

Chiropractic Centennial News

CCF MEETS IN CHICAGO: NEW SPONSORS, PROMOTIONAL VIDEO AND MORE

Editorial Staff

New Sponsors for the Centennial

The Chiropractic Centennial Foundation (CCF) announced five new sponsors at its quarterly meeting in Chicago May 12-13.

MorFam, Inc.; Colwell Systems, Inc.; and Sparrow & Jacobs, Inc. each pledged \$6,000 to the CCF. HESSCO/WESSCO and Performance Health, Inc., both made \$1,000 pledges.

"We have served the chiropractic profession for 40 years, and wanted to be involved in the profession's biggest celebration," said Dave Schultz, president of HESSCO/WESSCO, a company which supplies chiropractic equipment.

According to Mr. Rick Flaherty, chairman of the CCF's fundraising and sponsorship efforts, "We have done, and will continue to do mailings to vendors across the country, telling them about our fundraising efforts. We are starting to receive pledges from private practitioners as well."

CCF Promotional Video Ready for Distribution

Distribution of the promotion video for the CCF's Grand Celebration will begin in the next several weeks.

Dr. Guy Riekeman, chair of the CCF's Media Project subcommittee, gave a final showing of the Centennial's promotional video at the Chicago meeting. The professionally produced video features an actor portraying D.D. Palmer, historical perspectives, and comments from members of the CCF.

"It doesn't end with just showing the video," said Dr. Riekeman. "We'll begin mass distribution of the video within the next few weeks. In the next six months we'd like every chiropractor in the country to see this video." Copies of the video will be sent to the different national and international chiropractic organizations, state associations, and the chiropractic colleges.

The video's purpose is to inform chiropractors about the Centennial Celebration and encourage their involvement. The video has information on everything from sponsorships to registration for the 1995 event.

Foundation Elects Dr. Marilyn Smith, Dr. Louis Latimer to New Positions

Dr. Marilyn P. Smith was elected to the CCF's board of trustees and CCF board member Dr. Louis Latimer was named secretary.

Drs. Smith and Latimer were both named to the Awards and Honors committee, a new committee created by the CCF.

"The function of the Awards and Honors Committee is to seek out and honor the trailblazers of chiropractic, past and present -- those people who've made chiropractic what it is today," said Dr. William F. Holmberg, president of CCF.

David Chapman-Smith, Esq. -- Planning for the Grand Celebration

There are few people who know the chiropractic profession like David Chapman-Smith. He is a full-time chiropractic attorney, and secretary-general of the World Federation of Chiropractic (WFC), and editor/publisher of The Chiropractic Report. He's been involved with nearly every major chiropractic organization in the profession. As a member of the CCF's board of trustees, he has been an invaluable asset in helping plan the Grand Celebration.

"We're fortunate to have him aboard as a trustee for the CCF," said Dr. William F. Holmberg, a unanimous view held by the members of the CCF.

Mr. Chapman-Smith's involvement with chiropractic began in his native country of New Zealand. He acted as the attorney for the New Zealand Chiropractor's Association before the New Zealand Commission of Inquiry into chiropractic in 1978-9. He played an integral part in the Mercy Center Conference as commission counsel, and was one of the editors of the Mercy Guidelines. Mr. Chapman-Smith was also legal counsel at the Glen Erin Conference, which recently produced chiropractic guidelines for Canada.

"I'm honored to be a part of one of the most important events in chiropractic," said Mr. Chapman-Smith. "I believe this event is a way all chiropractic organizations can come together and make the Grand Celebration not only a celebration, but an important milestone for the profession."

Mr. Chapman-Smith is chairman of both the CCF's Entertainment Committee and Education Committee. He is currently doing a search for entertainers and sports figures to appear at the Centennial Celebration.

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