

MORE

Editorial Staff

Some in the profession may want to limit our Chiropractic Centennial to a weekend event: a birthday party at which a few thousand DCs will celebrate the birth of chiropractic. Yes, it is that. But it is MORE!

Others want to see this as a time of increased media exposure: a year of parades, advertisements in newspapers and magazines, and television spots. Yes, if we all work together and do our share, it will be that. But it can be MORE!

Still others are hoping against all odds for what has only been dreamed of: looking forward to a time of unity. There is no reason why this entire profession can't put aside all of our differences and gather around our Chiropractic Centennial. Yes, there is no reason why it couldn't be that. But it could still be MORE!

Look at the Chiropractic Centennial Foundation's Board of Trustees. The board is comprised of representatives of the ACA, ICA, Association of Chiropractic Colleges, World Federation of Chiropractic, National Board of Chiropractic Examiners, Association for Chiropractic History, and Palmer College of Chiropractic. Notice too, the 15 chiropractic colleges that are all Institutional Members. Have you ever seen these most prestigious organizations all come together for any other cause or event in the history of the profession?

Read the list of members of the CCF Advisory Committee. Every member of the profession should recognize most of the names. These are some of the major "movers and shakers" in chiropractic. Have you EVER know many of these individuals to work together on anything?!?

This is not to suggest that any of the individuals involved in the Chiropractic Centennial are anything more than what they are; they have their own accomplishments and reputations. But together, these people and organizations form a foundation the likes of which has never been seen before.

This is why we can expect MORE.

The concept is called synergy. It basically means that by coming together for the sake of the profession under the banner of the Chiropractic Centennial, we can achieve MORE.

Soon, you will be encouraged to become part of this synergy. The profession will be depending on you to make the Centennial MORE.

Our Chiropractic Centennial can't be all it can be without you. Don't let this event be ordinary. Do your part to make it MORE.

JUNE 1994