ChiroCongress

Congress of Chiropractic State Associations

2026–2029

STRATEGIC PLAN

Connecting and empowering chiropractic state associations.

CHIROCONGRESS.ORG

WHO WE ARE

A National Association Built by and for State Associations

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

01 To be an effective coalition of official chiropractic state organizations.

02 To serve as a forum and clearing house to help solve mutual state problems on a non-partisan basis.

03 To cooperate with other organizations in the advancement of natural health and chiropractic.

04 To assure that chiropractic attains its rightful place in the healing arts.

05 To initiate, encourage, and support programs and projects for the advancement of the chiropractic profession.

06 To enable each state organization to provide input in matters affecting the chiropractic profession.

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

OUR FOUNDATION

Mission, Vision, and Values

OUR MISSION

ChiroCongress connects and empowers chiropractic state associations.

OUR VISION

To be the beacon for chiropractic state associations to realize their optimal potential, **through the power of collaboration.**

OUR CORE VALUES

- COLLABORATION
- INCLUSION
- PROFESSIONALISM
- RESPECT
- TRANSPARENCY

2022–2025 IN REVIEW

Accomplishments

Our 2022–2025 plan set out to strengthen ChiroCongress from the inside out. Thanks to engaged member associations, volunteers, and partners, ChiroCongress begins its 2026–2029 plan as a stronger, more stable, and more influential organization.

COMMUNICATION

- Regular member newsletter and a recorded, on-demand education series
- Expanded presence across social media and video
- New tools helping state associations mobilize grassroots advocacy

MEMBER VALUE

- New peer events for chief staff executives and expanded roundtables
- Toolkits, forums, and education unified in one online platform
- Direct mentoring for associations experiencing difficult transitions
- New awards and a scholarship honoring leaders in chiropractic

ORGANIZATIONAL GOVERNANCE

- Bylaws and constitution updated to close structural gaps
- Annual, contract-based Executive Director performance reviews
- Staff stability that is building institutional knowledge

ORGANIZATIONAL SUSTAINABILITY

- New partners joining through our structured, tiered program
- Shared services program is growing and providing administrative solutions to like-minded organizations
- Leveraging technology for cost savings and revenue generation

STRONGER PRESENCE AND CREDIBILITY

Expanded advocacy capacity, stronger interprofessional relationships, and a seat at significant national tables, including national health policy meetings in Washington, D.C. in March and July 2026.

2026–2029 STRATEGIC PILLARS

Four Pillars, One Mission

1 Communication

2029 OBJECTIVE

Members, partners, and stakeholders are informed, engaged, and connected.

- Timely sharing of legislative, regulatory, and reimbursement intelligence
- Accessible, on-demand content for busy leaders
- Collaborative wins shared through compelling stories
- Clear, consistent messaging across every channel

2 Member Value

2029 OBJECTIVE

Member chiropractic state associations are effective and maximizing their capacity.

- Leadership and advocacy capacity are maximized in member associations
- Practical tools, training, and education
- Peer connection and collaboration among state leaders
- Signature, can't-miss events and annual convention

Keeping ChiroCongress Strong

Pillars 3 and 4 focus on ChiroCongress' structure and financial health, ensuring we continue to deliver for our members.

3

Organizational Governance

2029 OBJECTIVE

Governance documents and processes guide and support successful mission execution.

- Clear board and staff roles
- Regular review of bylaws, policies, and performance
- Board time focused on strategy and decisions
- Transparent reporting of progress to members

4

Organizational Sustainability

2029 OBJECTIVE

Partners who share our purpose, mission, vision, and values support and fund operations.

- Non-dues revenue growth through aligned partnerships
- Financial stewardship and healthy reserves are maintained
- Member associations are recruited and retained
- Volunteer pipeline is strong and diverse

ACROSS EVERY PILLAR

Advocacy & Cultural Authority

Over the past three years, ChiroCongress has earned growing credibility with national organizations and policymakers. For 2026–2029, that authority is not a separate pillar. It is a theme that runs through everything we do, elevating ChiroCongress from a well-run organization to an essential voice for the profession.



CONNECT

Linking state advocacy efforts and sharing what works across the network, so no state works in isolation.

EQUIP

Helping state associations build lasting, functional advocacy capability, from relationships to legislative engagement.

REPRESENT

Bringing a collective voice on health and chiropractic from state associations to national conversations.

PUTTING THE PLAN TO WORK

From Plan to Progress

The strategic plan sets the direction. Annual goals, aligned action, clear ownership, and regular reviews guide the ChiroCongress Board of Directors to achieve the plan's objectives.

Set annual goals

Each pillar has measurable goals with a named champion and clear measures of success.

Review quarterly

The board reviews progress each quarter and adjusts as needs and opportunities change.

Report to members

Progress is shared with our member associations.

MEMBER BENEFIT

Chiro Federal Credit Union (CFCU)

ChiroCongress membership provides eligibility to open accounts with Chiro Federal Credit Union, a member-owned financial institution serving the chiropractic community. Individuals and businesses can join through their connection to ChiroCongress.

Explore all member benefits. Programs, resources, and partner offerings are updated regularly. Visit **ChiroCongress.org** for the current list of member benefits.

MEET OUR TEAM

Board of Directors & Staff

OFFICERS

PRESIDENT
Dr. Brian Stenzler · Florida

1ST VICE PRESIDENT
Dr. Julie Bird · Illinois

2ND VICE PRESIDENT
Dr. Gerald Stevens · New York

IMMEDIATE PAST PRESIDENT
Dr. Thomas Wetzen · Virginia

SECRETARY
Tiffany Stevens · Tennessee

TREASURER
Dr. Rachel Wendt · Kentucky

EXECUTIVE DIRECTOR AT LARGE
Marc Abla, CAE · Illinois

DISTRICT DIRECTORS

DISTRICT 1
Robert Reed · Maine

DISTRICT 2
Dr. Michael Cafaro · Ohio

DISTRICT 3
Dr. Glenn Jaffe · North Carolina

DISTRICT 4
Dr. Jarod Waters · Colorado

DISTRICT 5
Jeff Curwen, CAE · Washington

STAFF

EXECUTIVE DIRECTOR
Lizz Klein

MEMBERSHIP & EVENTS MANAGER
Sierra Kuykendall

SHARED SERVICES CREATIVE LEAD
Keeley Burmeister

CHIROPRACTIC FUTURE PROJECT MANAGER
Kim Zanke

Questions about membership or this plan?

We'd love to hear from you. Business hours are 8 AM – 5 PM Pacific.

EMAIL info@chirocongress.org
PHONE 503-922-2933
WEB ChiroCongress.org