

AUGUST 2010 NEWSLETTER

“REPLY FOR FREE CORNBELTERS TICKETS”

CONGRATULATIONS JOCELYN W.!

Congratulations to Jocelyn W.! She is the winner of our July Give Away: **a free 'Healthy Walking' Gift Basket valued over \$150.**

July Give Away Question: What online networking site is HFAA using to give away an ADDITIONAL 'Healthy Walking' gift basket?

Answer: HFAA gave away an additional 'Healthy Walking' gift basket on Facebook. (Check out our Facebook page frequently for more exclusive giveaways and prizes!)

Don't worry if you didn't win, you can still stop in our office any day to pick up all the necessities needed to start a new healthy walking routine, or to enhance your current routine.

YOU could be our next big winner. Dr. Lockwood wants to reward our readers with FREE product, EVERY month! HFAA is giving away 1 family four pack pf tickets for the Normal's CornBelters! **All you have to do is reply to this e-mail, with the correct answer to the question listed at the bottom of this newsletter to be entered to win.** One lucky winner will win the prize. The drawing will be held at the end of each month, so every reader has a chance to reply. There will be a different question each month, with a different prize. The answer can usually be found in the context of the newsletter itself. So, good luck and get reading for your chance to win a FREE family four pack of tickets to your Normal CornBelters!

THIS ONE'S FOR THE GUYS!

So many people think a "podiatrist" is just for women- but men have foot care needs too! Guys, you may not be interested in our nail polish or sandalistas, but HFAA can give you the help needed to win the game for your team, play catch with your son, or just get through a long day at work. Dr. Lockwood and the team at HFAA want to dedicate the month of August to all of the men out there. This newsletter is loaded with testosterone- we are focused on how men can be helped by podiatry. And our prize is the all-American favorite: baseball tickets! Be sure to check out Facebook and our Tweets for other 'manly man' surprises throughout the month. So guys: this one is for you- Enjoy

MAN UP- AND THINK ABOUT YOUR FEET!

Let's admit it guys, we usually tend to wait too long to seek medical care. We avoid our medical problems until sometimes they become too serious to ignore. The term "weekend warriors" often applies to us, especially when we start on a new exercise routine. We also tend to binge on exercise during the weekend. And while we're making a list, we are less likely to use the proper type of shoe for activities, and we tend not to prepare for those same activities with stretching before and after exercise.

When you experience an athletic injury, it's important to do the right thing fast. Call Dr. Lockwood to discuss any and all foot and ankle injuries. She may recommend that you treat your injury at home, or may recommend that you meet her at HFAA or the ER. While you're waiting, remember "RICE" — rest, ice, compression, and elevation.

Another problem that men may be more prone to is "athlete's foot," which has a great title for a crummy infection. While most men over fifty would love to have "athlete" associated with them in any way, this condition is probably not what you had in mind. Athlete's foot is a skin disease caused by a fungus, usually occurring between the toes. The signs of athlete's foot are dry skin, itching, scaling, inflammation, and blisters.

Men can do a lot to prevent infection by practicing good foot hygiene. Daily washing of the feet with soap and water; drying carefully, especially between the toes; and changing shoes regularly to decrease moisture, help to prevent the fungus from infecting the feet. Men should also avoid walking barefoot, wear socks that keep feet dry and change them frequently, and reduce perspiration by using a powder recommended by Dr. Lockwood.

HFAA carries moisture wicking, anti-bacterial, anti-fungal socks, which are GREAT for all our weekend warriors. They wick away moisture from your skin, which helps with the odor associated with sweating. These snazzy socks come in wide (non-binding, great for swollen legs and ankles), crew cut, and low cut. All cuts are available in black and white. We also carry a large array of skin products for "athlete's foot", or sweaty feet. Gordon's #5, a spray power, is a convenient alternative to conventional powder or lotion for our on-the-go guys. You can enjoy the benefits of this product even when you're wearing sandals!

If an apparent fungus condition does not respond to proper foot hygiene and self care and there is no improvement within two weeks, consult Dr. Lockwood. She will determine if a fungus is the cause of the problem. If it is, a specific treatment plan, including the prescription of antifungal medication, applied topically or taken by mouth, will usually be suggested.

So if you are a "weekend warrior", have an injury, or are suffering from "athlete's foot", please give us a call at 309-661-9975, or visit our website to schedule an appointment to help you get back into action as soon as possible.

