



# **Congress of Chiropractic State Associations**

**2022-2025**  
STRATEGIC PLAN

# **The Congress of Chiropractic State Associations (ChiroCongress) was established in 1969 by our founding board with the following Statements of Purpose:**

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- 1** To be an effective coalition of official chiropractic state organizations.
- 2** To serve as a forum and clearing house to help solve mutual state problems on a non-partisan basis.
- 3** To cooperate with other organizations in the advancement of natural health and chiropractic.
- 4** To assure that chiropractic attains its rightful place in the healing arts.
- 5** To initiate, encourage, and support programs and projects for the advancement of the chiropractic profession.
- 6** To enable each state organization to provide input in matters affecting the chiropractic profession.



CHIROCONGRESS.ORG

**Today, ChiroCongress supports a membership of chiropractic state associations nationwide, representing all sizes and chiropractic philosophical backgrounds.**

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**Our mission: ChiroCongress connects and empowers chiropractic state associations.**



# Strategic Pillars:

1

Communication

2

Member Value

3

Organizational Governance

4

Organizational Sustainability



# Strategic Goals by Pillar

## Pillar 1: Communication

**2025 Objective:** Facilitate effective communication for increased engagement with all stakeholders.

### Year - 1 Goals:

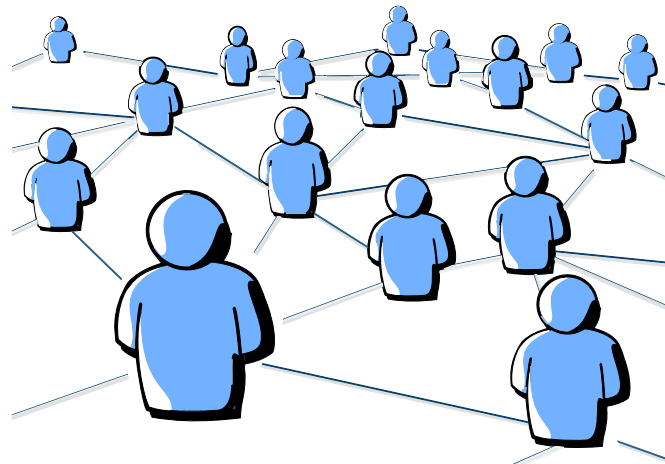
1. Board members, staff, and other volunteers are engaged with all communications relevant to the individual's position.
2. Meet or exceed benchmark improvement goals across all communication platforms.

## Pillar 2: Member Value

**2025 Objective:** Provide exceptional and abundant resources to support member chiropractic state associations.

### Year - 1 Goals:

1. Member needs are identified through evaluation of current toolkits/services and input.
2. Collaborate with stakeholders on relevant initiatives for state associations.
3. Determine viability of creating a tiered enhanced association service program.



# Strategic Goals by Pillar

## Pillar 3: Organizational Governance

**2025 Objective:** ChiroCongress' governance documents guide and support successful mission execution.

### Year - 1 Goals:

1. Executive Director, Board members, and staff performance evaluations are complete.
2. Annual review and update of Bylaws and Policies and Procedures.

## Pillar 4: Organizational Sustainability

**2025 Objective:** ChiroCongress' operational needs and ongoing innovation desires are fully funded and supported by individuals and partnerships who align with our purpose, mission, vision, values, and goals.

### Year - 1 Goals:

1. Fiscal Health – Annual budget, plus 3-year financial forecast with unrestricted reserve amount at 50% operating budget, and investment strategy is in place.
2. Membership Health – Develop a plan to achieve 100% membership of eligible organizations and 100% retention rate.
3. All member state associations are represented at the annual convention; overall attendance increases by 10% and gross revenue increases by 5%.
4. Volunteer identification, recruitment, and engagement plan for diverse representation is ready to deploy.

# Meet Our Team

## Board of Directors



**President**  
**Dr. Brenda Holland**  
Wisconsin



**1st Vice President**  
**Dr. Thomas Wetzen**  
Virginia



**2nd Vice President**  
**Dr. Brian Stenzler**  
Florida



**Treasurer**  
**Dr. Gerald Stevens**  
New York



**Secretary**  
**Dr. Julie Bird**  
Illinois



**Executive Director at Large**  
**Dr. Rachel Wendt**  
Kentucky



**Immediate Past President**  
**Dr. Dan Spencer**  
Michigan



**District 1 Director**  
**Dr. Thomas Augat**  
Maine



**District 2 Director**  
**Marc Abl**  
Illinois



**District 3 Director**  
**Tiffany Stevens**  
Tennessee



**District 4 Director**  
**Dr. Chad Carpenter**  
Texas



**District 5 Director**  
**Dr. Garry Baldwin**  
Washington

## Our Staff



**Lizz Klein**  
**Executive Director**



**Kim Zanke**  
**Programs Admin**



**Suzi Anderson**  
**Event Specialist**

**For more information about membership or this plan, please contact us:**

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 **ChiroCongress.org**

**Business Hours: 8AM - 5PM PT**

