

**Minutes of OCA Executive Board Meeting**  
**February 16, 2023, 7:15pm via ZOOM**  
**Agenda prepared by Dr. Todd Turnbull, DC, CCSP, CBIS/T, President**

**Board Members Present:** Michael Arnot, D.C., Dan Beebe, D.C., Les Feinberg, D.C., Michael Lell, D.C., Bob Richards, D.C., Amanda Stiller, D.C., Todd Turnbull, D.C.

**Board Members Absent:** Dennis Cozzocrea, D.C., Arah McLaughlin, D.C.

**Others present:** Jan Ferrante, OCA Executive Director, Vern Saboe, D.C., OCA Lobbyist.

**1) Call to Order: 7:15 by Dr. Turnbull**

**2) Approve Agenda:** Motion made by Dr. Arnot, seconded by Dr. Beebe; motion carried.

**3) Approve Minutes:** Motion made by Dr. Beebe, seconded by Dr. Arnot; motion carried.

**4) Executive Director's Report – Jan Ferrante:** Jan will start forwarding financials to the board monthly, so that we can evaluate progress on an ongoing basis. She provided documentation regarding programs/decisions enacted/implemented by past boards that turned out to be quite expensive, not very effective, and not a good return on our investment so, had to be terminated.

She notes the OCA used to be ran on a “cash basis” (where if we didn't have the money; we didn't spend the money), whereas our current CPA uses an “accrual basis” that, for example, as soon as we send out a statement for dues counts the money as being collected. Discussion on the difference. Noted Aaron (?), apparently, oversees our finances/checkbook etc, while the CPA does personal property tax return/Form 900, and is not in an “advisory” position regarding OCA financials.

Discussion on statement sent to RAYUS in December that wasn't paid in December that, under “accrual basis,” looks like/accounts as a “loss” of \$5000, as it was “written off.” This is not an actual “loss” of \$5K, it was \$5K that was billed and not yet collected. However, the CEO of RAYUS has reportedly approved renewal of their Diamond Affiliate with the OCA and Jan is working directly with them to maintain their affiliation at some level and will report to the board when RAYUS renews.

**5) Legislative Report—Vern Saboe:**

1. Worker's Compensation bill: Dr. Saboe is scheduled to testify for the second time in front of MLAC (Management-Labor Advisory Committee) tomorrow morning and will focus on addressing/rebutting comments made in the previous meeting by a State Representative that chiropractic care was “twice as expensive” as medical care. This Representative was referring to numbers cited by Stan Long stating medical costs were \$250 per case, and chiropractic was \$706.00 per case. But this \$250.00 per case did not include MEDICAL TREATMENT (just office visits). Dr. Saboe will present documentation showing that medical treatment costs were \$1200.00 per case, whereas chiropractic treatment costs were \$706.00 per case. This demonstrates that chiropractic care is \$500 per case CHEAPER than medicine (not “twice as expensive”) as falsely reported to the legislature/MLAC.

Dr. Saboe will also point out that the State of Oregon has traditionally supported “non-discrimination” of providers practicing within their scope. Dr. Rosner will not speak.

**Minutes of OCA Executive Board Meeting**  
**February 16, 2023, 7:15pm via ZOOM**  
**Agenda prepared by Dr. Todd Turnbull, DC, CCSP, CBIS/T, President**

2. Omnibus Bill (HB2395) sponsored by Representative Maxine Dexter, MD, which seeks to reduce barriers to harm reduction in response to the opioid and illicit fentanyl crisis in Oregon, accepted our amendment adding chiropractors to the list of included providers, and Dr. Saboe will be contacting members of the Senate Health Committee.
3. SB 704, which establishes Universal Health Plan Governance Board and directs board to create comprehensive plan for implementing Universal Health Plan beginning in 2027. This is a board of stake holders and Dr. Saboe strongly believes that we need to be “in the kitchen helping to make the sausage” so that we are included in universal health just as the OCA/Dr. Saboe, lobbyist, was “helping to make the sausage” when he was appointed by the governor to HERC (Health Evidence Review Commission that reviews evidence and weighs public testimony to inform health care coverage decisions and priorities for the Oregon Health Authority) which resulted in 1.2-million Oregonians on OHP being able to receive chiropractic. Dr. Saboe is working with Senator Manning who is supportive of having chiropractic input and a voice/“warm body” on the board OR on a key subcommittee of the board.
4. Federal Medicare Modernization Act Bill (S4042/HR2654), which expands Medicare coverage of chiropractic services to include all services provided by chiropractors, rather than only subluxation corrections through manual manipulation of the spine, is gaining traction/being reintroduced. It will increase the maximum allowable fee we can charge “across the board” with all insurers, and also allow chiropractors to participate in a number of Federal programs that we are currently excluded from. He is attempting to get meetings with all of the key members of congress during the upcoming recess including Jeff Merkley, Suzanne Bonamici, Andrea Salinas, Val Hoyle, and Lori Chavez-DeRemer (Republican 5<sup>th</sup>-District).

