



the *beauty* of plan **B**

dr. lynne kushnirenko | advanced spinal fitness

In a time that professional women often sacrifice themselves in order to juggle and uphold everything at home and the office, we'd do well to remember Emerson's sage words.

Even our very best business plans can be foiled by life. That's why smart women know to include a contingency plan just in case.

When Dr. Lynne Kushnirenko joined Advanced Spinal Fitness in Mooresville, she had already been ranked 10th in the world in competitive rhythmic gymnastics, toured her native country of Canada as Miss Molson Indy Canada, and bought and sold her own chiropractic business in Toronto.

Following her husband to Lake Norman for his job made sense; but Dr. Lynne didn't let her own goals dissipate. She knew her license did not extend across the border, though her education did; so she set out to establish her chiropractic license in the US. Because their husbands work

in the same field, Dr. Lynne and Dr. Nicole Whitehead—two chiropractors who you might find at the race track most weekends—quickly became friends; and Dr. Nicole mentored Dr. Lynne in her American journey. With legal immigrant and residency status, Lynne started working at ASF with x-rays and front-desk care.

“Nicole kept me sane during that first year,” Dr. Lynne says. “I was so far away from my family and friends that I was really down; I couldn’t have gotten through it without Dr. Nicole.” Dr. Lynne also admits not many colleagues would be as understanding about her schedule as Dr. Nicole is. Dr. Lynne packs up on Thursdays and heads to the NASCAR race of the week to care for her patients in the industry. Her own world-athlete experience influences her belief that immediate care is best, if possible. Dr. Lynne can treat acute injuries early on the field—or track in this case—enhancing the body’s natural ability to heal.

“Many truck drivers, pit crew or media members, and other NASCAR people aren’t home long enough to establish consistent care,” Dr. Lynne says, “and I can bring it to them. These people bring so much each week to the industry and to the fans, and they deserve quality chiropractic care.”

As a young athlete herself, Lynne sought the care of a chiropractor who understood the never-stop-pushing attitude of dedicated athletes. With her own injuries, she attributes her health and additional years in competition to her doctor’s care. (Lynne was still competing at the world level at age 27!) As a result, Dr. Lynne relishes repairing the young gymnast or the veteran athlete.

Dr. Lynne has also made many friends on the NASCAR circuit and loves to load up her movie-star dog, Labrador Misty, (who played 6-week-old Marley in the 2008 *Marley and Me* film) and head to the track.

She could have accepted a backseat with her new address and all the changes in her husband’s new work, but Lynne knew she still needed to be true to herself: an independent, successful doctor within her own right. “It’s important to be self-reliant for your own security,” Dr. Lynne says, “so you can always have more choices than just the one option you’re facing in the moment.”

Creating a Plan B allows professional women a kind of insurance that no one can take away from them, deny a claim upon, nor cancel unexpectedly. The best part is we pay the premiums to ourselves, and we can oversee our own policies. That way, the beneficiary always wins.

“Be yourself; no base imitator of another, but your best self ... listen to the inward voice and bravely obey that,” Emerson also said. “Do the things at which you are great, not what you were never made for.”