



PRESIDENT'S CORNER

"Accumulative Constructive Survival Value"

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

Nearly a half a century ago, ICA's Founder Dr. BJ Palmer related an interchange between someone he respected and admired and the "thots" that it generated, recording something that is as wise and relevant to us today as it appeared to BJ back then. This is what he wrote:

"Some years ago, during one of his periodical visits to us here at our home, over the dinner table, the late Elbert Hubbard asked me:

"WHAT ARE THE TWO MOST VALUABLE WORDS IN THE ENGLISH LANGUAGE?"

"I told him I had never given it a thot, and asked, "What are yours?"

"SURVIVAL VALUE!"

"I told him quite frankly I didn't see much in them, to which he replied:

"GIVE THEM TIME. THEY WILL GROW ON YOU."

They have become a landmark in our thinking, ever since. Later we enlarged

HIS thot. We added four more words:

ACCUMULATIVE CONSTRUCTIVE SURVIVAL VALUE

and

ACCUMULATIVE DESTRUCTIVE SURVIVAL VALUE

meaning that what uses a person makes of his time — thinking, saying, and doing — are ACCUMULATIVE, day after day, year after year; and as they accumulate they are either CONSTRUCTIVE for the welfare of man, or DESTRUCTIVE, injuring people with whom he commingled." (*Evolution or Revolution*, BJ Palmer 1957 pp 9)

How come BJ always knew how to get to the core of the matter? Accumulative Constructive Survival Value vs. Accumulative Destructive Survival Value is as true and applicable to us in the chiropractic profession today as it was in 1957 when these words were penned, perhaps more so because we can clearly see the effects of both.

Accumulative Destructive Survival Value can be seen by the attacks on our

great profession. Attacks which would limit our patients' right to chiropractic care. Attacks which would attempt to limit our right to share the chiropractic story with the world. Attacks which would try to put us in the "medical allopathic" model. Attacks from within which would attempt to divide and destroy our profession. Have no doubt that the operative word in this phrase is, and is intended to be "Destructive."

Accumulative Constructive Survival Value is embodied in our fight to protect the profession we love and our efforts to defend the right of humanity to experience health through chiropractic care. ICA is leading this fight on a number of vital, indeed urgent fronts.

Attackers have been trying to restrict our ability to take x-rays to help determine the presence of subluxation. Citing limited research and unlimited bias, they have set down a guideline of "red flags" which are by their very nature restricting chiropractors from using a valuable tool to detect vertebral subluxation. ICA's response has been the development of a comprehensive set of protocols, the *Practicing Chiropractors' Committee on Radiology Protocols (PCCRP) for the Biomechanical Assessment of Spinal Subluxation*, which documents the necessity of x-rays with more than 1400 research references.

These guidelines were developed for one reason; to allow the chiropractor to be free to take films when indicated without fear of retribution by third party payers and some regulatory boards which have held to the "red flag" dogma for too long. ICA has

provided a means by which every practicing DC in the world can review and comment on this powerful draft document. Please take the time to review these protocols on-line at www.pccrp.org.

Attackers have also been trying to restrict direct access to chiropractors in Government programs, such as Tri-care. The ICA is fighting the battle for chiropractors' full participation in such plans through aggressive legislative activities. We are currently developing new legislation with allies in Congress to make this happen. Our Legislative Day will be in Washington, DC on April 26, 2007. Plan on attending and helping the ICA and chiropractic by talking with your legislators who can influence pro-chiropractic legislation!

Attackers are telling the world that health and fitness comes in a bottle. ICA is sharing with the world the natural way to health and fitness through programs such as our international symposiums, the Arnold Classic and the Wellness Certification Program. The response to these events has been tremendous, as chiropractors from around the world have come together to help spread the word.

The answer to Accumulative Destructive IS Accumulative Constructive, and the International Chiropractors Association is making it happen through constructive dialogue, proactive decision-making, and integrity in defending our right to practice and our patient's right to chiropractic care. Never in our history has it been more important for you to be involved. Never in our his-

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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

I hereby apply for membership in the International Chiropractors Association, agreeing to abide by the Constitution, By-Laws, Code of Ethics, all amendments and regulations adopted by the Board of Directors and Officers of the Association under the provisions of the Constitution, and amendments hereafter legally adopted. I also understand that failure to remit dues will result in loss of membership, and all rights and privileges thereof.

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 (\$50 transfer fee) \$ _____
- 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.) \$ _____

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. \$ _____

FACULTY — D.C.s (full-time faculty only†)

- Voting (\$75 qtr./\$300 yr.) \$ _____
 - Non-Voting* (\$110 yr.) \$ _____
- Teaching at (school): _____

LAY** (must be sponsored by two ICA members)

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

Plus \$15 non-refundable application fee \$ 15.00

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

TOTAL AMOUNT†† \$ _____



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* 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.