



"Contain and Eliminate?"

By D.D. Humber, D.C.
ICA President

The politics of the chiropractic profession have always been stormy and full of passion on every side. I like to think this is because doctors of chiropractic treasure and are willing to fight for their values and for the brightest possible future for our profession, even though sometimes our visions for that future are at loggerheads. I have always believed that the free exchange of ideas, and the freedom of association inherent in basic human rights and values would, in the end, develop a resolution to all of our differences. In this process, ICA has gladly embraced the St. Louis Principles in which the respective rights and freedoms of the competing organizations are supposed to be respected and the debate turned into positive dialogue wherever and whenever possible.

There are others who do not seem to see things this way. A competing organization — The American Chiropractic Association (ACA) — has very publicly announced that they are now actively working to absorb the ICA and thus eliminate the International Chiropractors Association as a competitor. We have entered a darker age it seems, in which a few ACA leaders have announced that they can no longer be content to let you decide to which organization you are going to belong or what values you are free to pursue.

The American Chiropractic Association Board Chairman Dr. Jim Edwards and President Dr. Daryl Wills have publicly announced that their goal in the coming months is to take over the ICA and bring its operations under their direct control. Various routes have been discussed in public forums by these leaders including a direct involvement in ICA's upcoming officer elections and raiding our membership in some way or another. Thinly veiled under a disguise of "merger" for the good of the profession, no one should be fooled by their rhetoric or in any way convinced that their goal is anything other than the containment and elimination of a competitor in what ought to be a free marketplace.

I ask everyone in chiropractic, especially ACA members to consider the full implications of the statements made by the ACA leadership. Is it not ironic that an organization that continually cites their involvement in the anti-trust lawsuit against the American Medical Association and is now out raising millions to defend chiropractic "freedoms" in the courts would even think of acting like this? I think it is even more ironic and downright offensive to hear ACA President Dr. Darryl Wills openly talking about ACA being "active" in ICA's democratic leadership elections, especially since one cannot "run" for any senior office in the ACA itself.

Unlike the ACA, ICA's leadership infrastructure is democratic in nature, and

has been so for decades. ICA is the only major chiropractic organization that provides for the democratic election of its top leaders. You cannot run for President of the American Chiropractic Association. In ICA, any member in good standing is eligible to stand for election for a host of offices, including the top positions.

I have complete confidence in ICA's leadership team. ICA has every reason to be proud of its leadership, its growing global presence with members in 43 nations, its staff of skilled and dedicated professionals now some 20 strong, and its innovative and practical programs and services.

In addition to the valuable services we provide it is ICA's unique values that justify why ICA exists. As an organization we represent chiropractic as taught to us by the Palmers, commonly referred to as chiropractic according to the "Palmer Principles". We are committed to these values and the founding vision for chiropractic that is a valuable and timeless legacy. No other organization represents and defends this mission.

I believe, as do the tens of thousands of chiropractors around the world who have made the ICA their organizational home over the decades, that without the determined efforts of the ICA, chiropractic as a separate and distinct profession, with its unique identity and role in health care, would have been lost altogether, or so obscured that one would hardly be able to recognize it. What a crime that would be to the millions who are today turning away from the medical model that has so visibly failed, looking for what D.D. Palmer discovered in 1895.

What is ironic about our profession today is at a time when the public so desperately desires and needs a "new way" to gain and maintain their health, so many chiropractors are rushing to get us as close to the medical model as possible. ICA does not support this rush to hitch chiropractic's wagon to a falling star, quite the contrary!

My goal is the promotion and worldwide growth and understanding of chiropractic. My message to Dr. Wills and Dr. Edwards and their clique of supporters is simple and direct: If your goal is to eliminate ICA as a competitor, you are going to be very disappointed. Any organization that has as its goal to contain and eliminate ICA as a competitor for their own aggrandizement is going to find how ethically repugnant and offensive that very idea is to the overwhelming majority of doctors of chiropractic in the United States and world wide.

