

## More Than You Can Imagine!

Editorial Staff

How many times have you said to yourself, "If this profession could just get together, we could do anything!"?

How many times have you had or heard a great idea for chiropractic and said, "If only we could do that!"?

When you consider the size of this profession, it's easy to imagine the marvelous accomplishments attainable if everyone participated. With over 48,000 strong (more than 58,000 if you include our students), chiropractic could be a force.

In the past, this profession has tried to achieve unity by a number of different avenues. Political unity has always seemed to be an elusive, unattainable goal.

Our Chiropractic Centennial is the only basis upon which complete unity is not only possible, but no one group or organization within the chiropractic profession will lose or have to sacrifice their philosophy in order to support it. Our Centennial is the rallying point around which we may unify to begin our second century.

Consider what 48,000 dedicated chiropractors can do. If each DC would donate just \$100 per year to the Chiropractic Centennial, that would provide nearly \$5 million dollars to work with.

A \$5,000,000 advertising and public relations budget would bring chiropractic into the homes of every person in the world. What would happen if the percentage of people who sought chiropractic care went from an estimated 7% to 20%?!? Remember, 20% is still only one out of every five people. Our goal is for every person in the world to enjoy the benefits of chiropractic care.

Would such an increase in the number of people in your community seeking chiropractic care be worth a donation of \$100 per year?

Is there any other hope for this profession to achieve unity?

The future is filled with excitement as we consider our second hundred years. The possibilities are endless if we can come together under the banner of our heritage for the common good of chiropractic and the world.

Let's not miss what may be our last opportunity to unify and move forward.

Watch and read about the Chiropractic Centennial as the various plans and programs are developed. Being informed is a prerequisite to participation.

Speak out as your ideas are addressed by the various subcommittees of the Advisory Committee. Your input is critical to the success of the Centennial.

Commit yourself not only to attend the Centennial Celebration, but to participate in those programs that interest you. All of the programs surrounding the Chiropractic

Centennial are marketing and public relations programs designed to increase your community's awareness of the benefits of chiropractic care.

Bask in the joy of being part of a great healing profession that has much to be proud of. Experience pride in your profession as the story of chiropractic is told and re-told to everyone in the world.

As the excitement builds, there will be a great deal of information coming your way. Be watching.

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