

# CHIEF

CHIROPRACTIC HEALTH  
INFORMATION & EDUCATION FUND



May 12, 2017

Dear Valued WCA Member,

As Chair of the WCA Government Affairs Committee, I have made it my personal mission to grow the political influence of the Wisconsin Chiropractic Association and advance pro-chiropractic policies at the Wisconsin State Capitol.

In 2016, for the first time in many years, we used an issue questionnaire as part of the candidate endorsement process to ensure that WCA endorsed candidates truly understood and supported favorable chiropractic policies. We endorsed 14 candidates for state legislative seats and 10 of those people were elected or reelected to the Wisconsin Legislature (71% success rate). Having allies in the Wisconsin Legislature who understand the value of chiropractic is critical to advancing our interests.

If you have been watching WCA communications, you would know that we are in the middle of advancing a package of pro-chiropractic policies at the State Capitol. We are making a strong case that Wisconsin chiropractors are well-educated, clinically capable and passionate about serving their patients. But opponents are making their same old tired arguments that chiropractic education is inferior compared to medical education. They are making ridiculous claims that chiropractors are not capable of performing quality examinations on truck drivers or student athletes. We have to continue to support our allies in the Wisconsin Legislature if we are to advance our pro-chiropractic agenda, protect the hard won gains of previous generations and refute the anti-chiropractic bias still being peddled by the chiropractic opponents.

Did you know that it took years to achieve a statutory practice act in Wisconsin? The late Dr. Ken Luedtke (my friend, mentor and business colleague) worked tirelessly for many years before Governor Thompson signed the Wisconsin chiropractic insurance equality act into law. ***There is no instant gratification in the Legislative arena.*** It takes consistent work over many years to educate legislators on the value of chiropractic and show them why pro-chiropractic policies are in the best interests of Wisconsin citizens.

The success of the 2017 CHIEF pledge drive is critical to achieving our policy objectives in the Legislature and supporting pro-chiropractic candidates. ***Please consider making a generous CHIEF pledge right now so we can continue to grow our political influence and keep moving chiropractic forward in Wisconsin.***

Sincerely,

A handwritten signature in blue ink that reads "Eugene Yellen-Shiring".

Dr. Gene Yellen-Shiring  
Chair - WCA Government Affairs Committee