

THE CHIROPRACTIC CHOICE

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INTERNATIONAL CHIROPRACTORS ASSOCIATION

1110 N. Glebe Road, Suite 650
Arlington, VA 22201 USA
Phone: 703-528-5000
Fax: 703-351-7893

EMAIL:

thechiropracticchoice@chiropractic.org

ADVERTISING:

mwerner@chiropractic.org

ICA WEBSITE:

www.chiropractic.org

ICA's Letter to ACA Proposing Joint Initiatives



ICA

International
Chiropractors
Association

1110 N. Glebe Road
Suite 650
Arlington, VA
22201

(703) 528-5000
(703) 528-5023 FAX

June 22, 2007

Richard G. Brassard, DC
President
American Chiropractic Association
1701 Clarendon Boulevard
Arlington, VA 22209

Dear Dr. Brassard:

This is in response to your letter of May 2, 2007. I am sure the American Chiropractic Association (ACA) is aware of the position of the International Chiropractors Association (ICA) regarding corporate merger. A copy of the official position statement adopted unanimously at ICA's 2007 Annual Meeting is enclosed for your reference.

While merger is not on the table, nor do we believe such an attempt is in the best interests of either organization, ICA looks forward to exploring ways and means by which we can establish greater cooperation on critical issues in order to better serve and represent the chiropractic profession and the patients we serve. To that end, I would like to put forward an initial list of possible joint initiatives as a starting point for united action, not in response to or in any effort to placate calls for merger from outside our respective memberships, but to better serve the profession.

With these thoughts in mind, we invite you to consider the following initiatives focused on national level legislative affairs and chiropractic college student recruitment:

- ICA recommends that one or more joint sessions of our respective legislative committees be convened by telephone conference call. The proposed agenda for these sessions might be the establishment of a general federal legislative protocol whereby the two associations might share future plans and initiatives, seek agreement on non-interference on initiatives on which we do not wish to cooperate, and the establishment of a short list of agreed public policy goals addressing such urgent legislative frontiers as Medicare, TRICARE and student loan reform.
- ICA respects and appreciates the initiative displayed in securing the introduction of HR 1470 and HR 1471. ICA would gladly join in a profession wide campaign to secure the passage of these bills, starting with a joint statement between our two associations calling for such an effort.
- ICA has secured a commitment from two appropriately placed Members of the US House of Representatives to introduce a "Sense of Congress" resolution on the matter of military commissions for doctors of chiropractic. ICA would like to explore the joint introduction and promotion of this initiative.
- For the past few years, the number of practicing doctors of chiropractic in the United States has been well above the 50,000 mark. At that level, the profession had reached and has been able to maintain the kind of critical mass needed to succeed as a profession. Now, we are confronting a situation in which the actual numbers of practicing doctors of chiropractic in the US are declining. This is the result of a host of factors, including the retirement of the large corps of DCs who went through chiropractic college on the GI bill after World War II and Korea, as well as the significant decline in enrollment in chiropractic colleges.

In recognition of this situation, ICA proposes that ICA and ACA join together in developing and conducting a nationwide student recruitment effort through a campaign centered on a "Chiropractic as a Career Month." Such an effort would not only help address the enrollment situation faced by most US chiropractic colleges, it would give the chiropractic profession a platform to promote the powerful and positive features that make chiropractic unique among doctor-level healing professions.

I am communicating directly with you in a sincere effort to seek productive cooperation on issues that matter to the future of the profession and outside the harsh glare of the media, seeking to establish meaningful goals and initiatives. Please be advised, however, that we have shared the text of this letter, in confidence, with our affiliated state associations and chiropractic colleges.

We look forward to ACA's response to the initiatives listed above. We are also open to discussing any issues and concerns the ACA may have with these proposed cooperative efforts. We would also be interested in learning of your ideas on initiatives you feel joint action might be appropriate. ICA will most certainly provide a respectful and prompt response.

I understand you will need to share this communication with your leadership colleagues at the ACA and to allow for time to consider its various dimensions. I hope, however, that a response might be forthcoming within three weeks.

Thank you for your attention and consideration. I look forward to hearing from you.

Sincerely yours,

John K. Maltby, DC, FICA
President

JKM/nip

CC: ICA Board of Directors
ICA Affiliated College Presidents
ICA Affiliated State Association Presidents

MERGER ISSUE – MALTBY

continued from page 1

Straight Chiropractors and Organizations (FSCO), the American College of Chiropractic Orthopedists (ACCO), the Federation of Chiropractic Licensing Boards (FCLB), the Foundation for Chiropractic Education and Research (FCER), and others. Even if the merger

between ICA and ACA took place, it would not create a "single voice". It would, however, eliminate a vital and positive competition in the marketplace of ideas, and that would not serve the profession.

ICA strongly holds that principles of openness, inclusion, freedom of association, the free exchange of ideas and intellectual honesty are vital to the global acceptance of and respect for the

chiropractic profession and chiropractic organizations. ICA also believes that the right to disagree and the competition between ideas and values have been positive elements in the development of the chiropractic profession. Behavior on the part of any chiropractic organization that disregards those values can only erode the respect and credibility of chiropractic and has the poten-

CONTINUED ON PAGE 4