

ACA Sponsors Image-boosting TV Ads

Dynamic Chiropractic Staff

In a campaign to bolster the image of the chiropractic profession among policymakers, the American Chiropractic Association (ACA) and its political action committee have launched a series of 60 and 30-second, nationally-televised commercials to appear during popular political talk shows.

First airing in Washington, D.C., during such shows as "The McLaughlin Group," "Meet the Press," and "Fox Morning News," the commercials focus on chiropractic's cost-effectiveness in the treatment of back-related conditions. Explaining that in some rural areas, chiropractic is the only type of care available, the ads also convey the urgency of including chiropractic in any national health care plan. The TV spots will continue to run in targeted congressional districts and will also be placed on a national basis on CNN during such shows as "Larry King Live," "Crossfire," and "CNN Headline News."

State associations interested in running the spots on local television stations are encouraged to contact ACA-PAC Assistant Todd Ketch at ACA headquarters to request a copy of the tapes. Tele: (703) 276-8800.

ICA and FACTS Call for Pediatric Papers

The ICA Council on Chiropractic Pediatrics and the Foundation for the Advancement of Chiropractic Tenets and Sciences (FACTS) invite the submission of papers for presentation at its third National Conference on Chiropractic & Pediatrics. Two 1993 conferences will be held at two locations: October 1-3, in Palm Springs, California, and November 19-21, in Palm Beach, Florida.

Papers must be the original work of the author or authors, properly referenced, and written in an appropriate professional and technical level. Papers should present completed work in a specific area of research or clinical observation and should be related to the field of pediatrics. Previously published papers are welcome. Case studies and literature reviews are also acceptable. Deadline for submissions is July 26, 1993. Papers which are not accepted will be returned to the author.

All papers accepted will be published in the 1993 Proceedings of the National Conference on Chiropractic and Pediatrics, a publication distributed to all conference attendees, chiropractic college libraries, and the chiropractic profession at large. Authors will be given 10 minutes for oral presentation and discussion at the conference closest to their home. Authors (one per paper accepted) will receive an honorarium of \$500 and a free registration to the Pediatrics Conference. Authors will be responsible for their own travel and hotel arrangements and expenses.

Submissions must be typed double-spaced, include an abstract, and the author(s) name, address, and affiliations. Submit papers to the following address no later than July 26th:

*ICA Council on Chiropractic Pediatrics & FACTS
1110 North Glebe Road, Suite 1000*

Chiropractic Featured in Woman's Day Ad

R. James Gregg, DC, ICA president, was featured in an advertisement in the May 18, 1993 issue of Woman's Day magazine. The ad announced a nationwide sale on the ICA-endorsed King Koil mattresses. The promotion featured free spinal evaluations administered by DCs at participating King Koil mattress dealers.

This was a joint promotion launched by ICA and King Koil to commemorate May as "Perfect Posture Month" and "Better Sleep Month."

Palmer's Office Building Buy Will Expand Clinics

PCC is expanding its clinics with the purchase of an office building in Davenport. The expansion represents a much-needed increase in square footage for the clinics, which log nearly 135,000 patient visits annually.

The expansion will move clinic outpatient services currently located at Palmer's Main Clinic on campus to the new facility. The Main Clinic, with the exception of one module of examining rooms, will be converted into classroom space as the college anticipates its July class, the largest in recent history, bringing the student population to 1,800. Currently, there are 509 student externs and 43 faculty members in the Palmer clinics. The new clinic facility will also house a classroom (eliminating the need for externs to commute between the clinic and campus), and facilities for radiology, ancillary procedures, and a blood lab. The new outpatient services are expected to attract a higher volume of patients. The annual financial impact of the new clinic on the Quad City economy is estimated at \$100 million.

Palmer Homecoming Goes Back to the Future

PCC's homecoming, with the theme of "Remembering the Future," will be held August 12-15. Among the events at this year's four-day celebration is the Continuing Education program, which boasts several new speakers including DCs John Grostic, Lawrence Markson, Weldon Muncy, Gerry Provance, Joseph Seragusa, Terry Yochum, and MD Murray A. Solomon. The program will highlight radiology, offering attendees a full 19 hours of radiology credits.

Class reunions will be held for the classes of '88, '83, '78, '68, '63, '58, '53, '48, and '43. The golden anniversary class of 1943 will be honored at a morning brunch Saturday, August 14, while the silver anniversary class of 1968 will celebrate at a luncheon that afternoon.

Anyone interesting in registering for the homecoming or continuing education may call 1-800-722-2586.

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