The marketplace of ideas and the freedom of association that have been so vital to the growth of chiropractic are never going to be "contained" by a monopolistic agenda. I think it is a shameful and sad commentary on the state of organizational thinking on the part of those who choose to pursue

WHY IS DR. C. J. MERTZ A MEMBER OF ICA?

"My involvement with the ICA began while in chiropractor college and grown to the point of ICA's Texas Representative. I am by no means politically driven. However, the ICA has and always will be the "DEFENDER" and the "PRESERVER" of the subluxation model for all chiropractors who choose to build a principle-based practice. I am eternally grateful for what the ICA has meant to me and to the thousands of chiropractors around the world whom they serve."

From AboveDown
Dr. C. J. Mertz
President Team WLP



this activity.

ICA has its eye on the future, working on a wide range of fronts to build the global growth of chiropractic anchored in our timeless principles. The activities of other chiropractic organizations will not sway the direction or our commitment. ICA belongs to its members and its members only. They are dedicated, focused and in for the long haul. It is futile to wishfully write ICA off because it would be good for someone else's business. Instead, take another look. Learn about ICA. There is so much here that you will marvel at ICA's creativity and our unique perspective on the marketplace and the consumer's mind.

Over the past months, ICA has made great new strides, both in the United States and around the world. Just to name a few breakthrough accomplishments, in recent months ICA:

- Initiated an on-going communications program featuring regular FAX and E-mail broadcasts to all ICA members and leaders in the profession worldwide, with 60 editions already out.
- Began publication of a new profession-wide newspaper, now in its sixth edition, spreading ICA's message to 66,000 DCs around the world.
- Joined in an historic coalition with the Federation of Straight Chiropractors and Organizations (FSCO) and the World Chiropractic Alliance (WCA) to aggressively promote a conservative chiropractic legislative agenda in Washington and in the states.
- Led the chiropractic profession's effort to defend chiropractic's unique status in health care from a nationwide onslaught by the physical therapists seeking to legislate doctor level status, including authority to perform many chiropractic procedures with no additional education
- Established a new weekly Practice Mastery informational program, now reaching more than 8,000 via e-mail.
- Established a new Council on Chiropractic Philosophy to foster a new generation of chiropractic thinkers, anchored in ICA's prin-

ciples and values, and scheduled chiropractic's first international Conference on Chiropractic Philosophical Standards, to be held in Kansas City in May, 2003.

- Successfully challenged proposals by the Council on Chiropractic Education to push chiropractic into the realm of medicine and physical therapy by changing their standards to demand that chiropractic colleges incorporate PT and "primary care physician" elements into their core programs.
- Held an historic world chiropractic conference in Rome, Italy, bringing nearly 500 DCs from more than two dozen nations together and helping the Italian chiropractic community gain credibility and political recognition.
- Took aggressive action to defend patients' rights and freedoms on the vaccination issue in Congress and in many individual states.
- Raised tens of thousands of dollars in charitable donations on behalf of the Salvation Army, The Inner City Games, the National Vaccine Information Center and Kentuckiana Children's Center, more than any other organization in chiropractic.
- Established a powerful new financial relationship with Academic Management Services (AMS) one of the nation's top student loan agencies, adding great new financial strength to the ICA.
- Published an historic pediatrics textbook by Dr. Peter Fysh, contributing an important new resource to the literature of chiropractic.

Above all, stand up for your fundamental right to belong and associate wherever and with whomever you choose. This is your decision, not the decision of any organization or their leaders. All DCs worldwide are welcome at the ICA. If you choose to belong elsewhere, we respect your right to do so. ICA has fought for YOUR freedom since we were founded by Dr. B.J. Palmer in 1926. Remember, ICA wants your participation and will be here, regardless of what anyone may say, for at least another 77 years. You can count on that and on ICA!