

Standard Process Labs, Inc., Pledges \$300,000 to Centennial Foundation

Editorial Staff

A major nutrition and vitamin supplier in the chiropractic profession, Standard Process Labs, Inc., of Wisconsin, has pledged \$300,000 to the Chiropractic Centennial Foundation (CCF). It is the second pledge of this magnitude to be received by the Foundation, the first being a \$300,000 pledge from National Chiropractic Mutual Insurance Fund (see Feb. 12, 1993 issue of "DC").

Mr. Rick Flaherty, chairman of CCF's fundraising and sponsorship efforts, sees the pledge as a testimonial of the progress the CCF is making in fundraising. "Standard Process is the second Elite Club Super Sponsor. We are excited about where our efforts are going and anticipate additional sponsors above the \$50,000 mark," said Mr. Flaherty. "Standard Process works closely with chiropractors all over the country. Their pledge is not only a commitment to the CCF, but to the profession as well."

Mary DuBois, vice president for Standard Process Labs commented, "We are happy to show our support to chiropractors across the nation, and we are looking forward to attending the Grand Celebration events. Seventy-five of our business goes to chiropractors and we want to show them they are important to us."

Dynamic Chiropractic wishes to express the appreciation of the chiropractic profession for the generous pledge made by Standard Process Labs, Inc. It's gratifying to see a company give back to the profession that helps support it.

Two New Sponsors for CCF

The Chattanooga Group, Inc., of Tennessee, and Class Chiropractic Clothing, Inc. from Georgia, have both made \$50,000 commitments to the CCF. The pledges make the companies Platinum Club Crown Sponsors along with Foot Levelers, Inc., Leander Health Technologies, Inc., and Pro Group Chiropractic Software.

Ronald G. Kimmel, D.C., president of Class Chiropractic Clothing, announced a profit split on all items sold, with up to 25 percent of the profits going to CCF. Plans are also in the works to provide the CCF with official centennial t-shirts.

"The Chiropractic Centennial is the biggest thing happening in chiropractic, not only from the chiropractor's standpoint, but also from the manufacturer's standpoint," said Tom Voigt, sales manager with The Chattanooga Group.

The CCF is currently targeting Reebok, L.A. Gear, Nike, and Nordic Track for sponsorships. Mr. Rick Flaherty reported that CCF currently has \$850,000 worth of signed sponsorship commitments.

Dr. Frank Bemis Elected to CCF Board of Trustees

Frank C. Bemis, D.C., was elected to the CCF Board of Trustees at the Foundation's board meeting in Chicago on February 18th. Dr. Bemis will be representing the International Chiropractors Association (ICA).

In addition to being elected to the Board, Dr. Bemis was also elected vice president of Planning for the CCF.

A 1965 Palmer College graduate, Dr. Bemis has maintained a practice in his hometown of Alton, Illinois for 27 years. He is also the Central Regional Director of Palmer's International Alumni Association.

MARCH 1993