

## **Serving the Florida Chiropractic Assoc. for 25 Years**

**FCA'S ED WILLIAMS ANNOUNCES SEMI-RETIREMENT -- DEBRA MINOR NAMED NEW CEO**

Dynamic Chiropractic Staff

Stating, "It's time to slow down," Florida Chiropractic Association CEO Ed Williams, DC, has announced his decision to step down after 25 years as the association's administrator. He will however hold an emeritus position and continue to oversee the association's lobbying staff and coordinate its activities. Dr. Williams will also serve as consultant to the FCA Board of Directors and Debra Minor, the new CEO.

Dr. Williams, a 1959 graduate of Lincoln Chiropractic College, practiced in Lakeland, Florida for almost 20 years while actively working as a volunteer leader in the FCA. He held virtually every office in the association, serving 10 years as chairman of the FCA governmental relations committee, and as part-time lobbyist before becoming full-time chief executive officer.

He now manages one of the largest chiropractic organizations in the world, supervising an experienced and professional team of 12 full-time employees and seven employees on retainer. The Florida Chiropractic Association, under his leadership, is responsible for passage of more than 100 pieces of pro-chiropractic legislation, and has grown from an organization of 500 members to some 4,000 members.

Under his leadership, the FCA's annual budget has increased 10-fold. In the early 1970s, when FCA had a membership of only about 400, they experienced a \$50,000 budget deficit. In those days, the FCA rented 1,200 square feet of office space, had two employees, and was governed by a house of delegates which was cumbersome and expensive. A general counsel, who also acted as the lobbyist, was retained at great expense, but proved to be not very effective.

It was under these conditions that Dr. Williams agreed to become executive vice president on a part-time basis, while maintaining his chiropractic practice in Lakeland. He had already been taking considerable time away from his practice to lobby in Tallahassee during the legislative sessions. He had a vision for improving the FCA's structure and function, but it was one which would take a long time to carefully piece together, bit by bit, until it formed the sound structure that Florida DCs enjoy today.

Under Dr. William's direction the first state chiropractic political action committee (PAC) was formed, and served as a pattern for state and national chiropractic organizations. As other states followed suit, the political voice of chiropractic grew.

Chiro-PAC, the PAC of Florida Chiropractic Association, now is recognized as the third largest political contributor in Florida, contributing almost \$500,000 in the last two-year election cycle. In this and

many other ways, Dr. Williams has proven that chiropractic, though smaller in numbers than other health professions, is a big league player and must be invited to the political table in all matters dealing with health care.

The FCA owns and occupies a 12,000 square foot building and adjacent property valued at \$1 million, and has accumulated reserves nearing \$2 million. These reserves providing a strong foundation for the profession's continued survival.

The FCA's three annual conventions draw a combined 3,800 registrants and over 700 exhibits. Convention revenue accounts for 40% of the association's budget, keeping FCA dues among the lowest in the nation.

FCA President Joe Johnson, DC, pointed to Dr. Williams' impact in developing other chiropractic leaders:

"He has shown us by example what this profession can achieve. I and every FCA president or leader before me has profoundly benefited from his lessons in leadership, perseverance, goal-setting, achievement, his insight, his strategic abilities and his patience. He has taught me and others to think first, then work with steady purpose and patience toward the goal at hand. All of us in Florida cherish what he has done for us, collectively and individually, growing this association to its current level of success."

Incoming CEO Debra Minor spoke about Dr. Ed's accomplishments:

"By his leadership, he has proven that state chiropractic associations can become strong and viable arms of this profession to protect and promote chiropractic in perpetuity. He has shown that chiropractic, though a minority in health care, can build a political power equal to its medical and insurance/business adversaries. That vision has caught on nationwide, motivating 'organized chiropractic' to new levels of accomplishment.

"During his 25 years as FCA's chief administrator, Ed has been constantly approached for help and to share 'what Florida is doing,' assisting in hundreds of different problems and crises. There is no doubt that Florida has led the way in problem-solving and progress-making for this profession because of his insight and leadership ability. The economic impact is felt eventually by every DC because Florida established that first insurance equality law; that first PAC; that first statutory naming of DCs as primary care physicians; that first requirement of HMO access to chiropractic."

Dr. William's decision to step down as CEO becomes effective September 1, 1997, when he moves to a consultant position with the FCA. Current FCA Executive Vice President Debra Minor will be the new CEO. The transition should be quite smooth, as Debbie and Dr. Ed have been a team for 25 years. She began part-time work at the FCA when she was 18 and attending community college.

Dr. Ed is always quick to attribute many of his accomplishments to Debbie's help:

"Debbie's been with the association for 25 years and understands its activities and the profession better than anyone in the state. She has been my right hand and partner for the last quarter of a century. She has often said I've been her mentor and she has learned a great deal from me. I'd like to say that I've learned a great deal from her, and in fact, we've learned a lot together, which is exactly why I and the FCA board of directors feel

comfortable with this change."

Because of his vision and the patience to build it, the FCA has achieved much more than can be described here. Congratulations belong to Dr. Ed and all in the Florida Chiropractic Association who, by their membership, their dollars and their energy, have made it happen. We wish Dr. Ed Williams all the best as he enters "semi-retirement."

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