Have we had a big brain from South America here?

D: Not yet. This is a big ...

Z: No, this is exciting.

D: This is our first one.

Z: All right. We go get your South American coffee, come right back. You're going to love this big brain guest today, Dr. Fabrizio Mancini. This is Big Brain Radio Show, AM 950 Air America Minnesota.

(music)

(music)

D: Hey, welcome back to the Big Brain Radio Show.

Z: That's a catchy tune.

D: That is a good one, isn't? You're going to like the music today.

Z: Good.

D: So we're talking about genetic potential. We all have the potential beyond our dreams. And something interferes with our ability to communicate and transmit this, and it happens over a lifetime. Some of it's of value and some of it isn't. And knowing about it is actually a big event. Now there are things that remove the interference. And of course, as chiropractors, we know they're moving interference to the nervous system and to the brain, and ultimately to the ultimate experience of living, is what chiropractic is about. And so today we have a true big bring. I think he's lived the energy of a thousand lifetimes...

Z: I think so.

D: ...and he has the wisdom of a ... He's got that angel face, but he looks so wise.

Z: Yeah, and if my math is correct, I think he's under 40, which when you hear what this man has accomplished ...is quite amazing.

D: So why don't you tell us a little bit about...

Z: All right. Well, I'd like to tell you a couple of interesting things about our guest today. First of all, he is the president of the third largest chiropractic college in the world... that's Parker Chiropractic's College, and it's also the number one leading seminar – chiropractic seminar program – in the world, Parker Seminars. And also he is a father to Gianni and Luciano – which I love that – and husband to Alicia. But he has an even larger family that he's the guardian of and that's the Parker College of Chiropractic. And we're going to talk about the founder of that college, and his mentor, Dr. Jimmy Parker, here today. Some other interesting things about Dr. Fabrizio Mancini... He has co-authored the book "Chicken Soup for the Chiropractor's Soul"...

D: Oh, he's got a "Chicken Soup" book?

Z: Yes... all those books by Jack Canfield and Mark Victor Hanson.

D: And they can get that at the book store, right?

Z: Last fall he was appointed to the Governor's advisory council on physical fitness for Texas, which is amazing. It's the first time a chiropractor has ever been on the Governor's advisory board for physical fitness. And a couple years ago he was nominated as the "Hero for Humanity". It's an award for enriching and inspiring others and some of the people who have also received that award are Katie Couric and Michael J. Fox and Danny Glover. So this man is quite the human being.

D: You know he hovers with the big brains. He is a big brain.

Z: He travels in the galactic chiropractic realm, for sure. Welcome to the program Dr. Mancini.

FM: Well thank you so much for having me. I've been looking forward to this.

Z: We could tell more about you but it would take like half the show so I think we better just get to it.

FM: Well that's humbling enough, so thank you.

D: Well you heard us talk a little bit about the concept of the big brain... really the mind and how we really create our life and our experiences. And our ability to perceive that has to do with how we view the world. And so... and we call people that do this, Big Brains. And when I started out with this big brain concept, I started looking at the people who were big brains in my life... That they didn't really... they didn't even say anything on purpose, but something they communicated, usually metaphysically, changed my life and how I viewed life, and it just kind of took me on the course that I was destined to take. And who... you know... you came from South America, Columbia. And you moved here at an early age...

Z: When he was about 12, yes?

FM: Yes.

D: So, tell us a little bit about how a big brain... how a person ... the big brains in your life that took you to where you... on your journey, your destiny. Just a few of them.

FM: Well as I recollect, I would probably have to say that the biggest brains were probably my mom and dad. It's amazing how sometimes we take for granted some of the lessons that we really get from our parents, because you know we're young, we think we know it all, we think that we should be doing things differently than they are because we don't identify perhaps... the way they look, the way they act ... we think maybe they are antiquated in their thought process. But I would say that my value system primarily was set up by my parents and that would probably be the greatest gift they gave me... is the fact that they set up tremendous value – a value for family, a value for God, a value for friends. And both of my parents came from very wealthy families, so money was never an intention of how they made decisions or why they made decisions. The decisions that they always made were how can they contribute to society? What was their responsibility into society? And from a very young age I remember my mom and dad giving us examples of that it's not what you have in the world, but what the contributions you make into the world that make a difference, that define who you are as a person – define how great you are. So I would say that's probably the beginning.

D: Well you know in the big brain philosophy, values is what we ... we determine what we perceive in the world is really based on our values. Our values determine what we kind of are open to. And so obviously with those values, that's really going to kind of direct your life, direct your course what you're open to and you have demonstrated that.

