

Chiropractic Groups in Virginia Merge into One Organization

The Virginia Chiropractic Association (VCA) and the Virginia Society of Chiropractic (VSC) merged into a single entity on Friday, September 18, 2009. The vote to unify was the highlight of the largest chiropractic event ever held in Virginia, the VCA/VSC Fall Convention and Unification Celebration in Virginia Beach, Virginia. The new organization will be promoted as the Unified VCA to signal this historical move.

According to the Association's leaders the merger creates a single, more influential association in the Commonwealth of Virginia that will better serve chiropractic doctors, patients, and the profession as a whole. It will reduce duplication, allowing the profession to combine resources and expertise to implement public policy, education, legal and legislative initiatives with greater strength and impact.

Over the past several years, the organizations had begun collaborating more and more frequently, assisting each other in legislative activities and conducting joint

educational programs, including their annual convention. Both presidents accepted honorary memberships in the other organizations in order to gain further insights and understanding. Face-to-face meetings and conference calls between the two Boards and staff became regular occurrences.

During the first year, William B. Ward, DC, CCSP will serve as President of the newly unified organization, while former VSC President Bradbury Robinson, DC, FICA will serve as a Board Member-at-Large. In the second year, those positions will switch, with Dr. Robinson serving as President and Dr. Ward serving as a Board Member-at-Large.

Dr. Robinson explains, "Virginia Chiropractors can be proud: Their leadership listened to what they, the members, said they wanted. Egos and baggage were set aside." Dr. Ward adds, "While it was challenging at first, we learned to resist the automatic position that our personal idea is the only and best, and to focus on what is best for the entire profession at large. We're not talking about homogenizing chiropractic. We're talking about balancing the artistic, scientific and philosophical aspects of chiropractic so that we can serve all our doctors better and present a cohesive, more effective face to the public, legislators, and other healthcare organizations."

Kentucky Association Spreads "Go Green Go Chiropractic" Message with Specialty License Plate to Benefit Kentuckiana Children's Center.

The Kentucky Chiropractic Association has designed a specialty license plate with the message "Go Green Go Chiropractic" that is now available to anyone in Kentucky. The stunning Go Green Go Chiropractic specialty license plate design contains a spine and growing plant and the slogan all in an attractive mixture of green and white.

"The entire motivation behind getting a specialty plate like this was to unite the Chiropractors in Kentucky around something positive," said Jonathan Boggs, legal counsel for the Kentucky Chiropractic Association (KCA). "We had some difficulty getting the design approved because the Kentucky Transportation Department didn't understand how Chiropractic was 'Green.' That confusion shows just how important a plate like this is: the public at large have no idea how unique

Chiropractic is and how our healthcare choices affect the world around us."

Sales of the plate will benefit the Kentuckiana Children's Center, a nonprofit organization based in Louisville, whose mission is to improve the lives of children by providing a foundation for healing through integrative chiropractic care. Counselor Boggs noted that, "The members of the KCA specifically chose not to have any identifying marks on the plate because the plate isn't just for our members, it is for all chiropractors and chiropractic patients in the Commonwealth of Kentucky and we hope to spread the 'Go Green Go Chiropractic' initiative worldwide. The license plate makes a statement that we're proud of Kentucky's chiropractors and the patients they serve for the commitment to the health of our environment."



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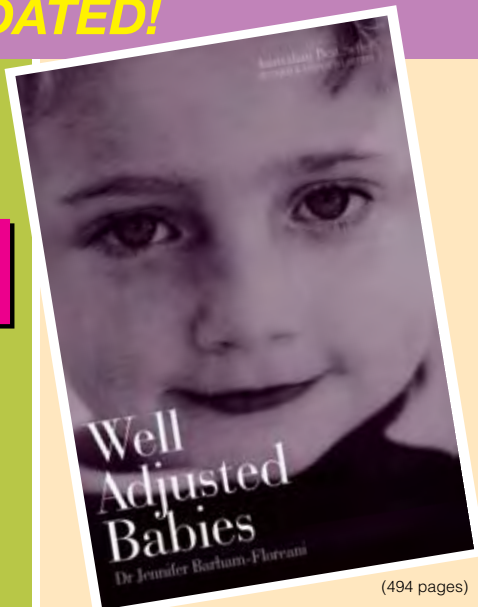
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