**6) OBCE—Dr. Saboe:** Discussion held on potential letter from OCA to OBCE regarding mask mandates and current science. Dr. Saboe reminds that OBCE is parroting/following recommendations from OHA, and that the mask mandate is more than likely going to be lifted in May as the President has announced the “pandemic” will end in May. Discussion held on politics over science, the motivation/s behind this, and the need to ramp this down slowly and not admit anyone/anything was wrong.

Dr. Saboe recommends no further action by the board on the topic of masking with the OBCE, but does feel that (based on the World Economic Form in Devos 2023) that the OCA does need to be prepared with the science (perhaps in the form of a White Paper) in the event that we are no longer able to “fly under the political radar” and have to “stand up and face the fire” regarding incursions (draconian measures) into our practice such as shutting them down as the dentists experienced during COVID.

Discussion on possible tools/levers available including possible formation of a committee/work group/task force during the “interim” (when the pandemic is over and mandates are lifted) that would have broad multidisciplinary representation and would act as an “impartial body” to analyze the hard science behind masking, lock-downs, and vaccination induced immunity versus natural immunity etc, and generate an “unbiased” document showcasing real science versus junk science, and to somehow get that on record in Oregon. Dr. Saboe feels we may be able to work

**Minutes of OCA Executive Board Meeting**  
**February 16, 2023, 7:15pm via ZOOM**  
**Agenda prepared by Dr. Todd Turnbull, DC, CCSP, CBIS/T, President**

with the current governor to possibly form a “Governor Task Force” (with an eye on who is on the task force) to create such a document to have in place in the event of “future” (2025) crisis.

The next meeting of the OBCE is March 30, 2023. Discussion held on the need for better field representation on the OBCE, and the need for a LARGE list of potential applicants from the OCA for appointment (as the OBCE has ignored previous OCA recommendations to the board). Dr. Saboe believes we can work with the new Governor Appointee to Boards regarding Oregon rules stating OBCE appointments should come (at least in part) from “state association recommendation,” rather than solely from peer review.

Discussion to recruit potential applicants to the OBCE during Convention by forming a list of names of persons interested in serving on the OBCE. Dr. Lell is currently on OBCE Peer Review and may be interested in applying for an opening on the OBCE.

Discussion on list of questions for attorney Hendry including:

1. How do we remove an ED?
2. How can we influence board appointments?
3. Is OBCE subrogate to OHA influence/recommendations, and how can we change/address that? Is that unconstitutional?
4. Mandatory State Association Membership for all licensed Oregon DCs.

This list will be presented to Mr. Hendry, and he will be invite to the next meeting.

Discussion on past letter from Gatti (Aug 2021?) stating it was unconstitutional for OBCE to take “orders” from OHA. Apparently, this was submitted to the OBCE who apparently ignored it. Jan said she would research this and try to find it or get it from Michael Smith, Gatti.

7) **UWS—Dr. McLaughlin:** Not present, Dr. Turnbull stated that there was no new news.

8) **Finance Committee—Dr. Richards:** Discussion on “line item” review areas. No hard list of line items for possible reduction in OCA overhead has been formed since last discussion five days ago.

Analysis of “Profit & Loss statement, January 2023, Previous Year Comparison” shows a **NET INCOME LOSS OF \$1,607.39** for January 2023 (\$33,178.32) compared to January 2022 (\$34,785.71). However, this is based on the “accrual basis” versus “cash basis” of accounting.

Included in this “loss” is a “bad debt write-off” of \$5000.00. This is not an actual financial loss to the OCA. This represents an (as of yet) unpaid statement sent from the OCA to RAYUS to renew their Diamond Affiliate Membership. If we were to remove this from Other Expenses, (since it’s not an actual “expense” paid out) income for the month of January 2023 is \$38,178.32 and not \$33,178.32. So, comparing \$38,178.32 for January 2023 to \$34,785.71 in January 2022, we realized an **INCREASE IN NET INCOME of \$3,392.61**.