FM: Well you know the thing with values that I find is when you recognize the priority of your values... and Dr. John Demartini, a big mentor of mine and a big brain... you know he puts it very clearly that you know the priority of your values is where you spend your time. And if you really want to recognize what your value system is, all you've got to do is really record what you do every single day, what you spend time thinking of and what you spend time doing every single day. And even though sometimes we think that our value system is different, we really get to recognize what they are by what we do. And whenever we recognize what we do, we recognize that that's what we're putting our energy and emphasis in, and that's typically what we attract into our lives too. So if you want to change your life, then you have to reprioritize your values to make sure that they match with what it is that you want.

Z: What was it that brought you and your family here to the United States?

FM: Well believe it or not, what brought us over here was actually that in Columbia there was a lot of kidnapping going on. Columbia is the number one country of kidnapping in the world. And my parents, of course, had a very big business. We had the largest white flour and olive oil company in all of South America. And it was very difficult for us to be able to go to school without bodyguards and chauffeurs, and people were always around us. And it was like you have all these wonderful abundance, but you lived in a very confined environment. And my parents – my mom and dad got married actually in the United States because my mother was a resident of the United States. Her father owned land and investments in the United States so they were residents. They had a home in the United States. So she decided that, you know that's where we wanted to go ... where they wanted to take us – five boys. And for us when they made that announcement to us, the only times we'd been to the United States it was always to go to Disneyworld every year.

Z: (laughter)

FM: So we just thought, my goodness we're ...

Z: You thought you're moving to Disneyworld

FM: ...moving to Disneyworld...

Z: I love it.

FM: You know this is the greatest...

Z: The American Dream.

FM: in the greatest part of the world. So, but that was the main reason initially... was to actually allow us to move into an environment where we wouldn't have any restrictions towards expression. Meaning that we could choose any career that we wanted. We didn't feel like we had to be in the family business the way my dad felt ...

D: I read that you were headed to medical school. Is that correct?

FM: Yes I was studying to be a medical neurosurgeon. Actually I'd been accepted at two medical schools. And that's when I discovered chiropractic...

Z: Yeah, what happened? What was the turning point that had your destiny changed to be a chiropractor?

D: Yeah, where's the big brain experience there?

FM: Well what happened there was that as an undergraduate student, I was very fascinated with the human body. I took a lot of psychology. I took a lot of theology because... and philosophy because I also recognized the importance of the mind. And all of a sudden then the thing that fascinated me the most with the nervous system, and that's why I said that's what I wanted to become, a neurosurgeon. And I was doing a rotation at the leading hospital here in Dallas called Parkland Hospital, in surgery – in neurosurgery – and I was involved in a very serious car accident that left me very ... with severe whiplash... with neck pain. I couldn't move my neck without severe pain. So I went to the hospital and ran into one of the

orthopedic surgeons and I said, “Listen would you mind taking a look at me and would you treat me?” And he said, “You know what? I can do that, but why don’t you go see my chiropractor. I think that he can help you better.”

D: Fascinating.

FM: And that’s my first referral... was actually from the orthopedic surgeon at Parkland Hospital. And I went to see this individual and it changed my life, because that’s why I recognize that when you deal with the nervous system in the way that as a chiropractor we do, it’s something we can affect the human potential... the function of the body... the way that the body was designed, and to affect true healing in a much greater way than I could have ever done as a traditional medical doctor.

D: That’s a fascinating...

FM: And that’s what guided me to enter chiropractic school.

D: That’s still a fascinating decision you made so you have to be acknowledged for that... because it was a big brain decision, and I’m sure there was some doubt, just like there is in any great decisions we make. So...

FM: Well the amazing thing about that it took me six months to research chiropractic, and what I decided to do is... you know you can always look at a profession from the outside, and do the statistics and see how many chiropractors there are, what their curriculum demands, etc., but what I did is I interviewed about 69 chiropractors. I wanted to know who are these people? What kind of lifestyles do they have?

D: Great.

FM: What do they think like? And that’s what really made my decision for me... is the fact that I found individuals that were happy to be in the profession they had chosen... that they were helping a tremendous amount of people... with things that I never even thought were possible to be helped through natural means and chiropractic. And then all of a sudden they were very in-tune with a service attitude that I was just amazed with because with allopathic medicine a lot of times many of the discussions were always about money and how much money you were making. And people were

looking at patients more like they were coming to you with problems and concerns and pains, but the chiropractic patient comes there not only for that, they come there because it's a place where you can enhance your livelihood. You can learn about how to think more positive. You can learn about nutrition and fitness and lifestyle behaviors that allow you to be a more complete person. And that's some of the things that really attracted me.

