

Atlanta Sports Committee Mobilizes for '96 Olympics

Following the announcement that the 1996 Olympic Games will be held in Atlanta, Georgia, a group of chiropractors felt that chiropractic's involvement should play a greater role in the Olympics than in the past. As we know, many chiropractors served as pioneers, leading the way to official recognition of this profession with the incorporation of chiropractic into the 1984 Summer Games in Los Angeles. This was the first time a chiropractor was an official part of the sports medicine team for the United States.

Some chiropractors had served in an official capacity for other countries. In 1980, Dr. George Goodhart worked the Winter Olympics in Lake Placid. Much of the involvement of the chiropractors was made possible by the athletes. The athletes strongly feel that chiropractic enhances and improves their performance. Through the work of many great chiropractors previously, the United States Olympic Training Center began a program in 1986 incorporating chiropractors into their two week Sports Medicine Internship Program.

Our thanks go not only to those chiropractors who helped make this possible but to the foresight of the individuals at the Olympic Training Center and their Sports Medicine Department who helped make this a reality. With this history in mind, a group of chiropractors in Atlanta decided to form the 1996 Atlanta Sports Chiropractic Advisory Committee (ASCAC), a unified chiropractic front to present to the Atlanta Committee for the Olympic Games (ACOG). A group of chiropractors from Atlanta began to look at all the organizations within chiropractic who have an interest in treating sports-related injuries. As a result, an inaugural meeting was held in 1992 in Atlanta with an invitation extended to each of these organizations including: the ACA, ICA, FICS, WFC Southeastern Chiropractic Association, Georgia, Florida, South Carolina and North Carolina States Sport Associations, Life College, and the WCA.

Prior to the inaugural meeting, each representative was asked to decide which goals this organization should pursue. Three major goals were set at the inaugural meeting: 1) present a unified front to the ACOG for the inclusion of more chiropractors into the 1996 Summer Games; 2) travel to treat, meaning that chiropractors who were selected to be involved in the 1996 Olympics would be allowed to practice in Georgia even though they might not be licensed within that state. Currently, Georgia's status regarding this issue is a legislative mandate and not a board rule, therefore a committee was formed to formulate the means whereby this legislative mandate could be changed; and 3) the creation of the 1996 Scientific Symposium, a multidisciplinary, international sports conference.

To date, a number of meetings of the ASCAC have taken place in Atlanta, and progress toward all three goals has been made. One of the first orders of business was to create a steering committee and to select executive officers. Members present elected Suzanne Bisset, D.C., CCSP, chairperson; Deloss Brubaker, Ed.D., ATC, vice chairperson; and Richard Rosenkoetter, D.C., CCSP, secretary. The Steering Committee is rounded out by Steven Nudelman, D.C., Tracy Watson, D.C., and myself.

Thus far, the ASCAC has filed articles of incorporation, hired an executive director, created a

budget, formulated legislative changes, made important contacts within the Atlanta Committee for the Olympic Games, and made contacts throughout the world.

The ASCAC is in the process, with the cooperation of the executive director, of creating a quarterly newsletter. The first issue should be in the mail by March of 1993. We are also in the process of putting together contracts for potential sponsors and vendors and have been busy securing a site for the Scientific Symposium.

To date, the meetings have taken place at the Ramada Renaissance Hotel adjacent to the Atlanta airport. This site is subject to change depending on availability of a facility.

The opening meeting of the ASCAC took place January 16-17 at the Ramada Renaissance. The next meeting is scheduled for February 6-7 at the same location. These meetings are for any interested chiropractor or chiropractic organization. The second meeting will be an organizational meeting strictly for the Scientific Symposium. An international gathering representing a wide variety of disciplines has been invited. The organizational meeting will discuss scientific format, participation of each discipline, and all other matters related to the proposed symposium.

All chiropractic colleges accredited by CCE have been asked to endorse the Scientific Symposium. Many have responded in the affirmative, but there are several responses not in yet. We have also sought endorsement from many international organizations and have received many positive responses. Both the Chiropractic Consortium for Research (CCR) and the Foundation for Chiropractic Education and Research (FCER) have agreed to assist in setting up the format for the symposium. It appears that representatives from England, Canada, Mexico, Taiwan and the United States will be present at the February meeting.

It is anticipated that additional organizations will join and support the Scientific Symposium. We encourage organizations dealing with sports-related matters to contact us for possible participation. We also encourage prospective sponsors and vendors to contact this organization.

A tiered system of sponsorship has been proposed, ranging from \$10,000 to \$25,000 over the next three and a half years. Each level of sponsorship carries varying rewards to the sponsor, not limited to the following: receipt of the ASCAC quarterly newsletter, complete with the name of the organization and logo in the newsletter and all other publications distributed by this organization; pins; tee shirts and other clothing apparel with our logo; and free booth space at the Scientific Symposium. We will also try to obtain tickets for the Olympic Games and opening ceremonies. This, of course, is totally dependent upon availability.

One idea that we are considering is individual sponsorships. For \$100.00 a year, an individual would have an opportunity to pay for their registration fee each year. Payment in this manner will constitute payment in full for the 1996 Scientific Symposium, allowing those doctors who have elected to participate in this type of sponsorship admittance with no additional charge. With a successful symposium in 1996, we feel this type of program can precede each Olympic Games. This, of course, will take the cooperation of all parties solicited.

Again, it is early in the formation and preparation of all aspects of the ASCAC. We look forward to a successful and prosperous three and a half years leading to the 1996 games.

This committee continues to meet, and has further meetings scheduled April 17-18, July 17-18, and September 18-19. In addition to those meeting, it is probable that the individual committees will be meeting separately. The newsletters will carry the meeting schedule and all other pertinent information regarding this venture.

We realize that this that this is a major undertaking, but the 1996 Atlanta Sports Chiropractic Advisory Committee is dedicated to the successful pursuit of all three goals.

*Thomas Hyde, D.C., CCSP
Chairman, 1996 Scientific Symposium
North Miami, Florida*

Editor's Note: If you wish to contact the Atlanta Sports Chiropractic Advisory Committee:

Executive Officers:

Chairperson: Suzanne Bisset, D.C., CCSP (404) 564-3334 Vice Chairperson: Deloss Brubaker, Ed.D., ATC (404) 424-0554 Secretary: Richard Rosenkoetter, D.C., CCSP (404) 233-2440

1996 Scientific Symposium Committee: Chairperson: Thomas Hyde, D.C., CCSP (305) 893-3892

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