



# PRESIDENT'S CORNER

## "Getting to the Top"

By John Maltby, D.C. F.I.C.A.

I just finished reading "No Shortcuts To The Top" by renowned climber Ed Viesturs. It is his story of his 18-year odyssey in climbing all 14 of the 8000+ meter peaks in the world. During this time there were many setbacks and tragedies, including the loss of some of his closest friends and colleagues. The important thing was that he never quit, conquering each peak one at a time, often after several failed attempts.

We could learn a lot from this guy. The battle we fight for Chiropractic is similar in many ways to climbing the highest mountains of the world. The biggest difference is that the ICA has been at this for 83 years, not 18, and we too have seen our share of tragedies and setbacks.

What keeps us going is more than just a desire to conquer the mountain so that we can each put our own flag at the summit. It is our desire to allow all people to experience the joy of reaching the summit of health, naturally, through the benefits of chiropractic. In order for this to happen it takes a team effort.

When Mr. Viesturs spoke of the logistics of climbing Everest, what he made really clear was the importance of those at base camp in making the trip to the top successful. Getting the gear from camp to camp so that the final push to the summit by a few individuals, required the planning and help from those who never had any intention of going to the top. The satisfaction they received was in knowing that they were part of the effort.

It is important to know that if you are a dues paying member of the ICA you are part of the team that makes the summit bids successful. Member's dues and support provide the needed support to ICA's efforts to defend your right to practice on a daily basis, and at no time in our history is it more critical than it is today.

ICA has just finished the first draft of a "Best Practices" document for review. These guidelines were written by ICA's best, based on the best research available on chiropractic. It is designed to be applicable to the widest variety applications in your office. Together with the completed PCCRP X-ray guides, ICA has produced the most important documents in chiropractic in decades.

ICA just completed a Medicare Conference in Washington DC. The aim of the event was to bring the profession together for one day to focus on the future of Medicare and Chiropractic. Several legislators from both sides of the aisle presented their views on the future of health care in the U.S. What was most astonishing was what seemed to be complete opposite views and answers from these representatives in Congress concerning the solution to the health care crisis. These guys are looking for answers they don't have and it is up to us to provide them with the information about the benefits and cost savings associated with chiropractic care.

Mr. Viestur's slogan was "Getting to the top is optional, getting back down is mandatory." That is a great motto for climbing, but not for chiropractic. Getting to the top is mandatory if we are to survive. Getting to the top scientifically through ongoing research, clinically providing high quality care to our patients, and politically by continuing to support the ICA through dues and PAC contributions, is essential to our reaching the summit. There are no shortcuts to the top. It takes a team effort and failure is not an option. Carry your share of the load. **JOIN THE ICA TODAY!**



## HISTORIC SUMMIT

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of personal responsibility in shaping the outcome of the political challenges ahead. "With the current climate in health care and the national issues facing us as a profession, it has never been more critical to speak with a unified voice. The State Associations are ready for a collaborative effort." states Dr. R. Jerry DeGrado, a member of the Summit Committee and President of the Congress of Chiropractic State Associations. Chiropractic's critics and competitors, with far deeper pockets and great political strength can only be countered through grass-roots organization and a full mobilization of the entire profession.

"The chiropractic profession must act now to be ready to address both emerging challenges as well as new opportunities in national health policy," said Dr. Stephen Welsh, ICA representative. "This is possible if collective action efforts are anchored in a spirit of mutual respect, an objective assessment of the political landscape, and a determination to do what is right for the entire chiropractic profession. In this process, ICA will be a willing and dedicated partner."

At the February Summit, and in all subsequent dialogue, all organizations present agreed to abide by the "St. Louis Principles," a code of conduct developed by COCSA designed to foster positive, respectful and meaningful dialogue within the profession. Those principles are:

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# JOIN ICA TODAY!

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_ / \_\_\_\_\_  
MONTH YEAR

Office Address\* \_\_\_\_\_ Suite \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_

Office Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Home Phone (\_\_\_\_) \_\_\_\_\_ Email Address \_\_\_\_\_

Chiropractic College Attended \_\_\_\_\_ Grad. Date \_\_\_\_\_ / \_\_\_\_\_

Chiropractic licenses held in: \_\_\_\_\_

• In active practice?  Yes  No • Former SICA member?  Yes  No • Former Field member?  Yes  No

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

Please charge my:  VISA  MasterCard  American Express  Enclosed is a check/money order

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

### MEMBERSHIP CATEGORIES:

#### FIELD MEMBERSHIP

##### First year after graduation

- Former Student ICA member (FREE) \$ \_\_\_\_\_
- Non-Student ICA member (\$85 yr.) \$ \_\_\_\_\_

##### Second year after graduation

- Former Student ICA member (\$85 yr.) \$ \_\_\_\_\_
- Non-Student ICA member (\$75 qtr. / \$300 yr.) \$ \_\_\_\_\_

##### Third year after graduation

- Fmr Student ICA member (\$75 qtr. / \$300 yr.) \$ \_\_\_\_\_
- Non-Student ICA member (\$150 qtr. / \$600 yr.) \$ \_\_\_\_\_

##### Fourth year or more after graduation

- (\$150 qtr. / \$600 yr.) \$ \_\_\_\_\_

##### Lifetime Member

- (\$5,000) \$ \_\_\_\_\_

#### INTERNATIONAL — OUTSIDE U.S.

- \$150 yr. (U.S.) Payment may be made by MasterCard/Visa/American Express or International Money Order. Checks drawn on Canadian Banks must have "In US Funds" written after amount. \$ \_\_\_\_\_

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- Voting (\$75 qtr. / \$300 yr.) \$ \_\_\_\_\_
- Non-Voting\*\* (\$110 yr.) \$ \_\_\_\_\_

Teaching at (school): \_\_\_\_\_

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- Faculty non-D.C. (\$85 yr.) \$ \_\_\_\_\_
- Chiropractic Assistant (\$85 yr.) \$ \_\_\_\_\_
- Interested individual (\$85 yr.) \$ \_\_\_\_\_

STUDENT\*\* (\$30 one-time fee) \$ \_\_\_\_\_

TOTAL AMOUNT\*\* \$ \_\_\_\_\_



Return application to:  
**INTERNATIONAL CHIROPRACTORS ASSOCIATION**  
1110 North Glebe Road, Suite 650 • Arlington, VA 22201  
1-800-423-4690 or 1-703-528-5000 • Fax: 703-528-5023

\* Unless otherwise requested, correspondence will be sent to your office address.  
\*\* Not eligible to vote in ICA elections  
† Teaching 8 or more academic hours per week at an accredited chiropractic college.  
‡ ICA dues are not deductible as a charitable contribution for income tax purposes, but may be deductible as a business expense.