D: Well that early vision obviously shows up in your life today. You know it's funny, you took six months... I was in dental school, it took me six seconds.

Z: (laughter) Are you trying to insult him?

FM: But I want to reiterate something...

D: No I wasn't. It's just a different...

FM: I know... I took six months because of my educated mind. The way that, you know, you make decisions that you want to make sure that you do your due diligence to make sure...

D: Oh, for sure.

FM: ... but I want you to know that when I first understood and heard about chiropractic and the potential that the body can heal itself, the fact that the nervous system controls every cell in the body and can help you fulfill your full health potential and your full life potential... and the fact that we were body, mind and spirit, that we needed to recognize the universal intelligence ... that it spreads itself within ourselves, that's innate intelligence ... those three premises were the ones that really awaken what I call an innate intelligence ... what I call my inner wisdom...

D: Well I think your destiny was inside you and you just had it revealed to you.

FM: Right. And I think that tapping into your big brain is really tapping into that wisdom ...

D: Oh, you betcha.

FM: ... and that inner voice that we sometimes take for granted and don't want to listen to.

D: Yeah... not to make you feel bad, because then I did the study after I made the decision... I started going "well, I don't know what I did here." Of course I'd made the best decision anyone could ever make. We're going to get back because we want to hear about your other big brains, especially a man named Jimmy Parker. But we're going to take a short break. We'll be right back.

Z: Stay with us. It's an adventure. The Big Brain Radio Show. This is AM 950 Air America Minnesota.

(music)

(music)

D: Hey welcome back to the Big Brain Radio Show. And your life is made of silver and everybody should live in the sun. And we are talking to Dr. Mancini, chiropractic and ... chiropractic leader and extraordinaire. And we were just kind of talking about his big brain... big brains that have influenced his life. And there's a man named Jimmy Parker that we both know about. Can you tell us a little bit about that?

FM: Yes... when I decided to choose chiropractic college, I found out that Parker College of Chiropractic, at the time, which Dr. James W. Parker, the founder had started as a way of contributing and teaching chiropractors not only how to be great doctors but how to be great healers. Everybody that I interviewed was pretty much saying "You know I went to a different school, but I really ... if I was to go to chiropractic school again, I would go to Parker. Go to Parker. Go to Parker." So I kept saying, wow, what is this school? So I came over here... I enrolled. And I had an opportunity to listen to this giant. I mean everybody had referred to Dr. Parker as a giant, but in reality he was about 5'3", he was ...

D: (laughter) That's right.

FM: ... a small man from Texas with ... with a very scratchy voice but very profound knowledge and wisdom. And I listened to what he had...

what is called an assembly where he actually talked to us about life... about life principles, about success principles, about healing principles. And I just... you know I listened to him for an hour and I said, "Wow, I hope one day I can sound and be like this man. I just wish one day that I can be that confident about my profession and about what I'm doing in life and the contributions that I'm making." So I went through school and all of a sudden Dr. Parker got invited to a congress in Mexico City. And he didn't even want to go because all of a sudden the congress was going to be in Spanish, and there was going to be leaders from all over the world there. But they wanted him to really be there so they talked me into trying to convince him. So what I did is I wrote him a 25-page paper...

D: (laughter)

FM: ... as to why he should go...

Z: (laughter)

FM: ... why he should pay all my expenses and take me as a translator...

Z: (laughter) That's good.

FM: And the last message that I put in my points was that it was naturally right, which was kind of like his philosophy that, you know, that we attract naturally right things and people and events into our places for the right reasons and we need to listen to that. So all of a sudden, you know, he called me back that day and said, "Okay, you talked me into it. I'll... you can come and let's go. I'll get my secretary to get the tickets." So went in Mexico and I spent a lot of time talking with him, after the conference, and just getting to know one another. And for whatever reason, he decided to mentor me. He mentored me for about 13 years of his life. And even though I was a student... and then later on I became alumni president of the Board of Alumni, and then I become Board of Trustee of the school. I mean I did all these things, but he kept mentoring me as a friend, as a father figure, as a grandfather figure, as... as an individual that is very gifted. And I just kept taking it all in. And one day... I used to tell him, I said, "I don't know why you chose me. You have so many people in your life." And he said, "Well, you remind me of me when I was your age. And you have something that I know I must be giving... give this information to you." So unfortunately he had a complication from a surgery and he passed away.

