

NORTHERN MICHIGAN

SPORTS MEDICINE CENTERS

Health & Healing

northernmichigansportsmed.com

WINTER 2008

PETOSKEY
4048 Cedar Bluff Drive, Suite 2
231-347-9300

HARBOR SPRINGS
8452 M-119, Harbor Plaza
231-348-7002

CHARLEVOIX
06510 M-66 N, Kmart Plaza
231-547-0380

*The Science
of Healing*



*The Art
of Caring*

"We help you get BACK IN ACTION!"



Celebrating Twenty Years

The Sport of Mothering

Peak Performance Program

Patient Testimonials

Celebrating Twenty Years Serving Northern Michigan

Written By Chuck Smith, PT and Owner

Twenty years ago this year we opened the doors of the Northern Michigan Sports Medicine Center. We wanted to offer something different, something not available north of Traverse City or south of the Sault; a facility with an Athletic Trainer and a Physical Therapist dedicated to the care and rehabilitation of the athlete in all of us, young and old.

In that first year, I recall treating high school varsity basketball players, a record-holding 50-something downhill ski racer, and an 86 year old gentleman nursing a sore shoulder, on his way to the Senior Olympics as a shot-putter. Some things haven't changed much. I was chatting recently with a particularly loyal client returning for his 5th registration who had his left and right shoulder repaired, total knee replacement and numerous bouts of lower back pain. He just likes to stay active, and he loves to golf!

If there has been one reason for our sustaining tenure, it would be the loyalty of our patients and our supporters in the medical community. Through their support, we have expanded our care with six clinics that cover the Tip of the Mitt.

Northern Michigan Sports Medicine Center has the finest collection of therapists, athletic trainers, personal trainers, massage therapists, aides, and office staff with whom I have ever been associated. Ethel Larsen, PT, has been with us almost from the beginning and the rest of our staff has grown and evolved with the openings of each clinic. Having gained a reputation as a family-oriented center, it was my pleasure to welcome my sons, Joel and Jeff, each Physical Therapists in their own right, to our group several years ago. It is truly my pleasure and honor to come to work each day.

The residents of northern Michigan remain an active bunch, and helping them to get back in action remains our goal. The field of rehabilitation evolves as rapidly as the technology around us, as does athletic training services. But even with those advancements, the most important feature of each of those processes remains the human, one-on-one contact. This has been and remains our number one concern seeing that our clients are well cared for. Sorting through the issues around an acute or long term disability is our greatest concern and the focus of why we are here.

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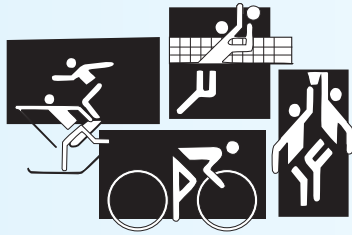
Chuck Smith, PT



**NORTHERN MICHIGAN
SPORTS MEDICINE CENTERS**

4048 Cedar Bluff Drive
Suite 2
Petoskey, MI 49770

Celebrating Twenty Years with Family and Friends



**NORTHERN
MICHIGAN**

SPORTS MEDICINE CENTER

1988 **20 YEARS** 2008

We are very excited to celebrate **20 years of service in northern Michigan**. Our celebration is focused on being a Family owned business and all the families that we have been fortunate to help recover from an injury or surgery.

Many of our patients see us as their **"Family Physical Therapists"**, as we have treated their sons and daughters, mothers and fathers, and grandparents. They have come to know our staff and feel, as they walk in the door, familiar and comfortable in our clinics. Many of our patients have been referred to Sports Medicine Center from either a family member or a friend. It is truly the largest compliment we can receive.

During our celebration, each clinic is hanging a large photo board. We are asking past, present and future patients to send us a photo of them **"BACK IN ACTION"**.

Take a picture in your Sport Med t-shirt and send it to us by mail or email to petoskeyinfo@northernmichigansportsmed.com. Send us a family photo, group photo, action shot or just a photo of you enjoying the northern Michigan lifestyle.

Our expertise in sports and surgical rehabilitation has provided us with the greatest gift of loyalty from the medical community and our patients.

From all the staff in Petoskey, Harbor Springs, Charlevoix, Indian River, Cheboygan and Rogers City.

Thank You!



