

The Celebration is Under Way

CENTENNIAL KICKOFF IS A SMASH

Editorial Staff

DAVENPORT, Iowa -- Leaders of the profession assembled in this historic hub of chiropractic September 17 for the launch of the Centennial Celebration. The festivities, slated to last an entire year, will not only span the United States, from Washington, D.C., to Pasadena, California, with stops in Davenport, Iowa, but will encompass world wide celebrations of chiropractic's 100th anniversary.

More than 300 chiropractic representatives gathered at the Centennial Kickoff to get project updates from the Chiropractic Centennial Foundation (CCF) board members and rally support for events. Spirits were high as DCs learned about the huge scope of projects the Foundation has undertaken.

Jim Griswold, DC, representative of the Michigan Chiropractic Society, perhaps summed up the feelings of the moment: "Well, this is it. After 100 years, this is our time to come together and express with one voice what chiropractic means to humankind."

In launching the Centennial year, CCF board and advisory committee members hoped to arm the profession with enough information about the Grand Celebration to spur the entire profession to action.

In the morning constituency meeting, progress reports were given on each facet of the Grand Celebration year. In the afternoon workshops, attendees learned ways to integrate the CCF's national public-relations campaign with their own local efforts to spread the word about the Centennial and chiropractic. Each attendee received a press kit toward that objective, which could be used at the state or local level.

"The whole day was just phenomenal," reported Frank Zolli, DC, dean of the college of chiropractic at the University of Bridgeport. "I left the Kickoff feeling totally motivated and ready to spread the word about chiropractic and the celebration of our 100th birthday."

Capping off the weekend was a presentation in the historic Adler Theatre, located just two blocks from where D.D. Palmer made the first adjustment. The grand theater was filled with laughter during both Alan Thicke's monologue and the antics of actor David Richards, whose manner and bearing creates a believable semblance of D.D. Palmer.

Greetings were extended via telegram from prominent chiropractic supporters from around the world, including U.S. Vice President Al Gore (see his congratulatory letter that follows).

Following the evening's entertainment, the Kickoff came to a rousing conclusion as the audience got involved by clapping and swaying to the rock 'n' roll hit "I'm So Excited." The crowd was excited and the Grand Celebration had begun.

Editor's note: Below is reproduced Vice President Al Gore's congratulatory letter to chiropractic and the centennial kick off.

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*William F. Holmberg, D.C., President
Chiropractic Centennial Foundation
1000 Brady Street
Davenport, IA 52803-5287*

It is with a great deal of pride that I extend to you my heartiest congratulations as you begin to celebrate the centennial year for chiropractic. Your profession has made a significant contribution to the well being of millions of Americans over the past 100 years.

We, too, are proud of the fact that this profession is truly "American born" as it was founded in Davenport, Iowa.

I wish you, the thousands of Doctors of Chiropractic and your millions of loyal patients, from throughout the world, the best as you kick-off this centennial year celebration.

Sincerely,

Al Gore

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