

Chiropractic Centennial Foundation Appoints Subcommittees

Editorial Staff

After selecting an all-star Advisory Committee (AdvCom) to support the efforts of the Chiropractic Centennial Foundation (CCF)'s Board of Trustees, five special subcommittees were established to accomplish a number of important functions for the Centennial Year Celebration. While each subcommittee has only three members, the participants are very powerful, hard working individuals.

The following is a list of each subcommittee, the chairperson and the membership:

*Chiropractic Centennial Foundation
Advisory Committee
Subcommittees*

Centennial Celebration Exhibit Space

This subcommittee is responsible for developing the Exhibitor's Program for the week long Centennial Celebration. Since this will probably be the largest gathering of chiropractors in the profession's history, it will undoubtedly be the largest exhibit event as well.

Jerilyn Kaibel, D.C., Chairperson Chairperson of Conventions and Seminars, California Chiropractic Association

Karl Parker, D.C. President, Parker Chiropractic Resource Foundation

Edward Williams, D.C. Executive Director, Florida Chiropractic Association

Communications

Nothing is more important than keeping the profession current on all events, information, and programs that will be a part of the Chiropractic Centennial. This will be a year of exciting events that you won't want to miss. Every major publication as well as all state and national associations will be kept up-to-date about the Chiropractic Centennial.

Juan Nodarse, Chairperson Director of Marketing and Communications, Palmer Chiropractic University

*Terry Rondberg, D.C.
Publisher, Chiropractic Journal*

*Donald M. Petersen Jr.
Editor, Dynamic Chiropractic*

Media Exposure

Part of the excitement of the Chiropractic Centennial is the potential to make the entire world aware of the benefits of chiropractic care. To address this effort, this subcommittee will be investigating all possible avenues as well as various ways of financing what could prove to be the greatest public relations blitz this profession has ever mounted.

Guy Riekman, D.C., Chairperson
President, Quest Seminars International

Louis Sportelli, D.C.
Past Chairman, American Chiropractic Association

Gary Street, D.C. Vice President, International Chiropractors Association

Endorsements and Sponsors

Many companies who serve the chiropractic profession are already interested in becoming sponsors of the Chiropractic Centennial and the various projects that will be a part of our celebration. The Endorsements and Sponsors subcommittee will be developing the specific programs to allow those companies who serve the chiropractic profession an opportunity to be an integral part of the Centennial events.

Rick Flaherty, Chairperson
President, Leander Health Technologies, Inc.

Arlan Fuhr, D.C. President, National Institute of Chiropractic Research
Kent Greenawalt
President, Foot Levelers, Inc.

Special Projects

There are several special projects that have already been suggested regarding the Chiropractic Centennial: the possibility of the chiropractic profession sponsoring our own Rose Parade Float in the 1995 Tournament of Roses; to develop a documentary on chiropractic that could be shown on national, local, and cable television, and for viewing at special functions.

Michael Schroeder, Esq., Chairperson Vice President, National Association of Chiropractic Attorneys

Rick McMichael, D.C. Vice President, Congress of Chiropractic State Associations

Sid Williams, D.C.
President, Life College of Chiropractic

The Chiropractic Centennial is going to be a big event. With a little participation by everyone in the profession, our Centennial could be the beginning of a whole new era for chiropractic.

These 15 individual subcommittee members are just the beginning. Your input and assistance will be needed to fulfill our potential. If you have any suggestions, or would like to be a part of making this a reality, please contact:

Donald M. Petersen Jr., Chairperson

CCF Advisory Committee
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