OAKLAND RAIDER'S RUNNING BACK STAYS IN THE GAME BY TAKING GOOD CARE OF HIS FEET

Most professional athletes have a single goal that starts in childhood- to train, work hard and follow their dreams of making it big in their chosen sport. For Napoleon McCallum, the dreams were not so single-minded, and not so simple. He played high school football while growing up in Ohio, but was not a standout player and thought the NFL was out of his reach. His hopes stretched beyond the field to dreams of being a fighter pilot and an astronaut someday.

McCallum's parents, both teachers, instilled a strong educational ethic in the young man. His choice to pursue college at the U.S. Naval Academy combined strong academic goals with a college football career that ended up transforming his athletic skills. He blossomed as a football player, becoming a two-time Heisman Trophy candidate and a College Football Hall of Fame inductee. Following graduation, he continued to pursue two tracks, playing a season for the Los Angeles Raiders while serving in the Navy at the same time.

Finally, McCallum decided he had to focus on one thing, at least one thing at a time. He spent four more years in the Navy, traveling around the world. After completing his service, he returned to the NFL despite his four-year absence. McCallum played five seasons as a running back for the Raiders until his football career was finally ended by injury.

Today, McCallum is a successful businessman who serves as a spokesperson for the Navy's current African-American communication program, Person In Me (PIM). PIM was created to generate awareness among high school and college students of how many successful African-Americans have used their Navy experience to reach long-term career and entrepreneurial goals.

Foot.com, one of HFAA's favorite informative websites, asked McCallum about his football and Navy careers, and fit in a couple of questions about feet in the process.

Foot.com: Tell us a little about your decision to pursue careers both in the Navy and playing football?

McCallum: I was a skinny, underdeveloped football player in High School who was only the 3rd leading rusher in the Greater Cincinnati Area. I did not think much of playing Pro Football because I did not think I had a chance. For me the Navy offered me opportunity and a guaranteed job that would let me see the world. I developed while I was at the Naval Academy and even with commitment I was drafted by the LA Raiders.

Foot.com: What did you do in the Navy?

McCallum: I was an Assistant Food Service Officer on board an Amphibious Assault Ship, a Disbursing and Retail Sales Officer aboard a Nuclear Guided Missile Cruiser, and finally an Officer Recruiter and an Enlisted Programs Officer for Naval Recruiting District San Diego.

Foot.com: Did your Navy training mentally or physically help your athletic performance?

McCallum: My training helped in both ways, in that your mind controls your body and through my training I was able to push my body to new limits. I was able to expand my comfort zone and become more.

Foot.com: Was it difficult to transition back to professional football after four years in the Navy?

McCallum: It was a very difficult transition period, where I had to push myself with no real gauge of where I needed to be, because there were no other football players in the middle of the ocean to work out with.

Foot.com: What was it like playing for the Raiders?

McCallum: The Raiders are a great organization with a lot of history and camaraderie. We have the most awesome fans.

Foot.com: What kind of footwear do football players use?

McCallum: All kinds, when I played I was with Reebok.

Foot.com: Are there specific foot injuries that football players have to watch out for?

McCallum: Yes, the dreaded turf toe.

Foot.com: Did you ever suffer from any foot conditions or injuries, and if so, how did you handle or treat them?

McCallum: Turf toe and my arch in my football career. With Turf toe, sometimes we just cut a hole to let our big toe have some room and then there were a lot of sandals. For the arch in my foot, we put an arch support in my shoe.

Foot.com: What kind of injury ended your football career?

McCallum: I dislocated my knee in a Monday Night Football game against the 49ers. It took five surgeries to put my knee back together, and I still don't have an ACL.

Foot.com: What do you do now to stay in shape?

McCallum: I love to play golf and some pick-up basketball but mainly just a lot of hard work and hard play.

Dr. Lockwood loves all her athletes, from The Eastern Illinois Express Baseball Team, to ISU and local high school volleyball, golf, and baseball players! Stop by HFAA to get back in YOUR game, or to talk sports with Dr. Lockwood! (Just watch out- she's pretty protective of the honorable Chief Illiniwek and her Illini!)

UPCOMING EVENTS

Have a Heart...Give Your Soles

-Regular office hours

-Heartland Foot and Ankle Associates

HFAA, in conjunction with the Illinois Podiatric Medical Association, will be collecting shoes to distribute to homeless shelters and charities. Please bring in your gently worn shoes to donate to local shelters and charities.

