

"Hooked on Health" -- the Largest Gathering of Chiro Patients Ever!

AN EVENT SO BIG, IT HAD TO BE HELD IN THE NASSAU COLISEUM

Editorial Staff

Uniondale, NY -- On October 14, 1993, the Nassau Veterans Memorial Coliseum, home of the New York Islanders' hockey team, was transformed overnight to accommodate a different type of crowd: over 6,000 chiropractic patients, ready to hear the message of health.

The event was "Hooked on Health," sponsored by the New York Chiropractic Council. Since the advent of the New York Chiropractic Council's patient appreciation program a few years ago, it has been the organization's hope to see it grow to this size and more. This year's attendance doubled that of last year's.

The event included some notable "wellness" speakers whose mission was "to direct people to the realization that life and healing comes from within; ultimately that the maintenance of health is superior to the treatment of disease."

"Hooked on Health" was produced in conjunction with a five kilometer race, "Chiropractic 5K for a United Way," with proceeds going to the United Way charity. Convention Chairman Robert Hoffman, DC, explained:

"I think that a major void in our profession's ability to promote itself, that we are spearheading to correct, is aligning chiropractic with corporate America. As corporate America learns how cost effective and efficient chiropractic care is, and how 'user friendly' chiropractors are, they will continue to support the chiropractic profession more and more. The reason we chose the United Way is that they are well-entrenched in corporate America and this adds credence to who we are and what we're doing.

"We wanted our donation going to charities that are aligned with our philosophy. We were extremely pleased to discover that the United Way has seven distinct charity categories which allow us to choose where our money goes. We chose a category that includes charities for abused children and underprivileged families."

Also important to the project were the corporate sponsors. Both events were sponsored by the Radisson Plaza Hotel Melville; Marriott Owner Resorts; and the Inner Winners Seminars, Inc., among others.

Joel Silberman, an accomplished producer, director, and performer, was the event's master of ceremonies (please see interview with Mr. Silberman, "Because I'm a Chiropractic Patient," on page XX). The staging included massive screens, an explosive sound system, and a crew of top production professionals. Everything about the evening was topflight.

The first speaker was Joseph Flesia, DC. "Dr. Joe," as he is fondly known, spoke on "Releasing the Giant Within." He explained to the audience that "80 percent of the people born have vertebral subluxation complex."

Guy Riekeman, DC, followed Dr. Joe with insights on "Wellness Care." He explained: "The one thing that the contemporary health care system has missed about you: What happens when the human spirit is released?" He also provided the audience with a definition of what wellness care is:

"Care designed to ensure optimum physical, mental, and social development at each genetic stage so that the next development stage has the possibility to also be complete."

Rounding out the first half of the program was Mark Victor Hansen speaking on "Being Healthy." An interesting aspect of his presentation concerned something that most of us don't get enough of: "hugs." Mr. Hansen got the entire crowd of 6,000 patients hugging when he quoted Virginia Satir, PhD:

It takes four hugs each day to be normal, eight for maintenance and twelve for growth."

After the evening's intermission, there was a two-hour "life-changing" presentation by Tony Robbins, who specializes in motivational/developmental seminars. Mr. Robbins not only encouraged the audience to get "Hooked on Health," but encouraged the audience to get moving, thinking, and re-evaluating their way of life. Mr. Robbins supports regular chiropractic care, and said that he made it part of his formula for a fulfilled life. At one point during his presentation, Mr. Robbins exclaimed, "Chiropractic is in its 98th year and is the leading alternative health care!"

The program lasted until 11:30 p.m., and even at that late hour people were reluctant to leave.

For next year's program, the New York Chiropractic Council is exploring the possibility of featuring a "cavalcade of stars."

NOVEMBER 1993