



**The George Arvidson Award
for Meritorious Service to Chiropractic Regulation
82nd Annual Congress
Federation of Chiropractic Licensing Boards
May 3, 2008 ■ Atlanta, Georgia**

Presented by Dr. Oliver "Bud" Smith, Jr., FCLB President

The George Arvidson Award for Meritorious Service to Chiropractic Regulation was created by the Federation in 1992.

This award is the Federation's highest individual honor.

Named for FCLB Past President Dr. George Arvidson of Minnesota, it recognizes integrity, service, sacrifice, vision, and commitment in the arena of chiropractic licensure.



The selection of the recipient is made thoughtfully and with joy as we continue to keep alive the dreams of George Arvidson, the gentle man with the great heart, the radiant smile, and the deep love for chiropractic and regulation.

Each year, a right choice clearly emerges to uphold the honor represented by this prestigious award.

Our 1993 award began the tradition with journalist Don Petersen. Other honorees have included Drs. Rex Wright of Kansas, Brent Owens of Florida, and co-winners, Paul Tullio of Illinois and Frank Hideg of Kentucky. In 1997 the award went to Dr. Daniel Saint-Germain, and from there to Dr. Peter Ferguson.

In 1999 the Arvidson award went around the world to Australia – to Dr. Ed Devereaux. The new millennium in 2000 recognized Dr. Ken Padgett, followed by Mr. Horace Elliott. The FCLB then recognized Drs. Joe Brimhall, Larry Spicer, Louis Sportelli, and Richard Vincent. In 2006, the award went to Ms. Donna Liewer, FCLB Executive Director, and last year honored Dr. Wayne Wolfson.

This year, we turn to another natural leader and visionary.

The Arvidson Award is not about accomplishments, although this year's winner has many. He was named Chiropractor of the year – twice, and also received the state association's Torchbearer award. Like many of you in this room, the Governor appointed him to the board, where he also served as president.

However, it was this man's uncommon zeal and passion for regulatory work that caught the eye of the Federation – early on.

Serving on his board from 1996 to 2000, he authored a substantial rewrite of the state's chiropractic regulations. "I had to," he said. "I came to the meeting of the Federation of Chiropractic Licensing Boards and found out everything we were doing wrong."



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We at FCLB should have known – then – that this guy could write. And write and write.

He is now in his 30th year of private practice, where he still never tires of the complexity of human health issues. A curious and insatiable learner, he holds a Diplomate from the American Chiropractic Board of Neurology and is board certified by the American Academy of Pain Management. He is pursuing advanced studies in neurology, where he has nearly completed his master's degree.

But that's his mind. More important is what's in his heart.

One of his good friends recently described him,

“For him, if there is integrity, nothing else matters. If there is no integrity, nothing else matters.

This is simply who he is - this is the center of him.”

A fierce warrior for change, he doesn't see the future because he already lives there. His mind moves at the speed of light, imagining possibilities, connecting people and ideas.

And that's not the only fast thing about him. Now I'm from the other side of the South, but I think I have the right to make this observation: I still think he talks faster than I do, maybe because in his part of the South, consonants are optional. This guy puts more vowels together – faster – than anyone else I know.

But — he can also slow it down; with infinite patience he coaxes out the symptoms of elderly patients, or the complexities of human relationships.

And with intense loyalty and commitment to anyone who shares his high ethical standards, he delights in the variety of minor differences while marveling at the power of unified goals.

A second generation doctor of chiropractic, he is also a second generation regulator. His father's strong influence on him is clearly apparent – his dad told him,

“Bring 100% of yourself to anything you do - if your mind isn't totally on your patients, if you are not using all SIX of your senses, well ... son, you might as well stay home.”

Apparently he wasn't listening to his dad, because he brings **150%** of himself to his responsibilities. Whether it is serving his church, his children's school, his family, his practice, or this regulatory community, he willingly goes well beyond expectation – and into excellence.

As if it wasn't enough to have designed a licensure program in his state for chiropractic assistants, he went on to create the Federation's PACE program, in order to guarantee the quality of continuing education for regulatory boards.



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And if that wasn't enough, he has been spearheading the development of the FCLB Model Practice Act, a document in demand even before it has been finalized by countries worldwide as they seek to implement licensure and regulation.

As president of the Federation, he worked tirelessly to move our permanent executive offices, to bring our staff together, and to modernize our operations. Now as a past president, he continues to serve with distinction on the National Board of Chiropractic Examiners, where he has been heading a task force to secure the financial stability of the Federation while guaranteeing the viability of the NBCE.

But again, the Arvidson Award is not about accomplishments as much as it is about the character of the person behind them.

Nothing describes his core values more eloquently than his own words from last year's Janse Lecture. He spoke passionately to this body about the greatest challenge he sees. And I quote:

"It is that our cultural values are changing from a *service-centered* construct to a *self-centered* focus. Individuals are now, more than ever, willing to do whatever they can get away with for the pursuit of money or power."

His solution? **Servant Leaders**. He went on to say,

"The Federation must be deep in talent and strong in resources to train and motivate an army of volunteers ready to carry the message of high ethical practice into the corners of our profession, sharing resources and establishing systems to ensure patient protection and the highest levels of professional service. And, we must be vigilant in identifying and promoting leaders of our community who demonstrate the appropriate attitude of **service to others** ... over **service to oneself**."

We must remember that we are custodians of the treasure of regulation:
protection of the public is the highest of callings."

For his amazing ability to envision our regulatory future long before it arrives ...

for his tireless efforts to empower both organizations and individuals to aspire to, and to achieve, excellence ...

and for his integrity, ethics, and unstoppable passion for public protection ...

The Federation of Chiropractic Licensing Boards' 2008 George Arvidson Award
for Meritorious Service to Chiropractic Regulation is presented to –

Dr. Richard L. Cole of Tennessee