When he passed away the Board of Trustees had asked me if I would take over this role, as the President of Parker College, Parker Seminars, Parker Products and the whole Parker empire, which is pretty large. And at that time I was 32 years old... I mean 31 years old. And I was like, wow, how can I fulfill the shoes of my mentor... 76 years old... a man that is so accomplished and the leader of the whole profession worldwide? And I hesitated for a year. I said, "No, I can't do this. This is not ... you need to find someone else." And they actually kept pursuing me and pursuing me and finally I said, okay I'd do it, if it's unanimous by all Board of Trustees and they called me back two days later and said it's unanimous, we're all on the line, can you be there Monday morning? So I started this role about six-and-a-half years ago, that made me the youngest President of a University in the United States at the time, which I was kind of shocked. I didn't know that, but someone did the research and... and I just enter with surrendering... meaning sometimes we doubt ourselves for the opportunities that are presenting in front of us because we don't think we're capable of meeting the challenge. But you know an opportunity doesn't come your way unless you're meant to be the one to fulfill it. So don't shy away from it. I had to surrender myself and say you know what – all of my fear is just an illusion. If the Board feels that I am the person, then let me go in there and do the best that I can. If I succeed, great. If I don't succeed, they'll find somebody else to replace me. And that's the agreement that we made. And all of a sudden we began to make decisions to take this enterprise and the college and the seminars to a whole new level and we've been extremely successful because...

D: Well you certainly have succeeded.

FM: We listened.

D: Yes. And you know, the thing is that you actually have taken... because the Parker seminars had been around for while, they originally were the only – the Parker seminars were the only thing that was available to the profession, and now a lot of people have copied that. So you have brought some unique ideas to the professional – the Parker professional seminars and also ... So let's talk about that. How have you transformed the actual professional seminars themselves?

FM: Well the Parker Seminars primarily were established to teach chiropractors and chiropractic assistants procedures of how to properly take

care of their patients... you know, maximize their relationship with their patients. And then secondarily, personal development to try to let them know that a practice is a reflection of the self... of the person. So they needed to work with themselves before they can really build great practices. And then thirdly, of course, is to teach them the techniques and the science and the research behind chiropractic philosophy and science. So that was the chemistry. So what I did when I first came in, I learned that first if you want to really understand where your audience, your customers, your patients want you to take them, listen to them. Survey them. So what I did is I began to ask and survey a lot of our customers – a lot of who over 45 years people have been coming to Parker Seminars – and I would say “What would you like to see in a seminar? What would you like to see happen? What would be your ideal to come and bring all your staff?” And I began to put those things into motion. What they wanted was some very high level, quality people that can teach from the heart. Not that I always had an agenda of something ... an addition to sell ... but that was somebody that was truly sharing from the heart and had the best interest of the _____. They wanted diversity. They wanted individuals that were very well-versed in their skills, but individuals that didn’t look the same or sound the same. They wanted different cultures. And as the profession has gone almost to a 50% female, which it was rare 20-30 years ago...

D: Oh really.

FM: ... the profession was mostly male dominant, we began to attract and seek out some of the best leaders that were ladies. And all of a sudden more ladies started coming to the seminars. So you begin to adapt to what it is that society calls for... what your attendees call for and we began to implement those decisions and it’s worked out really well.

D: Well we’re going to talk more about that because it’s had a profound effect... profound effect.

Z: We’re talking with Dr. Fabrizio Mancini from the Parker College of Chiropractic. Where are you not surrendering yourself to the opportunities presented to you?

D: And what can you build in the future?

Z: We’ll be right back. This is AM 950 Air America Minnesota.

(music)

(music)

D: Hey, welcome back to the Big Brain Radio Show. And we've all had events... we know things that are destined to happen for us. Of course love is the biggest representation of that because love for everybody – unconditional love is what it's all about. And one of the slogans of the Parker Seminar is "Loving Service – Our First Technique". And we've always carried that forward and I think you have done a great job of doing that yourself, all right?

FM: Thank you so much.

D: Is there anything more you want to say about the professional seminars?

FM: Well the professional seminars like you mentioned is that they were primarily for the first 50 years geared towards chiropractors and chiropractic assistants... sometimes chiropractic spouses. But I think the next wave of the future is to create mechanisms by which we can invite chiropractic patients, and the average person . Because what we have found is that the number one feedback that we get from our attendees is that the seminars actually become life changing experiences. They, for whatever reasons, make commitments to themselves during the seminar. We have such a great line up of speakers every time... that are some of the most influential speakers within ...

D: Oh, right. You have like Mark Victor Hansen...

FM: Yes.

D: ... and all the ...

Z: Wayne Dyer.

D: All the big dogs.

FM: Wayne Dyer...

Z: Nathaniel Brandon.

