

Foot Levelers, Inc. -- a Long-Term Commitment to Chiropractic

Editorial Staff

DC: Please tell us about Foot Levelers' commitment to chiropractic.

Kent Greenawalt: It has certainly been a long-term commitment. Foot Levelers has been servicing the chiropractic profession for 32 years now and we have always tried to give back to this profession, which has been extremely good to us. Over the years, we have made major efforts to support education at the college level and at the postgraduate level, because we feel that's the way the profession can continue to grow and reach more people. Research is another area we feel strongly about. We've always supported FCER (Foundation for Chiropractic Education and Research) in a variety of research projects to help bring the profession to the highest levels possible.

We're really proud about being involved in the centennial and excited by the unity which we hope will be achieved.

"DC": Why did Foot Levelers Inc., decide to become a Platinum Club Crown Sponsor?

Kent Greenawalt: We thought of this as a once in a lifetime opportunity. We knew we wouldn't make the second one! We wanted to be as supportive as we could be for a once in a lifetime chance.

We have raised about \$166,000 for the Centennial Foundation. That has been the result of our seminars that we've done on behalf of the centennial. The birthday seminars were the very first ones, that was in 1992; then we had what we called the "Countdown to the Centennial" seminars in 1993; in 1994 we had the "Countdown '94" seminars. We just gave a little over \$50,000 to the Centennial Foundation at the ACC (Assoc. of Chiropractic Colleges) meeting this year in Las Vegas. We have three seminars left: one in Denver on April 29-30, one in Charlotte on May 6-7, and one in Kansas City June 10-11. Again, the proceeds from these seminars will be divided up among the chiropractic colleges and the Centennial Foundation. We only had four seminars this year instead of the usual seven or eight because we didn't want to interfere or take away from attendance at the centennial events.

"DC": Now that chiropractic is entering our second century, what do you think the future holds for the chiropractic profession?

Kent Greenawalt: I think good things. All of the things we've been talking about during these 100 years, the other health care professions are starting to embrace as very worthwhile. The AHCPR guidelines, the research we have done, is all showing how effective and appropriate chiropractic care is, and how it needs to be permanent and high profile: not an option, but a part of health care for all people. I think chiropractic has not scratched the surface. Every trend I can see shows that people are moving in our direction. We've evolved and grown, but we really haven't changed that much. People are coming to realize that what we have to offer is really one of the best health care options. I'm looking internally at things that are happening here, and things couldn't be better.

We're very optimistic.

"DC": Thank you Mr. Greenawalt and Foot Levelers Inc., for your support and generous sponsorship.

Editor's note: Foot Levelers is currently sponsoring its "Blastoff 95" seminar series featuring Terry Yochum, DC, DACBR, on x-ray, and William Austin, DC, CCSP, on biomechanics and rehabilitation. The seminar revenues will continue to benefit the chiropractic colleges and the Centennial Foundation. For more information, call 1-800-553-4860; from Canada, 1-800-344-4860.

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