

Bennet X-Ray Donates Booth to American College of Chiropractic Radiology

Editorial Staff

To promote the American College of Chiropractic Radiology (ACCR) within chiropractic, ACCR members decided that a mobile, pop-up exhibit booth would be ideal for use at chiropractic conferences and trade shows.

The reality, however, was booth structures and graphics that were generally cost prohibitive. "We didn't realize the expense that could be incurred with this exhibit," noted William E. Litterer, DC, DACBR, secretary-treasurer of the ACCR.

The project became a developmental effort, one that would require fundraising. "We expected to receive some modest donations which might help defray the expense of this project," Dr. Litterer predicted.

After contacting a number of resources, college officials spoke with Mr. Calvin Kleinman, president and CEO of Bennett X-ray Technologies. Bennett has been manufacturing and supplying the chiropractic profession with radiographic equipment for nearly 40 years. Mr. Kleinman agreed to support the effort of the college, donating a 10-foot pop-up booth to the cause.

"Every diplomate from the ACCR should be commended, and the ACCR board itself should be recognized for its contribution to chiropractic education," declared Mr. Kleinman. "The efforts of the DACBRs illustrate their dedication to the chiropractic profession and their pledge to provide the best care possible to their patients."

Terry Yochum, DC, DACBR, personally sponsored the design and development of exhibit graphics and photographs. Donating both his time and financial resources, Dr. Yochum researched the ACCR's history, collected photographs, and compiled the records of the ACCR. Gary M. Guebert, DC, DACBR, provided additional historical perspectives, and Kathy Sullivan, director of corporate communications at Bennett, assisted with design, graphics, and photos. Dr. Litterer visited the exhibit site to approve the final details.

"This project was coordinated almost entirely long-distance, with the aid of telephone and fax communication," noted Dr. Yochum. "It was certainly a challenge to complete the project," he added.

While the display gives an overview of ACCR history, there is special recognition of DACBR pioneers Drs. Leo Wunsch, Earl Rich, Joseph Janse, and Joseph Howe. "The exhibit acknowledges these pioneering individuals and others who dedicated their lives to enhancing radiological education in the chiropractic profession," said Dr. Yochum.

