# Press Release

## Gerry Clum, DC Honored at BTC NPPS

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Dr. Gerry Clum, president of Life Chiropractic College West and president of the World Federation of Chiropractic, received the Chiropractic Excellence Organization (CEO) Award from Mark Sanna, CEO of Breakthrough Coaching at the 2007 National Practice Profitability Summit on August 24 in Chicago, IL. Dr. Clum addressed the record-breaking audience with his message, “The Baby Boomer: New Expectations and New Demands.” “Boomers are 37% of the population and the most well-educated, affluent and demanding generation to ever exist. Providing for boomers is a plan to stay busy for your entire career,” said Dr. Clum. The CEO award is the highest honor bestowed by Breakthrough Coaching. Mark Sanna reported, “the CEO award has been received by U. S. Senators, college presidents, national leaders of the chiropractic profession and the founders and presidents of the most successful companies in chiropractic. “We are delighted to honor Dr. Clum for his forward thinking leadership,” stated Dr. Sanna. Dr. Clum and Sanna serve on the Executive Board of the Foundation for Chiropractic Progress. The Foundation for Chiropractic Progress is a non-profit Charitable Organization working on behalf of every licensed Doctor of Chiropractic in America to raising the awareness of chiropractic among the general public.