

Board of Chiropractic Examiners

2525 Natomas Park Drive, Suite 260
Sacramento, California 95833-2931
Telephone (916) 263-5355 FAX (916) 263-5369
CA Relay Service TT/TDD (800) 735-2929
Consumer Complaint Hotline (866) 543-1311
<http://www.chiro.ca.gov>

**NOTICE OF PUBLIC MEETING**
PUBLIC RELATIONS COMMITTEE

March 18, 2010
9:00 a.m.
Hilton Glendale
100 W. Glenoaks Blvd.
Glendale, CA 91202
(818) 956-5466

AGENDA

1. CALL TO ORDER
2. Approval of Minutes
September 10, 2009
3. Board Newsletter
4. Status of Web Casting of Public Board Meetings
5. Proposed Adoption of Board Seal
6. Posting of Board Member and Executive Officer Profiles on the Board Web Site
7. Development of Consumer Education Material
8. Public Outreach Activities
9. PUBLIC COMMENT
10. FUTURE AGENDA ITEMS
11. ADJOURNMENT

PUBLIC RELATIONS COMMITTEE

Frederick Lerner, D.C., Chair
Hugh Lubkin, D.C.

The Board of Chiropractic Examiners' paramount responsibility is to protect California consumers from the fraudulent, negligent, or incompetent practice of chiropractic care.

A quorum of the Board may be present at the Committee meeting. However, Board members who are not on the committee may observe, but may not participate or vote. Public comments will be taken on agenda items at the time the specific item is raised. The Committee may take action on any item listed on the agenda, unless listed as informational only. All times are approximate and subject to change. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. The meeting may be cancelled without notice. For verification of the meeting, call (916) 263-5355 or access the Board's Web Site at www.chiro.ca.gov.

The meeting is accessible to persons with physically disabilities. If a person needs disability-related accommodations or modifications in order to participate in the meeting, please make a request no later than five working days before the meeting to the Board by contacting Marlene Valencia at (916) 263-5355 ext. 5363 or sending a written request to that person at the Board of Chiropractic Examiners, 2525 Natomas Park Drive, Suite 260, Sacramento, CA 95833. Requests for further information should be directed to Ms. Valencia at the same address and telephone number.

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**BOARD OF CHIROPRACTIC EXAMINERS
MEETING MINUTES
Public Relations Committee
September 10, 2009
2535 Capitol Oaks Drive, 3rd Floor Conference Room
Sacramento, CA 95833**

Committee Members Present

Martin Mariscal, Chair
Frederick Lerner, D.C.

Staff Present

Linda Shaw, Acting Executive Officer
Valerie James, Office Technician

Call to Order

Mr. Mariscal called the meeting to order at 9:20 a.m.

Roll Call

Dr. Lerner called the roll. All committee members were present.

Approval of April 30, 2009 Minutes

MOTION: MR. MARISCAL MOVED TO APPROVE THE MINUTES.

SECOND: DR. LERNER SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

BCE Newsletter

Dr. Lerner indicated that the Board is past due in publishing the quarterly newsletter. He indicated that it's due to the change in the Executive Officer status and budgetary issues. Mr. Mariscal asked if this contract was affected.

Ms. Shaw informed the Committee that the Board is currently re-establishing this contract so we can commence on reproduction and distribution of the newsletter. The thought is to distribute the first issue to all licensees and for subsequent issues we would like to send out a postcards asking who would like a copy and encouraging licensee to visit the website to view; also, providing an insert with the renewals announcing the newsletter and encouraging them to view the newsletter on line and to subscribe to our email list. Also included in our Committee packet is a revised proposed schedule for our newsletter to get us back on track.

Mr. Mariscal would like to bring to the next Board meeting the revised proposed schedule for our newsletter.

Status of Web Casting of Public Board Meetings

Dr. Lerner stated that we are experiencing some technical difficulties with the web casting equipment. Dr. Lerner would like to have more than one camera to show the Board, Board staff and public speakers. He would recommend purchasing two more cameras, associated equipment, and a more advanced laptop.

