

PCA Executive Vice President Gene Veno Announces Retirement

After 12 years of dedicated and loyal service to the chiropractic profession in Pennsylvania and nationwide, [Gene Veno announces his retirement](#) from his position as executive vice president of the Pennsylvania Chiropractic Association effective July 31, 2010. In addition to his position as EVP, Veno also served as lobbyist in the 90s, representing the then-PCS along with the PA Federation, Fellowship and Academy of Chiropractic Physicians. During this period, Veno was responsible for working diligently to see chiropractic included in Act 6 and Act 44, two significant laws that to this day have served the profession quite well.

In 1998 Veno engineered a strategy before the Department of Insurance calling for a decision against Nationwide Insurance, which was denying "delegation of services" by a DC. This Public Bulletin remains in place today. Veno also successfully fought the Department of Health's Regulation 127.32 that was denying a DC's right to order Xrays in a hospital setting. And in 2002, Veno worked with the licensure committee to restrict physical therapists from performing chiropractic manipulation in Pennsylvania. This law also remains intact today.

Over the years, Veno has testified before the Senate and House on numerous legislative issues to advocate on behalf of the chiropractic profession. He fought for the profession with much dedication and spoke so much for the profession that he was often referred to as a doctor of chiropractic. As a result, Veno was awarded an honorary doctorate degree from National University of Health Sciences in 2008 at a graduation ceremony.

Veno was a recipient of numerous state and national awards for his tireless work on behalf of all doctors of chiropractic, regardless of their membership in the PCA. Veno often would say, "Represent all DCs, regardless of their philosophies and politics!"

The chiropractic profession was well-served by Veno the past two decades, according to PCA President Albert Latronica and his executive committee. The PCA wishes Mr. Veno well in his retirement and wishes him the very best in his future endeavors.

"Gene Veno will always be a friend of the chiropractic profession and we will always be a friend of Gene Veno," said Latronica.

Source: Pennsylvania Chiropractic Association