

Chiropractic Centennial Projects Update

Editorial Staff

The Centennial Foundation has a full slate of plans for the upcoming year.

- The Illustrated History of Chiropractic, a 475-page volume filled with 700 photographs, is expected to be published in December.
- Twelve commissioned oil paintings, each representing an event in chiropractic history, will be on display at the upcoming Centennial Celebrations.
- Thirty-eight corporate sponsors and 60 individual DC sponsors have donated a total of \$1,916,418 to the CCF. A new telemarketing campaign is taking place through the fall. In the campaign's first two days, \$28,000 in pledges were made. Every DC in the U.S. is encouraged to do their part by becoming a CCF sponsor and donating at least \$100 -- one dollar for every year of the profession.

Registration Begins in October

General registration will be mailed toward the end of October to every chiropractor, student, and supplier in the world. People are encouraged to register as soon as possible as hotel accommodation choices will dwindle as the registration progresses.

Continuing Education Lineup Spectacular

"We've got a world-class, state-of-the-art lineup of speakers for both Washington, D.C., and Davenport," said Dr. Carl Cleveland III, CCF board member. The CCF is confirming approximately 250 speakers for two and a half days of programs at both celebrations. Topics include:

- Motivation
- History
- Technique
- Business Management
- Science
- Clinical

Grand Celebration Venues

About 600 exhibitors will be on hand in the largest exhibit shows ever at both the Washington, D.C., and Davenport venues. In the nation's capitol, the Washington, D.C. Convention Center will host Centennial activities. In Davenport, Iowa the RiverCenter will be the hub of activity.

Entertainment: Ray Charles? Beach Boys? Pointer Sisters?

Negotiations are under way with several entertainers for what promises to be a stellar lineup. CCF

entertainment committee co-chairman and board member Roger Hulsebus, DC, reported that the committee is pursuing such stars as Ray Charles, the Beach Boys, and the Pointer Sisters for concerts in both Washington and Davenport. "There's no doubt we're going to have a good time," Dr. Hulsebus said.

National PR and Advertising Campaigns

To support and publicize the Grand Celebration, the CCF has formed working relationships with two advertising and public relations agencies in Chicago and Davenport. The effort involves contacting national media and media outlets in the 25 largest cities around the country.

Plans have been outlined for a national advertising strategy that will not only promote our anniversary but other aspects of chiropractic. In addition to the national print and television ads, there are plans to make a variety of Centennial advertisements available to all CCF members.

Media Projects

Scripting and production are under way for a national documentary on chiropractic. Guy Riekeman, DC, CCF media projects chairman, said the one hour program will explore the phenomenal growth of chiropractic and its impact. To air the program nationally is another goal.

NOVEMBER 1994