

## I'll See You There

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Years from now, when you are at some chiropractic function talking to a younger doctor, and he asks you: 'Which Chiropractic Centennial Celebration did you attend?' you won't have to say: 'Well, I went to a chiropractic proctology seminar instead.'

Does this chiropractic rendition of the often paraphrased opening monologue of George C. Scott in the movie "Patton" apply to you? There are going to be two incredible chiropractic events taking place this year to celebrate our centennial. Events of this magnitude will probably never occur again in our lifetime. Let's think about this.

Because this is chiropractic's first centennial celebration, let's talk about the Washington, D.C. event (we'll talk about the Davenport event in another column). Now, I know what you are thinking: "Washington, D.C. is such a hassle: too big, too busy, and I don't know my way around."

**NO PROBLEM!**

Part of planning the Washington celebration involved an on-site inspection. Our two largest hotels are right across the street from the convention center (I have personally walked from one hotel, through the convention center, to the other hotel). We have reserved over 2,100 hotel rooms within a half block!

It's easy: fly into Washington, D.C. from anywhere; take a cab to your hotel (the taxis are zoned, so they are relatively inexpensive); check into your hotel (we've negotiated group rates); and you're there. Now you can walk to all centennial celebration functions.

Come a few days early and experience the thrill of our nation's capital on Independence Day. Take the subway to all the monuments, museums, and attractions (almost all national attractions are free). This is a really great family event.

Very shortly, you will receive the next issue of the Chiropractic Centennial newsletter. The registration form is on the last page with step-by-step instructions. The basic cost of the celebration is only \$295 (that's the price of a 12-hour MPI seminar!). But in Washington, you can experience over 200 of the greatest speakers from around the world.

Also included in that registration fee is the Grand Gala. This includes the Gala Banquet, followed by an evening with the Pointer Sisters (of "I'm so excited" fame), hosted by Alan Thicke.

If that isn't enough, you can buy tickets to the Thursday night Celebrity Concert. This is expected to feature the "unforgettable" Natalie Cole. Yes, there are special children's prices for both the gala and the concert because this is a family-oriented event.

The speakers and entertainment are world class, as is the location -- our nation's capital. But there's

more.

Washington, D.C. is where the future of American health care will be debated over the next few years. We are inviting a number of political VIPs who will be crucial to chiropractic's future. Your attendance is part of impressing them that we are serious about our role in health care.

This is the place to be.

Take a week off. Take your family to an event they won't forget. Be a part of chiropractic history and a part of chiropractic's future.

When you come to sign in for your celebration materials, I'll be there to greet you. If you have any questions or problems, let me know. If you don't, just say "Hi."

Alert your front office person to be watching for the Chiropractic Centennial newsletter. When it comes, read about the Washington, D.C. celebration on the front page. Then turn to the last page, cut out the registration form, fill it out, and send it in with your payment. If you can't wait that long, call 1-800-DC4-1995 and request one. You have to be a part of this.

See you there.

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