FM: ... _____ that the people that have come over 55 years. So I think as we enter our 55th year next year, I think what we're going to be moving towards is creating campaigns by which we can invite the regular people to come, and also they're moving it into a technological web-base, where actually people will have access through the internet, to be able to get some of this beneficial information.

D: We're going to have to get the Big Brain charter airplane ready, okay?

FM: (laughter)

D: We're going to bring a whole group down, okay?

FM: Great!

D: Because you've got some great locations for those seminars in the past. I remember – were you at our ... what was it? It wasn't a hurricane... it was a hurricane...

FM: In Acapulco?

D: Acapulco. Were you?

FM: No, I wasn't. But I know that it was an amazing, very spiritual seminar ...

D: Dr. Z and I got trapped there... we...

FM: There was no electricity, no nothing, and you made the best out of it. You know?

D: It was great. Anyway... what you're saying is true about involving people in their own health decisions. And the internet certainly has made that ... people's consciousness about what they want to do. The thing is in health styles is they need to have information that really fits with their own experience and not with something that tells they should do this or they should do that.

FM: Right.

D: Really what empowers all the areas of their life, and that's very... it's going to be onward and it's not something that they have to depend on somebody else for.

FM: Well, what we started doing a couple of years ago is that we made a conscious decision to create and make every international seminar a fundraising experience to advance chiropractic in the nation. So we began with Australia and we raised hundreds of thousands of dollars. And we actually have the largest wellness seminar in Australia now, even though we're not from there. We just signed a contract with Japan, which we'll be going this year in 2006. We'll be going to Europe and Mexico. And of course we go to Canada. But the idea behind it is that we wanted to recognize that as a seminar company we had a duty and a philanthropy duty to allow to utilize those seminars to help fundraise for those countries that are beginning to pioneer chiropractic and help with legislation issues and also help with public education issues, and of course an educational facility as a chiropractic school in those countries. So that's what we're utilizing that money for. I'm just very excited at the fact that we're able to do so.

D: Wow, we've got the Big Brain Express going all over the world here. We'll call it the International Big Brain Express.

FM: Yep.

D: Hey, the College is really a very powerful vehicle because it was a growth out of Jimmy's vision to have a college. And I know that it cost him a lot to do that. And so your continuation of that vision, because like you heard when you were interviewing, it was the place to go – and I still consider it the place to go, that's what I would tell anybody... and so tell us a little bit about Parker College. Where is it going and what's been going on?

FM: Well the Parker College primarily when I first came here the basic things that I found out from surveying all our alumni as to... you know when I first came here I said you know what, if we really want to know what needs to happen we need to be humble enough to ask the difficult questions. So we went ahead and asked our alumni, where do we fail you? What

expectations did we not meet? Where did you feel that your return on your investment fell short? And you'd be surprised how loud and clear they spoke to us.

D: (laughter)

FM: So they definitely wanted ...

Z: They were just waiting for someone to ask all this time, right?

FM: Well you know in reality, when we have customers a lot of times we always concentrate on the praises. Little do we understand that we may be losing customers right and left because we forget to ask those questions. So all of a sudden we begin to implement those decisions and what they wanted was more congruency with the healing chiropractic principles in our basic science courses so we began to work with our basic science instructors, which are mostly PhDs and MDs. So they understood better chiropractors we enrolled some of them into the chiropractic program, so they could become MD, PhD, DCs... so they could teach from that perspective. They wanted more business so, you know, most medical doctors, osteopath and chiropractors are not taught a very strong business acumen but we have to run our practices, and that's a business. So we began to integrate a lot of business courses, business strategies... how to read a P&L... all the things we take for granted sometimes until we're here with a diploma and we say "Oh, now we have to open a business and be a CEO of our business, but nobody ever taught me how to run a business."

D: You know and that's really important because as a doctor if you have to have your attention on something you don't even know anything about, it really distracts from your ability to be with your patients. So when you give them that kind of a model to operate so they can be successful at that level and have whatever consultants they need, that really allows them to be present with their patients. They don't have that stress. It's a HUGE difference that you're making.