MOTION: DR. LERNER MOVED TO PRESENT AT THE NEXT BOARD MEETING TO UPGRADE OUR CURRENT WEBCASTING EQUIPMENT WITH THE PURCHASE OF A HIGHER END LAPTOP, TWO MORE CAMERAS AND ASSOCIATED EQUIPMENT AND HAVE ONE MORE STAFF MEMBER ATTEND THE MEETINGS TO OPERATE THE EXTRA CAMERAS.

SECOND: MR. MARISCAL SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Proposed Adoption of Board Seal

Mr. Mariscal stated that the Office of State Printing made a presentation and provided us samples of Board logos. The Committee chose and recommended presenting three of the logos at the full Board meeting. At the last Board meeting the Board moved to solicit Chiropractic schools and associations for ideas of a Board seal. The Board received no responses.

Dr. Lerner stated that at the Board meeting there was a discussion of logo verses seal. The Board can use these logos for letterhead but we need to look into a Board 'State' seal.

MOTION: DR. LERNER MOVED TO HAVE STAFF COME UP WITH TWO MORE SEALS TO PRESENT AT THE NEXT PUBLIC RELATIONS COMMITTEE MEETING WHICH THEN WOULD BE PRESENTED TO A FULL BOARD. THE THREE LOGOS, FOR LETTERHEAD, WILL BE PRESENT AT THE NEXT BOARD MEETING.

SECOND: MR. MARISCAL SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Posting of Board Member and Executive Officer Profiles on the BCE Web Site

Dr. Lerner indicated that the Board voted to put their pictures and a short bio on the website. The Board was provided with the Governor's appointment announcement as a sample. The Board Members were to make necessary edits as they deemed fit. Ms. Shaw indicated that only one

Board Member did provide his edited bio.

MOTION: DR. LERNER MOVED TO HAVE A CAMERA BROUGHT TO A BOARD MEETING TO TAKE EACH BOARD MEMBER'S PICTURE AND THE FULL BOARD TOGETHER. BOARD STAFF WILL MAKE SURE EACH BOARD MEMBER PROVIDES THEIR CHANGES TO THEIR BIOS AND STAFF WILL POST ON THE WEB.

SECOND: MR. MARISCAL SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Development of Consumer Education Material

Dr. Lerner asked Ms. Shaw to provide samples of various consumer brochures. Mr. Mariscal was in favor of the Naturopathic Medicine's brochure. Dr. Lerner indicated that we need to put some questions together that would provide a very informative brochure for consumers.

MOTION: DR. LERNER MOVED TO HOLD A PUBLIC RELATIONS COMMITTEE MEETING DEDICATED TO CONSUMER EDUCATION MATERIAL AND INVITE EVERYONE IN THE PROFESSION TO PARTICIPATE.

SECOND: MR. MARISCAL SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Public Outreach Activities

Ms. Shaw provided examples of events to participate in and the costs associated with the event. These events are to reach out to consumers and inform them of the Board. We can plan on attending an event every quarter. The Board can also participate by providing brochures at Department of Consumer Affairs events and save costs by not having a staff member attend. Mr. Mariscal and Dr. Lerner agreed to get started on attending public outreach events.

Public Comment

No public comments were brought forward.

Future Agenda Items

No future agenda items were brought forward.

Adjournment

MOTION: MR. MARISCAL MOVED ADJOURN THE MEETING.

SECOND: DR. LERNER SECONDED THE MOTION.

VOTE: 2-0

MOTION CARRIED.

Mr. Mariscal adjourned the meeting at 9:50 a.m.

