

## NCMIC Donates \$300,000 to Centennial Foundation

Dynamic Chiropractic Staff

The National Chiropractic Mutual Insurance Company (NCMIC) has become the first Elite Club sponsor of the Chiropractic Centennial Foundation (CCF) with a formidable \$300,000 donation.

"Dream big and you'll accomplish great things," said Rick Flaherty, chairman of the CCF's fundraising and sponsorship efforts, and president and CEO of Leander Health Technologies.

NCMIC, along with other company sponsors, state associations and individual contributions, are making the dream come true. "NCMIC went above and beyond with this donation," said Mr. Flaherty. "Very few in chiropractic are doing what NCMIC is doing. They are there when chiropractic needs them most."

With 20 years of experience under his belt and \$3 billion raised throughout his career, Mr. Flaherty is well-schooled in the intricacies of fundraising. Mr. Flaherty said he sees the NCMIC donation as a symbol of the spirit of the Chiropractic Centennial, and hopes to see a few more Elite Club sponsors.

Dr. William F. Holmberg, president of the CCF, said that he felt the NCMIC donation is a major step forward for the Centennial Foundation. "The commitment is not just to the CCF, but to the entire chiropractic profession from a body that represents a large portion of the profession."

Two CCF advisory committee members, Dr. Lou Sportelli and Dr. Jerilynn Kaibel, have been singled out for their CCF fundraising efforts in this sizeable pledge from NCMIC.

Mr. Flaherty personal goal is to have sell-out attendance at both the Davenport, Iowa, and Washington, D.C. celebration sites, and make the Centennial "the biggest extravaganza ever put on by the chiropractic profession."

"When Don Petersen, member of the CCF Board of Trustees, asked me if I was interested in getting involved with the Centennial Foundation, I was eager to be a part of a once-in-a-lifetime celebration, remember CEO Flaherty.

One of the most important parts of any fundraising efforts, as Mr. Flaherty points out, is having the right incentive program for potential sponsors: "Before our committee began putting together our fundraising outline for the Centennial, I reviewed and studied how major organizations like the Olympics and the United Way put together their fundraising efforts. I tried to use the experience of my committee members, Arlan Fuhr, president, Activator Methods, Inc., and Kent Greenawalt, president, Foot Levelers, together with some of the tools used by major fundraising organizations."

Mr. Flaherty has helped initiate several different incentive programs for the different levels of sponsors, including an "ultra group" with a limited number of sponsors. "The first three positions in that group have been filled by Foot Levelers, Inc., Leander Health Technologies Corp., and Pro Group, a software company based in Seattle, Washington. But he stressed, "We have set up the

sponsor levels in order that everyone from major corporations to doctors of chiropractic with their own private practices can participate. The top sponsor levels will be able to use the CCF logo in their advertising."

"We also have a host of specialty items in mind which will be aligned to the Centennial: limited-edition mugs, t-shirts, hats and coats are all possibilities. These will be available through a special catalog which will be provided by the CCF."

Mr. Flaherty's personal goal is to have sell-out attendance at both the Davenport, Iowa, and Washington, D.C. celebration sites. At this point in his committee's fundraising efforts, he predicted: "I feel confident that we can raise the funds needed to put on a celebration of this magnitude."

While the chiropractic market is relatively small, Mr. Flaherty sees a change in attitude taking place among vendors: "As we come out of this recession, I think people are feeling a lot more optimistic about getting involved. I hope vendors will look at the Grand Celebration as a chance to participate on a level never seen before."

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#### Growing Number of State Associations Join CCF

"The state associations making commitments to the CCF are increasing. I can feel momentum building throughout the profession," was the recent assessment made by Dr. William F. Holmberg, president of the CCF.

And indeed, participation in the Grand Celebration continues to grow with an increasing number of chiropractic state associations joining the CCF. The most recent addition to the list is the Virginia Chiropractic Association (VCA), making a total of 26 state associations that have united for the Centennial.

In addition to the state associations, committees are also beginning to see the results of their efforts. Chairman of the media exposure subcommittee, Dr. Guy Riekeman, is working on several media pieces including a promotional tape for the Grand Celebration, and historical audio tapes for each college.

Plans for the CCF's 1993 promotional button are also in the works, with this year's design to be announced sometime in February.

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#### Grand Celebration Schedule

The year-long celebration of events for the Grand Celebration will begin on Founder's Day, September 18, 1994; continue in Washington D.C., July 5-9, 1995 (Wed.-Sun.); and finish in Davenport, Iowa, September 13-17, 1995 (Wed.-Sun.).

Each location will have a full schedule of continuing education, exhibitions, and association meetings. Special events unique to each location will be planned.

For more information contact:

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## Chiropractic is More Famous than You Think

If you are the DC of a well-known media or sports personality, the CCF would like to know.

As the Grand Celebration nears, the CCF is seeking representatives to take part in the biggest celebration in the history of chiropractic. "Spokespeople for chiropractic are essential. There are many successful people, from actors and athletes to musicians and politicians, who have become advocates of chiropractic," said Dr. William F. Holmberg, president of the CCF.

"One of the most publicized examples is football star Joe Montana. Athletes make terrific spokespeople for chiropractic -- especially since their profession depends on their body's ability to perform correctly.

"This truly is a Grand Celebration," added Holmberg. "We're excited that people from different backgrounds will be involved. From DCs practicing in their own hometowns to famous household names, the common thread running through them is chiropractic. And we want the world to know about it."

If a well-known personality is in your care, please contact:

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