FM: Yeah. And the other thing is that we began to be more accountable for their success long-term. And the reason I do that is because I recognize that if our students are not successful when they graduate, how can I ever expect donations as an alumni? How can I ever expect more referrals? I mean, who is going to refer more students to chiropractic if they're not

succeeding in their life? Our biggest referral doctors are the most successful doctors in the nation. The people that know that by leaving the chiropractic career that they can provide for themselves and their families and fulfill every ambition and goal and objective that they have. So the College right now is on a waiting list for the first time in the history of our profession in the United States. We have a college with a waiting list. We are attracting incredible people. We attract people from all over the world. We have had about 110 countries represented to our student body. And we have 29 countries that are students are pioneering and developing chiropractic in those countries. We just created our first abroad program where our students get to spend one full trimester in Mexico City, learn Spanish four hours a day and treat the Spanish population four hours a day. We have chiropractic students in hospitals that are creating so many miracles that now the Secretary of Health in Mexico has decided that she wants to put a chiropractor in every hospital in Mexico. So their Secretary of Education has come here twice because they want to open more schools all over Mexico now because they're figuring out that chiropractic makes more sense for the level of needs that they have because they don't have the monies to afford a very high cost, high technology system to support 100 million people. So ... I mean amazing strides through the College... And of course we're leading in research. We just won the highest award for research in chiropractic schools. So I think we're moving in a direction that will bring in more credibility to our profession, to our school... And what we're going to be concentrating over the next 3-5 years is actually public awareness. We're going to be doing a lot of projects to really move this profession and double it and triple it with the amount of patients that come into it by helping educate the public and helping the public make a better decision. Because ultimately, what is happening with society today – which is very amazing to me... You know, society today the top five killers in the United States are all preventable. That's the thing that amazes me is that all of a sudden because of our lifestyle behaviors, because of our attitudes towards life and what instant gratification we want out of things, we are making poor choices that are killing ourselves and killing our loved ones. We need to somehow begin to show the United States that individuals need to take more responsibility towards their lifestyle behaviors which are causing most of the health issues that they're facing... and especially the health issues that are killing us. So that's pretty much a message that needs to get out. When I was with the Secretary of Health and Human Services in Washington, D.C. about six months ago... seven months ago... he said... he made this statement to me... He said the United States spends about 5% of its resources in

preventative wellness resources and 95% on urgent care. That must be reversed if this country is going to lead and is going to be a healthy nation...

D: And as you know...

FM: ...That's what's happening.

D: And chiropractic really has been a leader from the very beginning in that area. Of course that's why we have the Big Brain Radio Show is public awareness. We really want to promote that people actually look at the responsibility for their own health and their health styles and that it really fits the values that they know are true, and not what somebody tells them to, because I don't think the information ... It's either really sensationally all... like it's an instant change... but not somebody that really need to look at the values in their life and how they can change their health. So, anything you're doing...

FM: Well when you think about a value system... I mean, honestly, I've done it with my own personal life... and health is my number one value. Because without health can we actually have a healthy mindset or a healthy spiritual life? Without health, can we have a great relationship with our spouse or our loved ones? Without health can we actually have a good relationship with our children? Can we actually fulfill our potential at work without health? Can we actually enjoy what life is meant to be? Can we enjoy our goals? Can we enjoy our skiing? Can you enjoy our wonderful sports and hobbies? So health ... people need to recognize that that should be one of the top priorities in their value system.

D: And what true health is, not just exercising, etc.

FM: That's what I mean.

Z: Dr. Mancini, I think it's interesting to find out about the person behind all the accomplishments... and obviously you're very accomplished, but would you share with us a little bit about how do you organize your life to fulfill your values... you know personally... How do you do your exercise? How do you spend time with your family? I mean obviously you're very busy in your work, but how do you organize your life? And maybe as an example to other people...

FM: Right. You know it's so funny because the people that know me personally... if there's one thing that people comment towards me is my balance. And I want to tell you that it takes effort. I'm the busiest that I've ever been at this stage and for the last few years, but I'm the most balanced that I've ever been. And that is where you have to set the priorities in your life, through your value system, as to what's important to you. So I wake up at 5:00 every morning. I go to the gym by 5:15. I leave the gym by 7:15 to 7:30. I'm at work by 7:45 to 8:00 and then I begin my day at that time. And I put myself... that's what I call my "me time" because I realize that without my health... without the proper behaviors of healthy eating and healthy exercise, my day is going to be limited to what I can accomplish. And also to handle all the responsibility that I have – I know I have a lot of dependency of all of the employees that I manage and all of that, and their livelihoods – that it's a lot of sense of responsibility.

D: Well you know...

