

Just One . . . That's All We Ask



JAMES D. EDWARDS, DC

Here's a quiz for you. Assume you are an ACA member attending a continuing education seminar and you are having lunch with five colleagues. Based on the following information, statistically, which one of the DCs at your table will be an ACA member?

- A. The 24-year-old female who recently graduated from Western States Chiropractic College and who ordered the vegetarian stew.
- B. The 73-year-old male graduate of a defunct college who practiced 52 years before retiring and who ordered a Cobb salad.
- C. The 35-year-old male graduate of Palmer College who recently completed coursework for a diploma in orthopedics, is a postgraduate faculty member of a nearby college, and who ordered the Porterhouse steak.
- D. The 45-year-old female graduate of Life College who currently has one of the largest practices in the state and who ordered a

French dip sandwich.

E. The 52-year-old male graduate of New York Chiropractic College who only treats PI cases referred by attorneys and who ordered the Reuben sandwich.

F. None of the above.

G. All of the above.

Ready for the answer?

The answer is "F—None of the above." That's because if you are an ACA member sitting at a table of six DCs, statistically, *none of the others will be ACA members*. That's right, only one in six members of this profession is a member of the ACA. How sad.

During the 2002 calendar year, I was involved in signing up around 250 new ACA members (no applause necessary since doing that is part of the job). When ACA members hear that number, they often inquire how I was able to do that. Simple. *I asked!* And how did I know whom to ask? I asked everyone! Why? Because, as I just pointed out, statistically, five out of six DCs you meet are *not* ACA members!

The purpose of this month's column is to encourage ACA members to go out and sign up new ACA members. I am not asking you to sign up 250 new members...not 25...not even five. I am asking you to commit to sign up *JUST ONE* new member before the end of the month!

Now, I understand that patients are waiting, three narratives need to be dictated, payroll checks are late, and the kids are waiting to be picked up at school. In other words, you have a lot of priorities. But just think about what would happen if just 10 percent of you could find the time and made the commitment to get

JUST ONE new member before the end of the month. If that happened, ACA membership ranks would increase overnight from 11,000 doctor members to 12,100!

And what a difference that would make for the ACA financially! One thousand one hundred new members would yield \$660,000 in additional dues and would allow the ACA to pursue important projects and initiatives that would benefit *your practice, your patients, and your profession*.

The other question I often get asked concerns what I say that gets non-members to join. Again, the answer is simple. I simply tell them about recent ACA accomplishments and victories that I call the "Quick Six." Here they are:

1. The ACA filed a federal lawsuit against the Health Care Financing Administration after it issued a formal policy allowing physical therapists and medical doctors to correct subluxations.
2. The ACA filed a federal lawsuit against National Blue Cross Blue Shield and Trigon Blue Cross Blue Shield (VA) for their unfair reimbursement policies for chiropractic care.
3. In 2000, the ACA was responsible for chiropractic doctors being assigned to the Attending Physician's Office at the U.S. Capitol, where they now treat members of Congress.
4. Again in 2000, President Clinton signed ACA-sponsored legislation that made chiropractic a permanent benefit for our men and women in the armed services.
5. Early last year, President Bush signed ACA-sponsored legislation into law that made chiropractic a

permanent benefit for American veterans.

6. And late last year, President Bush signed ACA-sponsored legislation into law that will make chiropractic doctors eligible to get their student loans reimbursed by practicing in underserved areas.

Once non-members hear about those Quick Six victories, most will join. In fact, many tell me they have just been waiting for someone to ask

them! I would say that if you sat down right now and called 10 non-member colleagues and talked about nothing other than those six victories achieved by the ACA, seven out of 10 would fill out an application as soon as you faxed it to them.

I encourage each of you to pull out your local Yellow Pages right now while it's on your mind and start making calls to your friends and colleagues who you know should be ACA

members. Keep calling until at least one faxes you back his or her completed ACA application. Personally, I hope you will keep it up until you get 10 new members. But remember... *JUST ONE* new member is all we ask. ▼

Dr. Edwards can be contacted by e-mail at jamesedwards@jamesedwards.com.

ATTENTION MEMBERS:

Deadlines for ACA Amendments, Resolutions and Position Papers

There will be an annual meeting of the House of Delegates September 18-20, 2003 in Albuquerque, NM.

Proposed amendments to the ACA bylaws must be submitted to the ACA corporate secretary at least sixty (60) days prior to the meeting. ACA bylaws in odd numbered calendar years may be amended by a two-thirds (2/3) vote of the House of Delegates, only after the proposed amendment is designated as "emergency" by a majority of the House of Delegates (Article XIX, Section A). Deadline for receipt of proposed amendments to bylaws is **July 18, 2003**.

Proposed resolutions must be sent to the ACA corporate secretary at least forty-five (45) days prior to the meeting (Article VIII, Section J.4, except as provided in Section J.5). Deadline for receipt of proposed resolutions is **Aug. 5, 2003**.

Position papers are long policy statements or opinion papers. They are to be sent to the chairman of the papers review committee or ACA secretary ninety (90) days prior to an annual meeting (ACA Standing Rule XII, except as provided in Section D(5)) with background information to substantiate the position taken on the issue. Deadline for receipt of position papers is **June 20, 2003**.

All officers of the ACA, the board of governors, the executive officers, the department heads, the councils, the committees, and the commissions must file written reports of the year's activities. The reports must be submitted to the ACA secretary at least forty-five (45) days prior to the meeting (Article V, Section C). Deadline for receipt of reports is **Aug. 5, 2003**.

A preparation kit for revisions is available by calling the ACA Legal Department at 800/986-4636. Ask for the "Bylaws and Resolutions Revisions Kit." The kit includes the appropriate criteria with examples. All submissions are to be double spaced and submitted on a Microsoft-compatible disk (preferably MS Word) and accompanied by a hard copy.

Garrett F. Cuneo
ACA Corporate Secretary