*Agnes Shaw, Marilyn Smith, Rhea Murray, and Chris Rice are all former patients now **"BACK IN ACTION"** in our core class. **Keep up the good work ladies!!!***

Celebrating Twenty Years

SMC Timeline for Clinic Openings

- 2003 (September) Opened Sports Medicine Center, Charlevoix
- 2003 (May) Opened Cheboygan Physical Therapy & Sports Medicine
- 2001 (June) Opened Sports Medicine Center, Harbor Springs, MI
- 2001 (April) Moved to Sports Medicine Petoskey to Cedar Bluff Drive, Petoskey
- 1998 (April) Opened Indian River Physical Therapy, Indian River, MI
- 1993 (July) Opened Rogers City Physical Therapy
- 1990 (December) Providing PT services to Community Memorial Hospital, Cheboygan, MI
- 1988 (July) Providing PT services to Rogers City Hospital, Rogers City, MI
- 1988 Opening of Northern Michigan Sports Medicine Center, Petoskey

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SUMMER SPORT TRAINING FOR HIGH SCHOOL ATHLETES AND STUDENTS

- It's time to reach your Peak!

Increase speed
Improve your agility
Enhance your core strength
Boost your reaction time



PEAK PERFORMANCE PROGRAM

"Gain the competitive edge on your opponent!"

Petoskey Middle School Harbor Springs High School
Charlevoix High School Cheboygan old Jr. High building

"New this year...Peak Olympics"
one day of competitive games between Peak High Schools



STARTS JUNE 17TH

Tuesday & Thursday 7:30 - 9:30 am
Registration online
or pick up at your
High School Athletic Office



DEADLINE June 1st • 8 weeks \$80.00 • Limited to the first 50 registered
For more information please call **347-9300**
or go to northernmichigansportsmed.com for online registration.

"TO ACHIEVE THE ULTIMATE GOAL YOU MUST MAKE THE CLIMB BEFORE YOU REACH THE TOP!"

Sports Medicine Center's commitment to athletes - Certified Athletic Training Services at local high schools.

It began with ATC coverage for Petoskey's home football games in 1988. We now have 12 Athletic Trainers covering 6 high schools for football and 5 for multiple sports throughout the year.

Two years ago, we added Strength Training at Petoskey High School and now provide that same service to two other area schools. Our training staff provides summer conditioning programs for area athletes so the local teams remain competitive, and athletes at all levels of competition can reach their peak potential.

Serving Northern Michigan

SMC Athletic Training Coverage Timeline

- 2008
- 2007 Harbor Springs Middle School
- 2003 Cheboygan Multisport Coverage
- 2002 Cheboygan Football Coverage
- 2001 Charlevoix Multisport Coverage
- 2001 Harbor Springs Multisport Coverage
- 1997 Pellston Football Coverage
- 1994 Charlevoix Football Coverage
- 1994 Inland Lakes Multisport Coverage
- 1992 Petoskey Multisport Coverage (basketball, soccer, baseball, wrestling, volleyball, track)
- 1990 Harbor Springs Football Coverage
- 1988 Petoskey Football Coverage

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1988 20 YEARS 2008

Celebrating Twenty Years Serving Northern Michigan, cont'd

So, what frontiers are there after twenty years? We will continue our mission and vision: strive to enhance the active lifestyles of the people of northern Michigan and be that exemplary company providing preventative and rehabilitative services! We look at each day as an opportunity, but it seems that at Sports Medicine, we are just getting started!

Northern Michigan Sports Medicine Centers offer physical therapy, occupational therapy, athletic trainer services, and wellness and fitness programs across the Tip of the Mitt with clinics in Cheboygan, Indian River, Rogers City, Petoskey, Harbor Springs and Charlevoix.



The staff of Northern Michigan Sports Medicine Centers

Patients' Testimonials From Our Exit Surveys

"Spread the word – quality people/quality work."

"My experience was excellent!
The staff is very professional and caring.
Joel has an outstanding work ethic
which translated to his patient.
Thank you for being here!"

"NMSMC is always great – kind, helpful and thoughtful."

"Everyone I have worked with has been
wonderful and caring."

"Suzy is wonderful at what she does. She is
doing a great job getting me back to 100%."

"I think the whole crew here is fantastic &
will speak positively about NMSMC."

"It's been very successful & everyone is very
professional and knowledgeable."

"This is a great facility & Ethel is wonderful.
I am very hopeful to avoid surgery for a long time."

"Keep up the exceptional service and friendliness."

"Great place, great experience, keep up the good work."

"You are great at what you do and it makes
a person want to continue to get better."

"A very pleasant atmosphere at all times.
You have a very competent staff"

"Everyone was very friendly & helpful."



The Sport of Mothering

"The Sport of Mothering"
is an exercise program preparing for childbirth
and the demands of mothering much like
an athlete would prepare for an event."

Prenatal Exercise Class

Mondays 5 - 6 pm
Thursdays 7 - 8 am

Postpartum Exercise Class

Wednesday 5 - 6 pm

Call today **347-9300**
Space limited—Petoskey Clinic

Comments from Prenatal Class:

"I haven't had back pain since starting the class"

"I feel so much better!"

"I look forward to coming every week"

"I've learned different things to do at home"



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