FM: My wife meets with my assistant here at the College once a month where they go over all my personal schedule. So for instance this morning I had to welcome 125 new students at 7:30. By 8:00 I was having a parent-teacher conference with my kids' teachers, with my wife, because we decided that that's something we want to do together. And we want to hear from the teachers together. So what she does is that she organizes the schedule of the children... so if there is a parent-teacher conference, if there is a fundraiser for the school, if there's a game, if there's a practice... something that is important for the children ... she organizes that first before we actually put any appointments or business appointments. I try to get home by 5:00 in order to be there so when they're there we can help them with homework and all that. And that's something I just started a couple years ago because I was having, you know, 7:00, 8:00 nights and I realized that you know these kids are only going to be small at this stage and I needed to be there in their development. If not, I may not be able to enjoy the bond that we're going to have the ability to build now, later on. So I try to be there. I try not to set too many appointments at night. I do travel almost every week, so what I do is that if it's a conference, a speech that I have to give, I try to set it up for lunch so I can get in in the morning and get back by afternoon. If I have to spend the night and I spend one night and get back first thing in the morning since I wake up so early, so I can still be here in the morning. If I have to spend two nights, usually my wife will join me for one of those nights with my children, or by herself. I have to spend three

or four nights, then we definitely bring the children. Of course, as they get older and they have more commitments with their schools and their sports, it's more difficult to manage that, but we just sit down and we talk about the priorities and make sure that everybody knows that if I have to miss a game... that one of my sons... my son is 9 years old, just turned now, but he's competing national in tennis ... he's a very, very good tennis player... he started about a year ago. So like this weekend I'll be going to a different city where he'll be competing, so I try to make those trips as much as I can. But then on Tuesday I'll be going to Vegas for the biggest event in chiropractic ... our Parker Seminars ...

D: We'll be there.

FM: You know, so it's a balance. But the key thing is communication. It's sitting down with your loved one... your spouse, your children ... and saying "Okay, what is important to you?" I date my wife at least twice a week. We take at least one weekend a month to do a trip where it's just the two of us in a different city. So we do many things. Then we take at least three weeks vacations a year with the family, where we go to different destinations.

Z: I just want to commend you because that's an amazing commitment to balance.

D: Well you know people say they want life to get easier, but really as you grow, it's you become more responsible.

FM: Yes.

D: You definitely demonstrate that. And the other thing I think you have is you do what you love and you love what you do. And that really has an energy for it and allows you to keep getting up everyday and moving forward when you love what you and do what you love. And you obviously demonstrate that.

FM: Well you know, it's so funny because my little boy, when he was six years old, he said, "Daddy I want to earn some money. What can I do?" I said, "Honey, I'm going to give you the magic formula for earning money and being happy at the same time, and that is you find what you love to do the most and you find a way that other people will pay you to do it."

Z: (laughter) Okay, hold on. We're the Big Brain Radio Show. This is AM 950 Air America Minnesota.

(music)

(music)

D: Hey, welcome back to the Big Brain Radio Show. We're here with an extraordinary person ... just like all our big brains. And you know one of the things we talked about before we left on break was doing what you love and love what you do. And I remember a person coming to me... and I was taught by Dr. Demartini to ask... He came to me for a job and I was taught by Dr. Demartini to ask him "What would you do if you had a million dollars." He said, "Well I know what'd I do, I'd do this woodworking thing." I said, "That's what you should be doing." He came back later and he had created a woodworking business. It wasn't woodworking, it was furniture building. And because he did what he loved. He was really thankful for that. And so we were talking about what you do and what you love. Any more comments on that?

FM: No, I just wanted to finish with what I told my little boy. So what he did... about a month later he started drawing and making all these funny drawings. And all of a sudden I saw him... that he would... anytime somebody would come to the house, he'd say "Oh, so and so, I made you a drawing, but it's going to be \$5", etc. Then my parents came to town and then all of a sudden my parents are giving him \$50 for those drawings. He said, "Grandma, I made you a drawing." And within a period of probably about a month-and-a-half, he made \$600. He said, "Daddy, this thing that you taught me really works, because I love drawing but I'm really earning a lot of money." (laughter) And he put it all in a bank and now he's got a lot of money in the savings all because of his own effort.

D: And your inspirational words, also.

FM: Thank you.

D: And that he listened to you! So you obviously...

Z: That's good.

D: We've all had ... our children, we always want them to listen, so that was very...

Z: How about some other tips of stuff that works, Dr. Mancini?

FM: Well as a parent, I think that one of the lessons that my wife and I go through is (1) children watch more what you do than they listen to what you say. You know children don't listen to what you say as much as they watch what you do. So if you want to... you know my wife and I, we constantly talk about that. It's more important to show them the right behavior than to teach them or tell them what the right behavior is. So that's something. Another thing that we do in raising our children is to emphasize and reward and celebrate the right behavior and truly to ignore the wrong behavior. Because a lot of times with children, especially when they're little, they're looking for attention and they can do the wrong behavior for attention purposes and if you give a lot of attention to that they say "Oh, I got them. I got a nerve. They gave me a lot of attention with that." And they may do that. Or if they get mad at you then they throw it in your face and say "I'm going to do this" because they know that that's something that you really don't approve of. So we find out that as we celebrate the proper behavior, and the right behavior... for whatever reason they are more encouraged to do that behavior long-term. And then all of a sudden their bad behavior just doesn't exist. And those are some of the things that I think has helped us tremendously in raising children.