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**BCE Newsletter
Proposed Biannual Schedule****Spring Issue**

- April 1, 2010 – last day to submit articles for Chair's Message, Legislative/Regulations update, Ethics, Licensing, Continuing Education, enforcement statistics covering January 2010 – March 2010, and any other articles to vendor for design layout and formatting
- April 15, 2010 – forward BCE Newsletter to Board Chair for review and approval
- May 3, 2010 – forward BCE Newsletter to vendor for printing and mailing
- May 17, 2010 – electronic copy posted on BCE Web Site
- May 24, 2010 – Mass mailing by vendor

Fall Issue

- October 1, 2010 – last day to submit articles for Chair's Message, Legislative/Regulations update, Ethics, Licensing, Continuing Education, enforcement statistics covering April 2009 – September 2009, and any other articles to vendor for design layout and formatting
- October 15, 2010 – forward BCE Newsletter to Board Chair for review and approval
- November 1, 2010 – forward BCE Newsletter to vendor for printing and mailing
- November 15, 2010 – electronic copy posted on BCE Web Site
- November 22, 2010 – Mass mailing by vendor



BOARD *of*
CHIROPRACTIC
EXAMINERS
STATE OF CALIFORNIA





State of California
Arnold Schwarzenegger, Governor

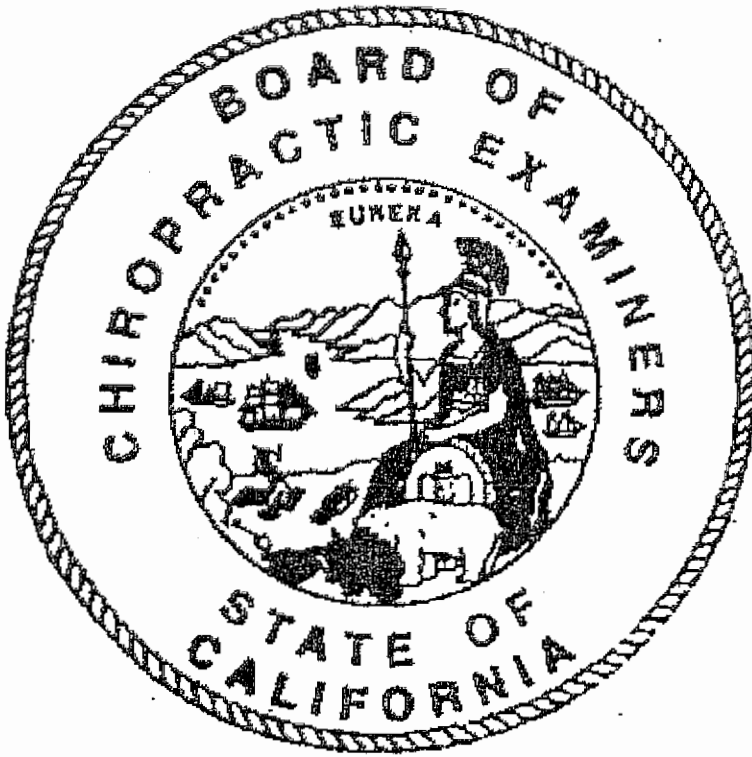
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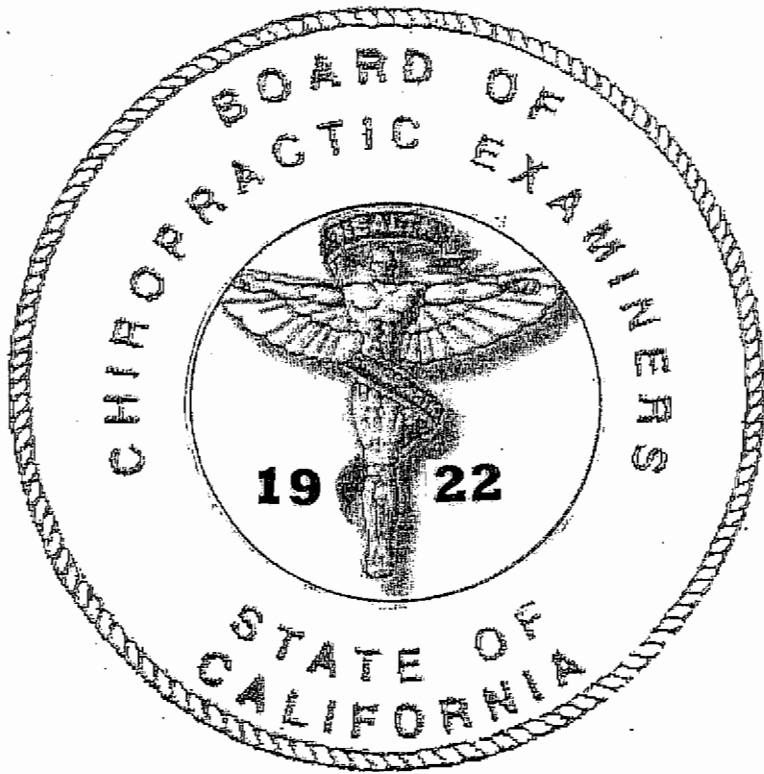
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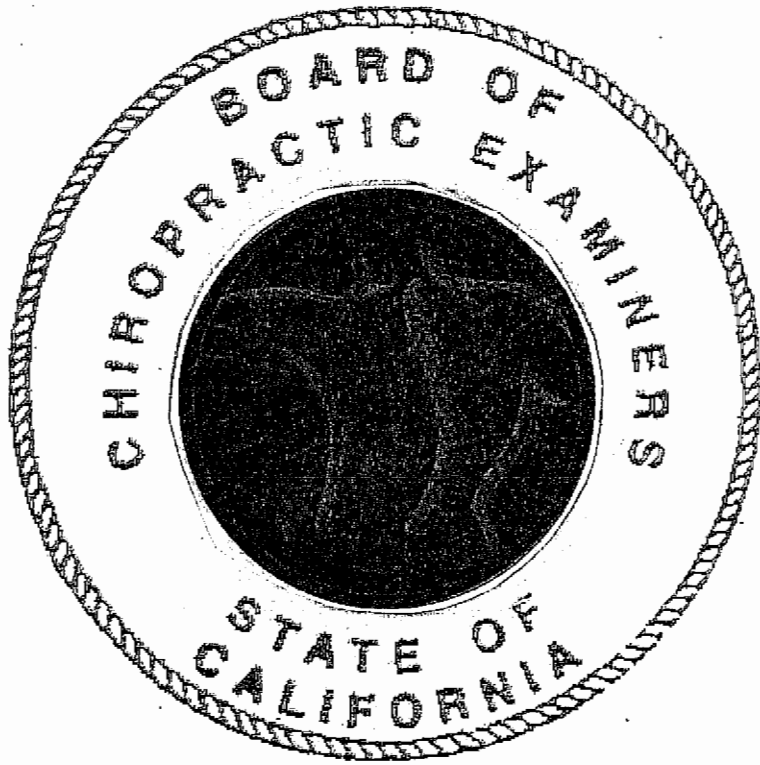
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Sincerely,









