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**FOR IMMEDIATE RELEASE**

**ChiroCongress Executive Leadership Forum Unites State Association Leaders to
Strengthen the Future of Chiropractic**

MOLALLA, OR – [May 21, 2025] — The Congress of Chiropractic State Associations (ChiroCongress) successfully hosted its most recent **Executive Leadership Forum**, bringing together **Executive Directors and CEOs** from 16 state chiropractic associations for a dynamic, solutions-focused event aimed at enhancing association leadership, collaboration, and the long-term success of the chiropractic profession.

Held on the campus of **National University of Health Sciences (NUHS)**, the forum served as a vital platform for state association leaders to exchange best practices in association management, explore innovative strategies for member recruitment and retention, and navigate the complex landscape of legislative and regulatory issues impacting the profession.

“This forum allows association leaders to engage in meaningful dialogue, share real-world challenges and solutions, and walk away with actionable insights to better serve their members,” said Lizz Klein, Executive Director of ChiroCongress. “We’re incredibly grateful to NUHS for hosting and supporting this important gathering. Strong partnerships between chiropractic universities and state associations are essential to preparing the next generation of chiropractic professionals.”

Key Themes and Takeaways

Throughout the event, participants explored high-impact topics including:

- **Leveraging Technology and AI Tools for Association Effectiveness** – Leaders shared how artificial intelligence and automation platforms can streamline operations, enhance member engagement, and improve data-driven decision-making for state associations.
- **Innovative Communication Strategies to Boost Engagement and Trust** – Attendees examined how associations can strengthen outreach by sharing customizable content, optimizing newsletters, and using tools like WhatsApp, CE21 forums, and social platforms to build stronger connections with members.
- **Demonstrating ROI and Member Value with Clear, Measurable Outcomes** – Executive directors discussed methods for quantifying and communicating the financial and professional value of membership, focusing on outcomes such as advocacy wins, practice support, and education.

A central element of the forum was connecting with chiropractic students attending NUHS and reinforcing the value of early engagement in professional associations. Leaders highlighted that most state associations offer **free membership to students**, along with numerous benefits such as:

- Access to mentorship and networking within the chiropractic community
- Continuing education opportunities and professional development resources
- Support and advocacy on scope of practice and policy issues at the state level

These efforts are aimed at building a more connected, empowered, and future-ready profession.

State Leaders in Attendance

Executive Directors and CEOs from the following state chiropractic associations participated:

- Marc Abla – Illinois Chiropractic Society
- Dawn Benton – California Chiropractic Association
- Jeff Curwen – Washington State Chiropractic Association
- Jennifer Durr – Florida Chiropractic Association
- Jeffrey Jenkins – Texas Chiropractic Association
- Elizabeth Kantrowitz – New York State Chiropractic Association
- Andrea LaRew – Colorado Chiropractic Association
- Carl Lingen – Iowa Chiropractic Society
- Travis Oller – Kansas Chiropractic Association
- Nick Payne – Nebraska Chiropractic Physicians Association
- Robert Reed – Maine Chiropractic Association
- Debbie Ryan – Alaska Chiropractic Society
- Tiffany Stevens – Tennessee Chiropractic Association
- Jessaca Turner Stults – Indiana State Chiropractic Association
- Rachel Wendt – Kentucky Association of Chiropractors
- Heather Wrenn – North Carolina Chiropractic Association

Their collaboration showcased the strength and unity of the chiropractic community, reaffirming a shared commitment to advocacy, education, and the success of current and future doctors of chiropractic.

About ChiroCongress

The Congress of Chiropractic State Associations (ChiroCongress), founded in 1969, is a national nonprofit organization dedicated to advancing the chiropractic profession by connecting and empowering state chiropractic associations through collaboration, education, and advocacy. Representing state chiropractic associations across the United States, ChiroCongress fosters supporting a shared vision for the future of chiropractic and provides resources to support strong leadership and effective policy. For more information, visit www.chirocongress.org.