

A Gathering

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Attending a multitude of chiropractic events each year provides an opportunity for observation and interaction. Almost without exception, those interactions are interesting and upbeat. It is as if just by sharing with another person, both parties come away refreshed and renewed.

This is not hard to understand. When I talk to doctors, students, and suppliers in the profession, they can see that I am excited about our future. Most of the time, they are too; those that aren't, soon are. They begin to see chiropractic through a new set of eyes. They begin to see all the potential waiting for us.

Returning from the last meeting (the Association of Chiropractic Colleges), I couldn't help but wonder about those people who didn't make the meeting. As you know, many of our chiropractic colleges are facing budget restraints that are reducing the amount of travel by faculty and staff.

Several people I spoke with over the phone who couldn't make it to the meeting expressed real disappointment. Not only would they miss the particulars that occurred at the meeting, they would also lose out on the camaraderie that is always a part of every meeting. Instead of having their spirits lifted, they'd be at home with the usual work routine. Perhaps they will be able to come to another chiropractic event and get "re-charged."

I thought about all of the DCs who never take time to attend local, state or national chiropractic meetings. They keep grinding away at their practices, with their batteries running lower and lower. Yes, the joys of providing chiropractic to many patients (and seeing the great results) are rewarding, but there is something special about sharing time with other doctors of chiropractic.

This is a time to compare notes and talk about what's happening. This allows DCs to share their successes and failures about office management, staff; adjusting techniques; advertising; and the myriad of intricacies that comprise a successful practice.

These meetings provide excellent opportunities for informal "consulting." These one-on-one discussions (or small group discussions) with chiropractic leaders happen in the halls. New doctors can learn from established doctors; DCs can learn more about issues impacting chiropractic in their own back yard, in their state, and across the nation.

It's a chance to renew your vision for your practice and for the chiropractic profession. By interacting with other doctors, you'll gain new perspectives, debate issues and refine your points-of-view. And most importantly, there are "magical" things that can happen. (They're really not magical, they just seem like it.) Here is what I get from almost every chiropractic meeting I attend:

- I see a long-lost roommate from my college years.
- I have a meaningful discussion with a DC I've just met.
- I have lunch with a doctor I've always wanted to talk to.
- I learn about an opportunity that I otherwise would never have known about.
- I spend time with an old friend who reminds me of some of the aspirations I used to have, and I'm inspired to do more.

I don't enjoy traveling, but once I get there, it makes it all worthwhile. I bring home pages of new ideas, project ideas and a better sense of what the profession can do if we're willing to work just a little harder.

Some of the best times of my life have been spent at chiropractic events. They have become who I am, and what I will remember when I'm forgotten.

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