

The View from Here: What the Centennial Means to All of Us

William Holmberg, DC, CCF president

I am often reminded that the inspiring history of chiropractic still lives in the memories and hearts of practitioners. Just recently I received on behalf of the Chiropractic Centennial Foundation a letter from a graduate of the Los Angeles College of Chiropractic. His pride and affection for our profession struck close to my heart. It read:

"I'm making this \$5,000 donation in memory of my father ... who suffered two different protracted house arrests while I was a lad, for practicing 'medicine' without a license. He made the history of chiropractic a part of my life ..."

In his short note, I felt this supporter had captured the reason we're celebrating our Centennial: It's a tribute to our honorable past, and a pledge to future students and patients that we'll thrive tomorrow.

Fifteen years ago, folks told me I was crazy to begin dreaming about the Centennial, and I often wonder if they were right. But old habits are hard to break, and by now, beating the Centennial drum is one of them. I think it's time we all reflected on just what the celebration means to each of us.

After all, why should you care? Why should you pledge \$500 or \$1,000 or support your alma mater, or your association's celebration efforts? No one has ever accused me of beating around the bush, so I'll make it simple: If you don't care, no one else will.

Our profession has reached a milestone in its history. We've made it to the century mark, despite the fact many never believed we'd last. Even in our profession's infancy, some folks back in 1906 didn't think too highly of D.D. Palmer's way of treating people, so they threw him in jail for practicing without a medical license.

Almost 50 years later when I began practicing, several of my fellow DCs were arrested for the same reason. In fact, I practiced without a license for my first five years because Palmer School of Chiropractic grads were not allowed to sit for the exam given by the Illinois Board of Medical Examiners. I wasn't alone. Many fellow DCs around the country had similar experiences.

Looking back, there's no doubt we've overcome tremendous obstacles, and we've proven the naysayers wrong. We've made it to 100 years, and with your support, we'll be here for another.

The Chiropractic Centennial Foundation is living proof our profession can stand united -- and not just to throw the birthday bash of the century. The Foundation is also dedicated to informing prospective patients and students about the benefits of chiropractic care through a national media marketing and public relations campaign.

So far, the broad-based support has been monumental. Corporate sponsors, national, state, and local associations, our colleges, and other supporters have pledged more than \$1.5 million to date

to ensure our dream to spread the word. Their donations have paid for a documentary airing on the Discovery Channel, the Rose Parade Float, and research and history grants, just to name a few worthy projects. The celebration weekends in 1995 are also shaping up to be exciting, educational, and entertaining events befitting our historical achievement. I hope to see you all there.

But, as our Centennial year fast approaches, my greatest fear is that the profession won't completely support the Foundation's efforts. We're running this celebration strictly on donations, and with your help, we will reach our \$5 million fundraising goal by 1995.

There is no better time than now for us to close ranks. Health care reform, increasing media exposure and the public's rising interest in alternative medicine means we sit at the brink of an incredible opportunity. We either celebrate this Centennial and beat the drum together, or we let our silence speak for itself.

To support our efforts, I sincerely urge you to call me at (319) 326-9626, and let's talk about a pledge to the CCF.

William Holmberg, DC
CCF President
Davenport, Iowa

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