



Curriculum Vitae

Herbert McChrystal Bell, DC, FASBE
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Assets/Skill Set

Over the past 30 years I created, directed and managed all aspects of three successful businesses. Skill set and expertise includes, but is not limited to:

- Established and managed all business operations including promotion/marketing, administration, P&Ls, equipment depreciation, payroll and vendor management
- Researched specific target markets and developed appropriate marketing campaigns
- Networked with professional organizations to maintain competitive edge and look for new opportunities to grow my business
- Creation of community outreach programs
- Creation of partner/affiliate programs
- Branding of image and promotion of business mission and purpose
- Provided content for marketing brochures and other client communication
- Marketing by internal dialog with clients, onsite corporate and trade show presentation and printed/radio media
- Management of para-professional personnel and associate doctors via staff meetings and statistical accountability programs including patient management and communication skills

Employment History

Whole Story Coaching, Owner/Director, personal and professional coaching, Capitola, CA, 2006 - present

- *Achievements:* Increased client base and gross annual revenue 30% for 2006 and 2007
Created web-based, electronic marketing strategies for database of 1600+ potential clients

Surfing For Life Chiropractic, Owner/Director, Santa Cruz, CA, 2002 - present

- *Achievements:* Created annual Local Business Association Development Day that increased revenue and referral business by 75%, 2002 - 2005
Voted Chiropractor of the Year by local business community, 2003, 2004

The Patnaude Group, Communications trainer for Cisco Systems and Phillips Semiconductor, 2001- 2002

- *Achievements:* Best New Trainer of the Year 2001
Presented "The Art of Listening" and "The Art of Speaking" workshops for middle management

Vacation Service Chiropractic, Owner/Director, 2001 - present

- *Achievements:* Received highest accolades for patient/customer service and care with contracted offices
Established a 'waiting list' practice as attending doctor for vacationing DC's

Bell Chiropractic Offices, Owner/Director, 740 Woodside Road, Redwood City, CA 1981 - 2001

- *Achievements:* Generated \$350,000/year gross income for 20 years in practice
Consistently managed 200 - 300 patient visit weeks for duration of practice

Education

University of California, San Diego, BA, 1977
Palmer College of Chiropractic, Davenport Iowa, DC, 1981

Continuing Education

Sports Injury Rehabilitation Training Institute, Leroy Perry, DC, 1983
Diagnostic Radiology Fellowship, Russell Erhardt, DACBR, 1985
Applied Spinal Biomechanical Engineering Fellowship, Ronald Aragona, DC, FASBE, 1985-1987
Certified Torque Release Practitioner, Jay Holder, DC, MD, Ph.D., 1998
The Patnaude Group, Train the Trainer seminars, 2000-2002
Coaching For Professional and Personal Mastery (CPPM), Newfield Network, November, 2006

Professional Affiliations

Member, International Chiropractic Association
Member, California Chiropractic Association
President of CCA, San Mateo County Society, 1981-1982
San Mateo County Foundation Worker's Compensation Panel Member
Santa Clara County Foundation Worker's Compensation Panel Member

Current Special Project

Author of the book, **Quantum Sense – The New Common Sense**, practical applications of quantum science and cosmology; due to release Summer, 2010

Special Interests

Fathering three sons/Family with wife Myra
Communication techniques
Psychological and spiritual components of dysfunction in health
Wellness protocols
Addictionology, chemical dependency recovery and men's issues
Surfing practice
Modern physics/Cosmology ▶

Professional/Personal References

Bill Carrier, Arlington, VA 703 528 8737

John Chiappe, San Jose, CA 408 448 4368

Randy French, CEO Surftech, Santa Cruz, CA 831 479 4944

Grace Goodman, JD, Tucson, AZ 520 797 3431

Mary Margaret Kelly, Arlington, VA 703 728 9368

Robert Kustel, Mill Valley, CA 415 254 0858

Roland Lampert, Woodside, CA 650 367 0454

Glenn McWhorter, DC, Capitola, CA 831 479 1213

Jay Pennock, MD, Santa Cruz, CA 831 479 8235

Anthony Piazza, DC, Redwood City, CA 650 366 2100

Aita Pressman, MD, Chicago, IL 610 446 8756

Jim Smith, PCC, Cleveland, OH 440 885 3247

Rocky Snyder, Aptos, CA 831 252 7625

Chris Watson, DC, Mountain View, CA 650 969 1032

Ross Zeigler, MD, Palo Alto, CA 650 494 7090

“Herby is an amazingly up beat individual who brings his immense passion for life to his work. He is articulate and intelligent and at the same time compassionate. He is insightful and wise. He has a keen sense of observation, which gives him an instinctive insight into our humanity. I learned from him every day.” January 29, 2008

Mary Margaret Kelly, Owner, Point Communications

“Herby is one of the most insightful, kind and articulate individuals I have worked with in terms of directing my attention to the shape and purpose of defined career goals—a valuable asset to have in your corner during bouts of steep grade personal growth.” August 24, 2007

Gavin Kogan, Attorney

“...Herby knows when to talk and when to listen. His commitment is powerful and leadership is clear, confident and comfortable. His example is one of strength, coupled with the desire to take on challenge.” May 3, 2006

Allen Schloss, Marketing, Adobe Systems