

## Record-Breaking Attendance at ACC/RAC 2011 Conference

ACC/RAC combines the Association of Chiropractic Colleges' annual business meeting and working group sessions along with the educational and research (Research Agenda Conference) focus on scientific knowledge - a powerful combination intended to cultivate an increasingly intimate relationship between chiropractic scholarship and education. Chiropractic research, fittingly held to serve as the backbone for chiropractic's successful progression, is appropriately highlighted at the conference known to attract high-caliber educators and scientists. The theme this year was "Integration: Chiropractic Education and Practice in Integrative Healthcare."

"Outstanding speakers and this year's theme - Integration - propelled us forward to our largest turnout ever for an ACC/RAC conference, which was a huge success due to the timeliness of and interest in the topics covered," said David O'Bryon, executive director of the ACC. "Integrated healthcare is the future and full of opportunities for chiropractic."

Through plenary sessions, platform presentations, workshops and poster sessions, the conference participants explored the topic of integration in its clinical, basic science, educational and research aspects featuring well-attended discussions that included a plenary session panel discussion on "Successful Integration of Chiropractic Services: Examples in the Field." Conference presentations included workshops by members of the ACC Strategic Task Forces on Primary Care and Clinical Residencies.

Special guest, retired U.S. Army Brigadier General [Rebecca S. Halstead](#), opened the Research Agenda Conference with a well-received keynote presentation, "Working as a Team - The Importance of the Integration of Chiropractic Services Into VA and DoD Healthcare Facilities." The General also conducted a workshop on leadership identifying attributes common to successful managers to a standing-room-only crowd. A closing plenary session included a keynote presentation provided by Stephen C. Shannon, DO, MPH, president of the American Association of Colleges of Osteopathic Medicine, that addressed "The Future of Integrative Healthcare: Benefits and Obstacles of Integration." A panel discussion followed Dr. Shannon's talk, headed by Ian D. Coulter, PhD, of Rand Corporation, on the same theme.

During its regular meeting, the ACC Task Force on Enrollment, formed in July 2010 as a result of the board's strategic planning imperative to address the issue of enrollment in chiropractic programs, presented its findings to the larger board. The task force's efforts provided a sense of the current chiropractic enrollment landscape. This was followed by formal presentations from several high-level enrollment and marketing research firms. The board made key decisions moving forward to improve the profession's understanding of the chiropractic education marketplace.

The annual meeting culminated in the election of ACC new officers to serve two-year terms. Richard G. Brassard, DC, president of Texas Chiropractic College, was elected as president; Mark Zeigler, DC, president of Northwestern Health Sciences University, will serve as vice president; and the new secretary-treasurer will be Brian J. McAulay, DC, PhD, provost of Life University. [Frank J. Nicchi](#), DC, MS, president of NYCC and outgoing ACC president, will continue to serve on

the executive committee.

As in previous years, ACC working groups met to discuss common challenges facing all institutions and included chief academic officers, chief financial officers, and administrators in clinics/health centers, enrollment management/admissions, institutional assessment, institutional advancement/development, research, librarians, and institutional technology.

Distinguished service awards were presented to [Charles C. DuBois](#), president and CEO of Standard Process, Inc., for his commitment to excellence in chiropractic education and research through his support of the ACC/RAC; to [Gerard W. Clum](#), DC, (a past president and board member) for his leadership and outstanding service to the association; and to Dr. Nicchi for his leadership and outstanding service as president from 2009 to 2011. Presidential Service Citations were awarded to Brian J. McAulay, DC, PhD, for his work as chair of the ACC Task Force on Enrollment, and to Ms. Robyn Patkus for her admirable efforts as ACC membership and conference coordinator.

Next year's conference, themed "Diversity," will be held March 15-17, 2012 at Planet Hollywood in Las Vegas. For more information please visit [www.chirocolleges.org](http://www.chirocolleges.org).

*Source:* Association of Chiropractic Colleges