

Why Get Involved?

Editorial Staff

A few events happen only once in your life: your graduation from chiropractic college; your wedding; and the birth of your child. These special moments are not to be missed because they will never happen again.

The same holds true for chiropractic's centennial. The profession's 100th birthday is a once-in-a-lifetime event that should be treasured by all.

1995 will be a year to reflect on our rich heritage, to re-examine the roots of chiropractic and track the course of events that have established chiropractic care as a unique approach to health care.

It will also be a time to dream. It will be a time to renew our vision of what we can be, and perhaps share this vision effectively with the world.

There are many benefits being planned for the chiropractic centennial. This is a time to examine how we are communicating with the world and how we can better share our gift with every person. The plans being formulated for 1995 will attempt to develop and execute a marketing program for the entire profession on a scale never before attempted.

Additionally, there are plans to incorporate a political component into our centennial year. To date in the United States, chiropractors are almost 48,000 strong. The worldwide total is 54,000. By 1995, our numbers worldwide will reach the 60,000 plateau, 53,000 of those in the U.S. There are plans for localized events that could be used to affect local and state legislators as well as congressional representatives.

Finally, there is of course the grand celebration. This will be a time when chiropractors from around the world can come together to share the heritage and enthusiasm that is the hallmark of chiropractic. This event will be something to tell future generations of chiropractors about: "Yes, I was there at the great centennial celebration."

But there is one more reason to be involved in this grand event:

UNITY

In recent times, there have been many attempts and some success at chiropractic unity: The national associations of Australia have unified. The national associations of Japan have unified. The national associations of the United States tried to unify, but failed. State associations have attempted to unite; some have succeeded.

Even more recently, unity was embraced when representatives from the broad spectrum of the entire profession convened to answer the demand for chiropractic practice guidelines at the Mercy Center Conference. This was unity in purpose, the kind of unity that the profession appears most capable of achieving. Unity in purpose was the catalyst behind almost all of the unifications by state and national associations.

The chiropractic centennial will provide the best opportunity for unity of purpose that the chiropractic profession has ever had.

You can be a part of this unity.

It will require your interest, your involvement, a little bit of the money you earn as a chiropractor, and ultimately, your commitment to be a part of the grand celebration. Many of the goals that this profession has held for decades can be realized in 1995, but it won't happen without you.

For the next 80 issues of Dynamic Chiropractic, this page (page 4) will provide you with complete information about what is happening and how you can be involved. The Centennial Foundation Committee will be planning every aspect of our celebration and will be constantly asking for your input and involvement.

Mark your calendar right now for September 1995. Then be watching as the centennial plans unfold to see how you would like to be involved.

Just think....chiropractic unity of purpose generated by the biggest event of our history. What a way to begin our second 100 years!

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