

## Foundation for Chiropractic Progress Forms Association Advisory Committee

Editorial Staff

Gene G. Veno, president/CEO of the Foundation for Chiropractic Progress, recently announced that a special Association Advisory Committee has been formed to assist the foundation. Named to chair the committee of state association leaders are Karen Hammel, executive director of the Colorado Chiropractic Association; and Sigmund Miller, DC, executive director of the Association of New Jersey Chiropractors.

The Association Advisory Committee will help the foundation plot the direction in which national media is utilized in the Campaign for Chiropractic, as well as draw localized PR support for the benefit of association members.

"Active Association participation is extremely important because state associations are in close contact with their members," said Veno. "Not only will they be able to take the national campaign to a grassroots level; [they will] also be able to feel the early pulsebeat of its success."

Commenting on their appointments, the appointees lauded the foundation for making the Campaign for Chiropractic a reality:

"America's perception of chiropractic leaves much to be desired," said Dr. Miller. "As a profession, we must advertise, promote and educate the nation's community and our local communities as to who we are and what we do as chiropractors and as a profession. There is no other option."

"Here it is, what we have waited for someone to do something about, what every association in the U.S. would envy," noted Ms. Hammel. "A well-thought-out, complete public relations strategy/campaign to bring consumers to chiropractic practices and have them understand the benefits of chiropractic care."

Stressing the importance of the Association Advisory Committee, Veno stated that the Foundation for Chiropractic Progress is very sensitive to state associations' relationships with their members: "Our goal helps them gain the benefit that seems to be foremost in every chiropractor's mind - greater acceptance and utilization of chiropractic services."

AUGUST 2005