D: You probably...

FM: As far as me, personally, some of the things that have helped me in my day-to-day – especially in challenges ... I often have this statement that says if we pray for challenges every day, we'd never be disappointed to God.

Z: (laughter)

FM: But all of us pray always for everything to be perfect and everything to be fine, and everything to be comfortable. But in reality, we never grow during those times. The only time that we grow as a human being and transcend to a higher level, is when we're being challenged, when we're being questioned. So why not pray for that? Why not embrace those moments? For me I get challenged every single day but I look at it as a

blessing, not as a punishment, not as a negative thing. Another thing that I believe in is, you know you talk about it's not what happens to you that matters, it's your perception that matters. Well, I take it step beyond... that it's not just your perception that matters, it's how you respond to that challenge that really matters. So for instance, you may have an individual that has a challenge and is responding to that challenge with a positive action step, but you may have another individual that responds with it in a negative and in a reactive behavior, so watch what... you know what happens to you is not so important but how you react to what happens to you is what makes all the difference of how the outcome will turnout.

D: That is exactly what we've been talking about on the Big Brain Radio Show. It's our intention... our attention to what's happening, and our intention about what happens.

FM: Yeah.

D: To create our life as a really outstanding and fabulous experience and having things go the way they know they should go.

FM: You know the other day somebody asked me, "If you had one lesson to teach the world, what would it be?" You know what came to my mind? And it's one of the simplest lessons that we've learned...

Z: What's that?

FM: And that is if we just really, if we have nothing nice to say about somebody, don't say anything.

D&Z: (laughter)

FM: Because you know I find that so many people destroy relationships because of the judgments they put on others, because of the expectations that we have on our children and our loved ones. So all of a sudden you know we spend all this time trying to attract somebody into our lives, and we find somebody that we truly fall in love with and then we recognize that that somebody truly is an opposite of us because it reminds us of our weaknesses and that we're not complete yet, and they complete us. And then all of a sudden we spend the rest of our relationship trying to change them to be more like us, which completely destroys the beauty and expression of what

they're meant to be. I mean, those are some of the things that I think about and in my own personal life, but also in other people's and I observe and I say, "Wow, thank God that I recognize some of these things that allows me to have such a strong relationships with my loved ones and my relationships.

D: Well you truly do espouse the big brain philosophy. All those things we've talked about with the different people we've had on the show and our own philosophies. So we truly can designate you a big brain extraordinaire.

Z: We're going to have to get you a t-shirt, Dr. Mancini.

FM: Thank you so much. And I truly feel honored to be a part of this only because many of the people that you have had as guests have been mentors of mine too, and big brains of mine. And I tell you, all of us a lot of times have the ability to have big brains in our lives and have people have the opportunity to influence us. They say ... there's a statement that says that when the student is ready, the teacher will appear. Well, if the listeners are ready, their big brains will appear. And that will allow them to be a big brain themselves.

D: Well I hope you've been a big brain... I know there's somebody out there today that's been moved and touched by your words and your wisdom and your sharing of your true heart. Because the heart is really where the message comes from. That's great.

FM: Thank you so much.

D: Anything else Dr. Z you want to add here?

Z: I'm just speechless.

D: She starts to shed a little tear, because she's in her heart also. And that's really what we want to do. We want to communicate with people, not just with the big brain because the big brain really is connected to the heart and the heart is where we come from. And then we get a chance to share our really true emotions and our gratitude for life itself.

Z: I just want to encourage people, if they were interested in knowing more about Parker College, or...

D: Oh, yeah!

Z: If they know people who would like to attend Parker College, Dr. Mancini, what's the website they can find you?

FM: The website is simple. It's www.parkercc.edu.

Z: www.parker

FM: www.parkercc.edu

Z: Okay, perfect. Well we've got to wrap it up today. We have so enjoyed having you. Boy...

D: We'll see you in Las Vegas.

Z: Yes. Have a blessed 2006, Dr. Mancini. Thanks for all you do.

FM: Thank you so much for having me and have a terrific new year.

D: Thank you very much.

Z: Okay everyone, tune in next Saturday and every Saturday for our Big Brain Radio Show at 11:00 here on AM 950 Air America Minnesota.

D: Hey, brain waves to radio waves.

(music)