

## How Big Is It?

Donald M. Petersen Jr., BS, HCD(hc), FICC(h), Publisher

Flying home from the most recent meeting of the Chiropractic Centennial Foundation Board of Trustees, I had to be excited. The Chiropractic Centennial Celebration in Davenport and Washington D.C. is shaping up to be an event beyond anything ever experienced by members of the chiropractic profession.

In fact, our Chiropractic Centennial Celebration is so big, that we will spend an entire year enjoying all the events and festivities -- events that will give this profession more public exposure than ever before. The marketing effort for the Centennial is one that unites all of the major chiropractic organizations, all North American chiropractic colleges, almost all of the state associations (52), and many national chiropractic associations outside the US.

Sponsorship by every chiropractor is critical. This is our year to shine, our year to tell our own story through television, radio, and the print media. This is not just a public relations program, but a full scale advertising campaign. All of this is possible when you and every other DC become sponsors of our Chiropractic Centennial.

You can do it for as little as \$50 per month for 10 months! If you haven't done so, call toll-free 1-800-635-8188 and make this a reality for your practice and the future of chiropractic.

But let's get back to our celebration.

While it's too early to unveil everything, there are a few enticements to pass on:

\_The best speakers in the world!\_ The celebration venues in Washington, D.C., and Davenport will include the very best speakers from around the world. There has never been such a collection of leaders, motivators, researchers and philosophers! This will be the beginning of the next century of chiropractic.

\_A Celebration beyond any you've seen!\_ Each celebration will begin and end with a variety of top entertainment -- big name performances exclusively for us. This will be the party to end all chiropractic parties.

\_The biggest gathering of chiropractic ever!\_ Imagine the electricity and excitement that will energize you, your family, and your practice for years to come. Years from now, you will be telling future DCs: "I was there!"

\_Room for everyone!\_ The reason for a double celebration is so that you, your family, your staff, your patients, your friends, every one in your life that has supported you and chiropractic can be there. No one city could handle it. Don't leave them out.

\_Fantastic, but not expensive!\_ We not only have room for everyone, but the price for attendance is one everyone can afford. You will be pleasantly surprised, perhaps amazed, at the low registration fee.

\_Registration begins in September!\_ Registration for the Centennial Celebrations will begin some time in September 1994. Every DC and student will be sent a registration form.

Be watching in this publication for more information. When you get your registration card, send it back immediately for best hotel selection. All hotel accommodations will be available ONLY THROUGH the Chiropractic Centennial Foundation to registered individuals.

The excitement is beginning to build!

*DMP Jr., BS, HCD(hc)*

MAY 1994