

Chairman's Message

Going the Extra Mile or Just Getting By



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When you were in chiropractic college, did you do the bare minimum just to get by, or did you strive to become the best doctor you could be? When serving on a committee or participating in a civic project, do you do the bare minimum just to get by, or do you take an active role in making sure the work is completed properly and on time? When contributing to charitable organizations, do you do the bare minimum just to get by, or do you generously support the causes that you think are important?

For the overwhelming majority of you, I know the answer because your ACA membership is proof positive that you are not the “just get by” type. Now the ACA has a way for you to go the “extra mile” for your profession and, in the process, receive the recognition you deserve.

The ACA recently developed a new membership classification called the

Governors' Advisory Cabinet. It was formed for ACA members who want to go above and beyond regular membership and who want to do more than just the minimum.



The annual dues for Governors' Advisory Cabinet membership are \$1,200 and entitle some very special doctors to some very special benefits.

- Each quarter, you will receive a briefing on ACA initiatives, accomplishments, and hot topics by phone and/or audiocassette.
- You will receive a VIP invitation to attend and be recognized at the annual meeting of the ACA House of Delegates.
- You will receive free registration to the National Chiropractic Legislative Conference and the reception.
- You will be invited to a private briefing by the ACA Executive Committee during the National Chiropractic Legislative Conference.
- You will be recognized both in *ACA Today* and on the ACA Web site as a Governors' Advisory Cabinet member.

- You will receive free samples of selected hot new ACA product(s), teleconference registration, and/or corresponding audiocassettes.
- You will receive one free CA membership for one of your staff members.
- You will be able to call the ACA by using the ACA's private Delegate hotline.
- You will receive a special Governors' Advisory Cabinet membership lapel pin.
- You will receive a handsome Governors' Advisory Cabinet plaque.
- You will receive a special badge to wear at ACA meetings, seminars, and functions.
- You will still receive all the benefits included in regular ACA membership.

Not interested in all those perks or the recognition? That's fine. Then join the Governors' Advisory Cabinet because it's the right thing to do. Or do it because the ACA needs additional resources to fight more battles on your behalf. Or do it because your colleague down the street doesn't belong to the ACA and you want to pick up the slack for him or her.

If you are this special kind of doctor who wants to do more for your profession, then find the Governors' Advisory Cabinet application in this issue (inside front cover) and send it in. You will be glad you did! ▼