

RE: National Chiropractic Advocacy Alliance

Dear Association Leader,

On behalf of ACA's leadership and staff, I am very excited to announce a new initiative at ACA – the National Chiropractic Advocacy Alliance (NCAA). Your state chiropractic organization is one that our State Advocacy Committee has identified for possible participation in the NCAA, so we wanted to reach out to you to provide some background information and details on the program.

You may already know about the State Affiliation program. The goal of the Affiliation program was to establish a working relationship between ACA and state associations to collaborate for the advancement of the chiropractic profession. However, many state organizations did not want enter into a formal agreement, but still expressed an interest in working more closely with ACA on various issues of mutual interest. In response to hearing this from many of the states, ACA has developed the NCAA for those states who wish to take the first steps to work in collaboration with ACA, without a governance based relationship. The State Affiliates are the charter members of this program as they have already established a formalized relationship. Because your state organization has worked closely with ACA before in other areas, we wanted to offer you the opportunity to participate in the NCAA.

The NCAA will be a forum to work with more state organizations on various advocacy efforts such as legislative advocacy, insurance issues, marketing, membership, and education. State associations whose mission statement and vision for the profession are consistent with those of ACA will be eligible to join the alliance. It is our hope that through the NCAA, states will see the benefit of collaborating with ACA to strengthen advocacy efforts on behalf of the profession and our patients.

We are excited with the changes as they will allow for greater flexibility and cooperation between state associations and ACA. Please note someone from the NCAA committee will follow-up with you personally to update you further. Should you have questions prior, please contact Julie Lenhardt at jlenhardt@acatoday.org or you can call Julie at (703) 812-0222. We look forward to continued collaborative efforts and your participation with the NCAA.

Warmly,



David Herd, DC
President, ACA