ADA Takeover Night

-Monday August 9, 2010

-5pm-9pm

-Buffalo Wild Wings in Bloomington

Join the American Diabetes Association in enjoying great Sauce-spun Wings, Slammers, Big Mouth Wraps, Flatbread and more! 10% off all proceeds during this time period will be donated to local fund raising efforts for American Diabetes Association programs.

Pepper Profit Program

-Month of September

-Chili's on 2107 N. Veteran's Parkway in Bloomington

Chili's is joining with the American Diabetes Association to raise money for a great cause! During the entire month of September, 10% off all proceeds (dine in or to go) will benefit the American Diabetes Association programs. Stop by HFAA to get the voucher needed to support the association and eat some delicious food!

Autism Run & Walk

- Saturday September 18, 2010

- Run Registration starts at 8, Walk Registration starts at 11

- Tipton Park Trail in Bloomington

HFAA is proud to partner with the McLean County Autism Awareness group to sponsor this **event!** Attend this great event hosted by the Austin Society of McLean County for a great cause! Join in a 5K (3.1 mile) race through Tipton

Park and Constitution Trail. The Race will be timed and prizes will be awarded for each age division. –and/or- Sign up to walk (1 mile) around the Tipton Park Trail and help raise funds and awareness for autism families.

What Women Want NOW! Expo

- Saturday September 25, 2010
- 9am-4 pm
- U.S. Cellular Coliseum- 101 S. Madison St Bloomington, IL

Attend the first ever What Women Want NOW! Expo to get great freebies, hear informative speakers (including Dr. Lockwood), and meet with a "Twilight" superstar! You can register to win a 3 or 4 night cruise to the Bahamas and learn how to save big with Jill Cataldo, "The Coupon Queen". Just \$5 gets you into this fabulous event where you'll find everything a woman could ever want!

Step Out Walk to Fight Diabetes

- Saturday October 2, 2010
- 9am-noon
- White Oak Park, Bloomington, IL

Did you know that 1 in 3 children in the United States faces a future with diabetes? The American Diabetes Association works everyday to change the frightening future that diabetes has in store, but we need your help. Together we can stop diabetes. Take the first step today by registering to walk in our local Step Out: Walk to Fight Diabetes event. Every step you take and every dollar you raise helps the American Diabetes Association provide education programs in our community, protect the rights of people with diabetes and fund critical research for a cure. Walking is one of the easiest, most relaxing forms of exercise for many people, but especially for those living with diabetes. By participating in Step Out: Walk to Fight Diabetes, you can get fit, reduce your risk for type 2 diabetes and support the American Diabetes Association!

Free Living with Diabetes

- Thursday October 14, 2010
- 6:30 pm
- OSF St. Joseph Hospital
- Business & Conference Center Building

Are you struggling with diabetes? Is the stress of your disease bringing you down? Is diabetes affecting your life and everyday activities? Well then- join professionals and diabetics alike as we share the secrets to living a happy, healthy life as a diabetic. Dr. Lockwood will be the key speaker for the evening. Attend this FREE event for sharing, caring, education, and support!

Feet First!

- Wednesday October 20, 2010
- 6-7:30 pm
- Heartland Community College

Often when our feet hurt, everything hurts. So, taking care of our feet first can mean a better day and more relaxed body. Women develop foot pain for many reasons. Join this class for the low price of \$10.00 and gain valuable information about taking care of your feet presented from Dr. Lockwood. Information on shoe fit, heel pain, fungal nails, hammertoes, bunions and circulation in the feet will be covered.

BECOME A FAN OF HFAA

Did you know you can follow HFAA on Facebook, Twitter, and on our blog? Click below to check us out online!

Become a fan of HFAA on **facebook**.

Check out our 'tweets' on **twitter**.

Read our informational **blog**.

Or, visit our **website** anytime to learn more about podiatric care, to schedule an appointment, or to find out about upcoming events.

REPLY FOR FREE BASEBALL TICKETS!

Thanks for reading our monthly e-newsletter. Dr. Lockwood wants to reward our readers by giving away FREE product each month. This month, we are giving away a free family four pack to the Normal CornBelts. All you have to do is reply to this e-mail with the correct answer to the question below to be entered to win!

Question: What product does HFAA carry that is a spray power- a convenient alternative to conventional powder or lotion for our on-the-go guys? (hint: it can be used to treat "athlete's Foot" or sweaty feet)

Good luck!