California Board of Chiropractic Examiners

How to request a Speaker from the Board of Chiropractic Examiners

The Board of Chiropractic Examiners (BCE) Ambassador Program features speakers chosen from various units within BCE. Our ambassadors discuss consumer and professional topics at meetings and events throughout the state. If you are interested in inviting someone from the BCE to address your event or meeting, please download the Ambassador Program Request Form, attach background literature or a fact sheet on your organization (if available), and mail or fax to the address/fax number on the form's letterhead. Four (4) weeks advance notice is preferred.

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Ambassador Request Form

Thank you for contacting the California Board of Chiropractic Examiners Ambassador Program. Your answers to the following questions will enable us to determine how we can best assist you. A four (4) week advance notice is preferred.

PLEASE PRINT OR TYPE

Name of Organization _____

Topic of Presentation _____

Title of Event _____ Date _____ Time _____

Address of Presentation _____

Type of Audience (i.e., students, industry members, service clientele, etc.) _____

Anticipated Attendance _____ Duration of Presentation _____

Length of Questions and Answer Period _____ Other Speakers at Event? _____

Hope to achieve or goal for event _____

Briefly describe the services of your organization. Please provide literature or a fact sheet on your organization (of available). You may use the back of this form if needed. _____

Program Contact Person: _____

Address: _____

Telephone _____ Fax _____ E-mail Address: _____