

HONORING POW/MIA IN GREENFIELD

Annual event features Color Guard, recognition of those who didn't come home. — PAGE 8



STMA FOOTBALL
PAGE 20

PUBLIC NOTICE:
PAGE 12

CROW RIVER NEWS
• 763-425-3323 •
• 33 SECOND STREET NE •
• OSSEO, MN 55369 •
sunpressnews@ecm-inc.com
www.pressnews.com



CROW RIVER NEWS

Serving the communities of St. Michael • Rogers • Albertville • Rockford • Medina • Corcoran • Hanover • Greenfield • Independence

\$1

Thursday • October 4, 2018

WWW.PRESSNEWS.COM

Volume 56, Number 19

'Find em, fund em and fix em'

Rogers business owner aids veterans in pain

By **AARON BROM**
aaron.brom@ecm-inc.com

Doug Huseby made a fortune by age 50 and could have retired comfortably.

It's just not in his blood, though.

Rather than sit on his wealth, the founder of Becker Furniture World, now age 75, opted to make a difference in people's lives, and not just any people, but veterans in need.

"I saw my friends come back from Vietnam and no one was helping them," Huseby said. "They were getting harassed, but the (war) was not their fault. They were in pain and no one was helping them."

HELPING PEOPLE

So Huseby, whose business acumen had roots in Wall Street trading, decided to do something more meaningful in life than riding forever on the corporate path.

"You keep what you're doing (business-wise), but you direct everything to your passion — which should be helping people," he said. "You find what you're good at, what you're passionate at. It's simple."

Huseby learned early at Becker Furniture World that employee wellness was not only good for employees, it was good for the bottom line. Legendary Star Tribune business columnist Dick Youngblood took note that, while most employee health insurance costs

were skyrocketing, Becker Furniture's were going down. Youngblood then did a story about Huseby's corporate wellness efforts.

Huseby has since greatly expanded his wellness talent, currently owning the Ultimate Wellness Center (including in Rogers), as well as mobile wellness units where he can bring his pain-relief expertise to veterans and others in need who might not be able to drive themselves or afford transportation to the nearest wellness center. He transferred management of Becker Furniture to his sons so he could concentrate on his passion of helping veterans.

Tired of seeing them go through treatment options that were largely

drug based, and without getting the proper results, Huseby founded Pain Free Patriots in 2012, a non-profit that gives free care to veterans in need without using drugs. He cited some sobering statistics: 44 percent of veterans returning from deployment live with chronic pain; 20 veterans commit suicide every day in the U.S.; there are six million veterans living with chronic pain nationwide; more than one in three of all service-connected disabilities among veterans are musculoskeletal system conditions affecting 4,471,591 veterans. In Minnesota alone, the estimated annual disability compensation costs exceed \$657 million.



Owner Doug Huseby sits in the lobby of Ultimate Wellness Center of Rogers. The Becker Furniture World founder, 75, has a passion for aiding veterans in pain, and founded Pain Free Patriots as a free veterans care service. (Photo by Aaron Brom)

VETS ... to page 5

Crow River News

COMMUNITY

Pain Free Patriots donates relief for vets

VETS ... from page 1

GRANTS

Pain Free Patriots provides medical grants for treatment to help relieve chronic pain, and has coordinated treatment of more than 500 veterans using "the latest technologies, advanced protocols and licensed providers," Huseby said. "More than 98 percent of grant recipients report significant relief from pain after treatment."

Services include health screenings, muscle/nerve assessment, food program, vitamin assessment, fitness/rehab/conditioning, weight management and lifestyle management. Using "high-tech chiropractic care," the Ultimate Wellness Centers offers spinal balance, spinal disc decompression, muscle and nerve therapy, stress therapy, portable rehabilitation and lymphatic detoxification.

"I want to get people out of pain so they can enjoy their lives," he said. "And there's nothing better than helping a veteran in pain. They fought, they

risked their lives and they come back. What can we do? They were putting these veterans in nursing homes."

One of Huseby's success points for Pain Free Patriots are the hundreds of testimonials offered by vets who have had success with the program.

Bryant Bohacek of Big Lake served in the Army for nine years, including in Iraq. Bohacek came back to the U.S. with "back pain issues and progressive issues with pain and discomfort," he said. Beginning in spring, he has used Pain Free Patriots to do treatments in Rogers.

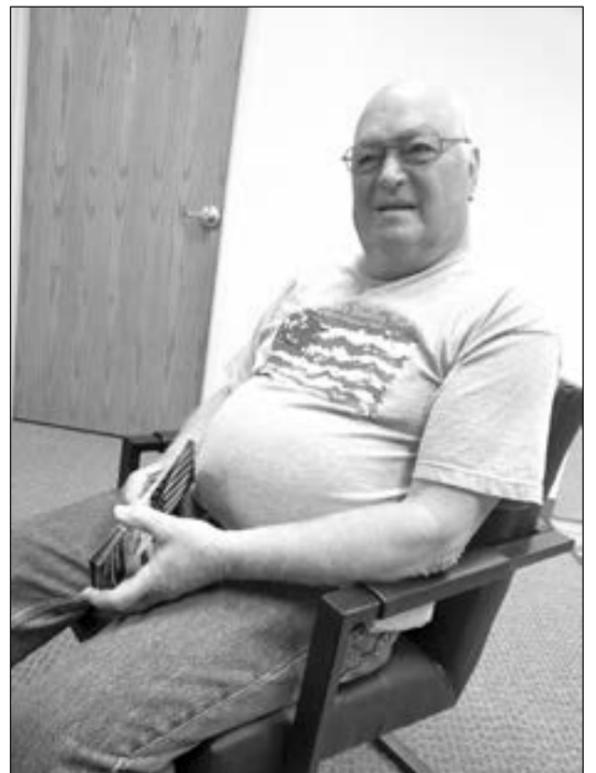
"They were able to identify some core issues they're working to fix," Bohacek said. "Overall I've had better quality of life and less discomfort."

Richard Wolff of Avon is new to the treatments, but even after his second stop in Rogers, Wolff said he's seen some improvement. Wolff served in the Navy from 1963 to 1967, including during the start of the Vietnam War.

To see more testimonials, visit painfreepatriots.org/veteran-testimonials.



Iraq War veteran Bryant Bohacek of Big Lake regularly visits the Ultimate Wellness Center in Rogers for free, as part of the Pain Free Patriots program. (Photo by Aaron Brom)



Navy veteran Richard Wolff of Avon sits in the lobby of the Ultimate Wellness Center of Rogers. He said he's already seen pain relief after just two visits through the free Pain Free Patriots program. (Photo by Aaron Brom)

EXPANSION

The entrepreneurial Huseby has big goals for Pain Free Patriots — national expansion.

"We want to get the wellness centers all over

the U.S., backed by mobile units that can serve the surrounding areas," he said. "We want to find em, fund em and fix em."

He is looking for help from corporations that

employ veterans "and can also do donations and fund-raisers to fund the grants."

For more information, visit www.painfreepatriots.org or call operations

manager Chris Barber at 952-746-3174, chris@painfreepatriots.org.

"We're going to take care of people and change lives through technology," Huseby said.