

SUMMER LETTER FROM THE ED

**Super summer! POWerful tech!
Dynamite staff!**

THE UVCA HAS IT ALL



The UVCA Staff and Board of Directors are excitedly talking about our upcoming 100th Anniversary, which will be celebrated myriad ways with people from near and far at the inaugural Chiropalooza held October 3rd through 5th at the Virginia Beach Oceanfront Hilton.

How can we create such a booming success? Simple.

We have a fantastic membership, widened our scope of convention invitees, and have a magnificent set of thought leaders.

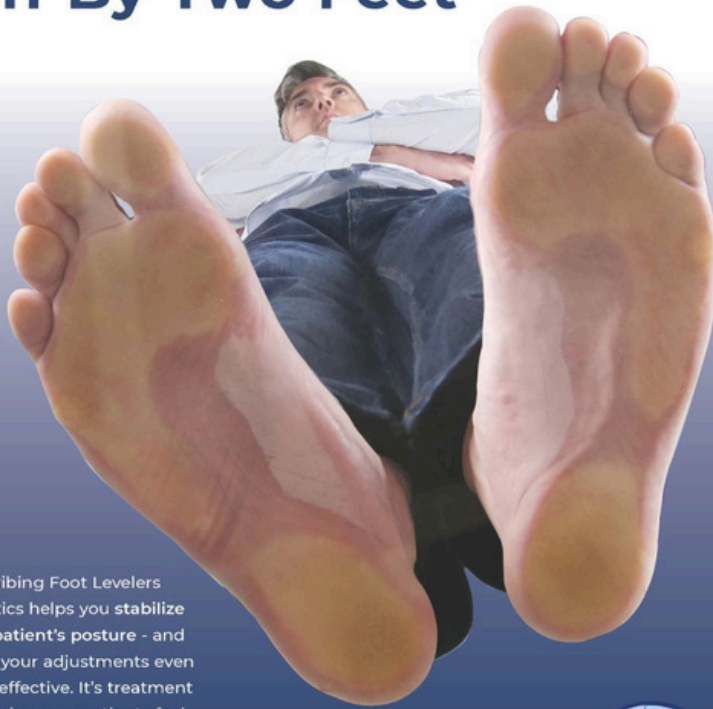
NexGen Advisory Committee



In addition to our staff, the UVCA NexGen Advisory Committee – largely comprised of Millennials and Gen Zers – gained traction. They add welcome insights into how UVCA can better reach those under 40 – including ways to promote membership and future conventions. The intel we gather is invaluable and adds to everything from how UVCA communicates mass messages to the design of ‘cool’ UVCA merchandise. As a Gen Xer, I wholly stand by Baby Boomers and those in my fellow generation. However, we need to embrace all four generations in the workplace. They learn from us, and we have the ability to learn from them. It’s a symbiotic relationship that broadens our understanding of what all levels of members need from UVCA from newbies to retirees. Interested in joining? Please notify the [UVCA Help Desk.](#)

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Lisa Maciejewski-West, CMC, CMCA-EM, CMOM, CMIS, CPCO, Owner/President
UVCA Member Services Specialist and Supporting Supplier Member

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We also have new staff members to thank for increases in communication and efficiency. UVCA already employed an indomitable staff, but we brought in two new employees to augment UVCA skill sets. Realizing UVCA was primed for expansion, we needed to round out our cast of characters to refine existing technologies and operations. Earlier this year we added two amazing people to our staff – Director of Operations Bruce Coor and Director of Systems Leslie Romeo. To say they're blockbuster hits with the Board and beyond is an understatement.

Bruce Coor

Coor brings to the UVCA magnificent backgrounds as not only a COO and long-term executive within healthcare systems, but as a Chief of Police. Coor was not ready to fully retire, and UVCA benefited from his need to stay immersed in a less harried – though no less heroic – environment.



Leslie Romeo

Leslie exploded onto the scene with a vast marketing and technology prowess honed on the national scale. She's migrated three – count 'em – three systems in the span of two months. She's spent endless hours moving our internal drive, moving our e-mail platform, working with A.I. Guru Robert San Diego of [Binary Ideas](#), researching our new Association Management System (AMS), backing up data, and fixing the onslaught of inevitable glitches that come with all migrations.



Speaking of the migration glitches. We'd like to thank you for your patience and understanding during all of the moves. Dissimilar systems do not always 'talk' to each other and it's often a step-by-step process. However, UVCA now uses the same company many of our fellow state associations use for their AMS and Learning Management Systems. Instead of employing two separate suites for administration and educational needs, we now use one outlet to simplify and expedite membership needs.

Ginny

Needs are expected to grow as we expand our membership. By now you're familiarized with "Ginny" the A.I. Chatbot who can answer nearly all of your questions. We also have real life humans monitoring the UVCA Help Desk. We're also studying what our membership wants in lieu of offering the same types of speakers, topics, and programs over and over again. We can only do that with your help. So please take our surveys, reach out to us, use your voice – you pay for it. You deserve to be heard.



Chiropalooza: 100th Anniversary of Heroic Chiropractors



Chiropalooza: UVCA's 100th Anniversary is sure to be dynamite! Between exciting speakers, a new pickleball tournament, and a more family friendly atmosphere, we'll truly have something for everyone. Rooftop networking overlooking the Atlantic Ocean? Check. Activities for partners and children during speaker sessions? Yep. The ability to dig your feet in the sand while reminiscing about the new things you learned, people you met, and renewed fervor you have for being a part of the chiropractic industry? Definitely. You can find it all in October at Virginia Beach. Come join us celebrate 100 years of heroic feats and encourage friends and associates (near or far) to partake in the next century of chiropractic advocacy.