

# Dynamic Chiropractic



SPORTS / EXERCISE / FITNESS

## Cowboys and Chiropractors

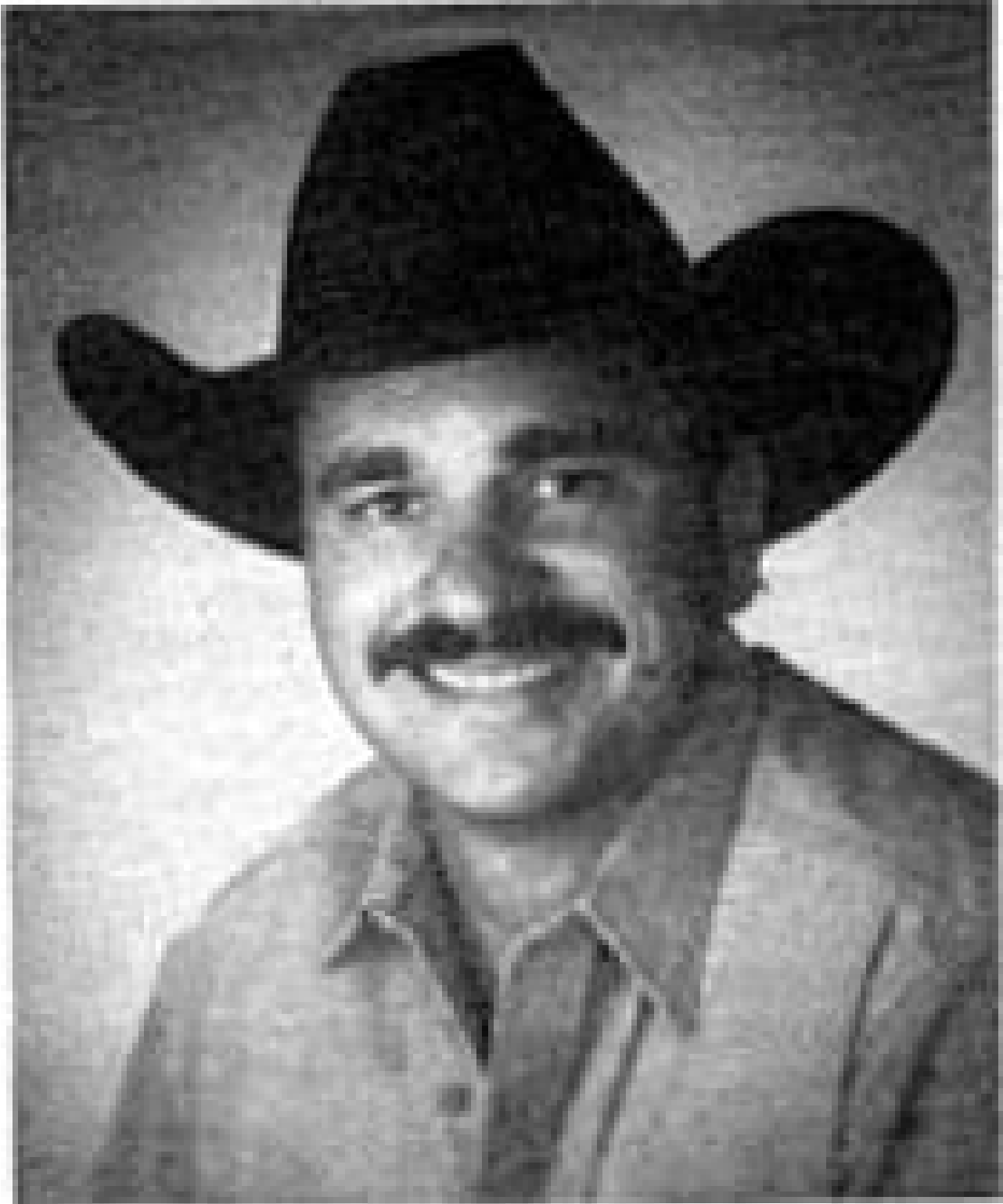
DCS SPONSORED BY WRANGLER, INC. TO TREAT RODEO CONTESTANTS

Barbara Migliaccio



In the rough and tumble world of professional rodeo, cowboys must endure a body beating which includes getting twisted, tossed, and sometimes trampled. Many professional rodeo riders would appreciate chiropractic treatment, but may not know where to turn. Slowly but surely, DCs have seen this gap and moved to fill it. Chiropractic has now set up a network to treat the contestants in the professional rodeo circuit: the Wrangler Sports Chiropractic program.

The program's roots can be traced back to Ed Corley, D.C., CCSP. In 1980, he began attending rodeos with his brother Randy, a professional rodeo announcer. When the contestants found out Dr. Corley was a chiropractor, many of them were interested in getting on-site treatment for their aches and pains. But Dr. Corley could only do so much himself, and it took about 10 years for a truly structured program to be realized.



*Ed Corley, D.C., CCSP*

It did not happen until 1990: Attending a Washington State Chiropractic Convention, Dr. Corley met Dr. Jan Corwin, who at the time was first vice president of the American Chiropractic Association (ACA)'s Council on Sports Injuries and Physical Fitness. Dr. Corwin, who is now advisor to the Sports Council, invited Dr. Corley to join the Council, thus providing him a networking base to expand his treatment program for rodeo riders. Interested ACA Sports Council members were invited to join in and "cover" the more than 800 rodeos every year in the U.S. and Canada.

But the turning point came in January of 1992, when Mr. John Neal, director of western retail marketing for Wrangler, Inc. saw a chiropractor giving on-site chiropractic treatment to a rodeo cowboy and noted the cowboy's positive reaction to the treatment. Mr. Neal contacted Dr. Corley and offered to outfit the DCs who worked the rodeos in western wear. Said Mr. Neal, "I would like to help the chiropractors with some western clothing, you all just don't look like you fit in with them suits and ties."

As humorous as Mr. Neal's comment was, it marked the beginning of a very fruitful collaboration. Now Wrangler not only outfits up to three DCs per rodeo event with the company's jeans and shirts, but it also provides a 4 x 8' Wrangler SportsChiropractic banner for display at rodeos. To aid the networking process, Wrangler distributes a media package in each doctor's hometown which advertises the program and the doctor's involvement. Dr. Corley has become the national event coordinator for the entire chiropractic program.

The chiropractors involved have no problems keeping busy. On December 4-6, the Wrangler SportsChiropractic program sponsored a 1992 Pro Rodeo Workshop in Las Vegas at the Dunes Hotel and Country Club. The workshop was concurrent with the National Finals Rodeo, also in Las Vegas, so DCs participating in this program were encouraged to donate their time to adjusting rodeo contestants.

Wrangler SportsChiropractic also has events scheduled into 1993. The DCs will provide treatment at the 46th Annual Professional Rodeo Cowboys Association Convention and Tradeshow, which Wrangler is sponsoring. The company will circulate promotional material for over 800 plus rodeo committees which will have representatives present. Additionally, Bull Riders International, which produces special event bull riding competitions nationwide, has requested that the program be an exclusive part of their medical staff. Bull Riders International is currently in negotiations with Harpo Productions, a division of Oprah Winfrey Enterprises, for exclusive television marketing. The first of these events will be in Phoenix, Arizona on January 2, 1993, and DCs from the ACA Sports Council are already lined up to participate.

If you would like to find out more about the Wrangler SportsChiropractic program or would like to participate, write Dr. Corley at 4803 Center Street, Tacoma, WA 98409-2319, or call (206) 564-8100.

*Barbara Migliaccio*  
*Second Assistant Editor*

JANUARY 1993