

Chiropractic Centennial Foundation

TWO MORE STATE ASSOCIATIONS JOIN CCF

Editorial Staff

The Colorado Chiropractic Association and the Council of New Jersey Chiropractors, Inc., are the most recent state associations to join the Chiropractic Centennial Foundation (CCF). This brings the total number of state associations belonging to the CCF to 34.

Four foreign chiropractic associations are CCF members: the Asociacion Espanola de Quiropractica (Spain), the British Chiropractic Association, the Chiropractic Council of Japan, and the Norwegian Chiropractors' Association.

"We're striving to get every state, country, and provincial association to join," said Dr. William Holmberg, CCF president. "State association dues are only \$1,250, which can be paid in increments until 1995. We encourage all state associations to commit to the CCF as grassroots representatives of the Chiropractic Centennial."

CCF Begins Search for Ad Agency

The CCF recently launched a search for the advertising agency who will handle its marketing and public relations efforts. The Foundation's communication's committee has contacted 18 agencies throughout the country and is currently looking for agencies with experience in large-scale media and public relations events.

"We've established that we need to hire an agency with national experience in both PR and advertising that has worked with diverse groups such as ours," said CCF Communications Chairman Juan Nodarse. "This is a once in a lifetime opportunity for us to educate people about the benefits of chiropractic, and we're not going to let it pass by." According to Mr. Nodarse, the communication's committee expects a great deal of work after hiring an agency, and hopes to start seeing results in early 1994.

New CCF College Liaisons Appointed

The 15 chiropractic colleges have appointed CCF college liaisons who will serve as the communication link between the CCF and the colleges. Said CCF President Dr. William Holmberg, "The liaisons are important in keeping the lines of communication open between the CCF and the colleges. It's an important coordinating mechanism, as well as a way to build support on the collegiate level."

Dr. Carl Cleveland III, member of the CCF Board of Trustees and the CCF's elected representative to the ACC said, "The college liaison program will enhance communications between colleges and their alumni. It will be another means of creating awareness and building excitement for the Centennial Celebration.

Dr. Jerilynn Kaibel Prepares for Centennial Exhibits

Dr. Jerilyn Kaibel, recent appointee to the Health Professional Review Group (HPRG) of Hillary

Rodham Clinton's Health Care Task Force (see the May 5, 1993 issue of "DC"), and chair of the exhibit committee for the Centennial Grand Celebration, is currently working on a mailing list to vendors announcing available booth space for exhibitors on all levels.

An exhibit hall in Washington, D.C., is being confirmed for the Centennial celebration; Dr. Kaibel is in the process of negotiating price rates for hotels in the Washington, D.C. area.

"The exhibit room we're looking at for the D.C. location is 150,000 square feet. From the standpoint of exhibits, this is going to be the chiropractic show of shows," said Dr. Kaibel. "It's going to be an exhibit hall extravaganza like never seen before."

Chiropractic Centennial Celebration Schedule

The year-long celebration of events for the "Grand Celebration: Commemorating 100 Years of Chiropractic" will begin on Founder's Day, September 18, 1994, continue in Washington, D.C., July 5-9, 1995, and will end in Davenport, Iowa, September 14-17, 1995.

Each location will have a full schedule of continuing education, exhibitors, and association meetings. Special events unique to each location are in the process of being planned.

For more information on the Grand Celebration, please contact:

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