Convention income “Attendance Fees” is currently \$2,800.00, which is **\$4,581.00 LESS** than this time last year (\$7,381.00). However, Vendor/CE and Advertising incomes are up \$3,116.00. Discussion held that we still have two more months for attendance registration fees to increase, and board members need to make phone calls to field doctors to encourage attendance.

**Minutes of OCA Executive Board Meeting**  
**February 16, 2023, 7:15pm via ZOOM**  
**Agenda prepared by Dr. Todd Turnbull, DC, CCSP, CBIS/T, President**

Although Total Income for the month (\$67,048.02) is **down \$7,556.94** as compared to last year (\$74,604.96), COGS (cost of goods sold) (\$2,247.02) is also down compared to last year (\$4,300.50), which increased profitability by \$2,053.48.

This resulted in our GROSS PROFIT for the month of January (\$64,994.54), of **\$5,309.02 LESS** than last year (\$70,304.46).

However, decreases in OVERHEAD in such categories as Bank Service Fees, Board of Directors Expenses, Office Expenses, Payroll Expenses, and Professional Services, results in TOTAL EXPENSES (\$28,800.76) being DOWN \$8,528.02 from last year (\$35,328.02).

Combined, this results in an **INCREASE in Net Ordinary Income of \$3,218.10** in January 2023 (\$38,193.78) compared to January 2022 (\$34,975.68).

If this “trend” were to continue (and Gross Profit from Convention rebounds to become positive), we could project a “break even” “out of the red” for fiscal year 2023. However, this is a very early and forward looking projection.

**9) Membership & Social-Media—Dr. Lell.** Dr. Lell posted on Mobilize an “OCA Membership and Social Media Processes and Action Steps” flow chart he developed as a strategy to 1. Maintain and Retain OCA Membership, and 2. Develop Social Media Outreach. Dr. Lell will also forward to board members their piece of the “phone tree pie” to call OCA members to see how their doing and to invite them to attend Convention 2023. Dr. Lell also has an obstacle in determining how privacy changes have affected our “targeted marketing” audience and needs to create a new audience list to promote Convention. He’s also started regular “non-promotive” Convention marketing and is awaiting information from Jan/Amanda on that.

**10) ChiroPAC—Dr. Turnbull.** OCA needs to make sure that it is not directly funding any candidates that need to go through the PAC. In other words, the OCA should not be writing any donation checks directly to candidates. ChiroPAC is officially ran by the Legislative Chair (not the Lobbyist or ED), who is currently Dr. Dan Beebe. C&E systems handles all reporting of political donations from the PAC and takes a fee from the PAC fund for that service.

**11) Legislative Committee—Dr. Beebe.** Confirms that ChiroPAC is currently structured so that it functions properly and legally. Monies are deposited directly and through check donations and monies are withdrawn through a system that requires signature approval from Dr. Beebe the Committee chair and President Turnbull. These protocols protect the board, the Lobbyist and ED and are fully transparent to the membership.

**12) Fee Increase—Board.** Discussion held on increasing Full Membership OCA dues from \$200 per quarter to \$225 per quarter. This will raise Full Membership from \$800 to \$900 per year and will generate approximately \$20,000.00 in additional revenue in 2023.

Jan states Full Membership dues have been \$800/year for 20-plus years; she’s never known them to be raised in any of the variously named association she’s worked for. Senior Membership dues were raised from \$400/year to \$600/year some years ago, and Jan received only one call/complaint. Discussion held on NOT increasing Platinum Membership (\$1000/yr), or Diamond Membership (\$1200/yr). There are approximately (12) Affiliate Members of the OCA consisting of Diamond (\$5000/yr), Platinum (\$2500/yr) Gold (\$1500/yr) and free Convention

**Minutes of OCA Executive Board Meeting**  
**February 16, 2023, 7:15pm via ZOOM**  
**Agenda prepared by Dr. Todd Turnbull, DC, CCSP, CBIS/T, President**

booth, Silver (\$1000/yr) and get 50% Convention booth, and Bronze (\$500/yr). We also receive \$500-\$800/month from Chiro Health/CHUSA for any chiropractor in Oregon signed up with them (for cash practice management) whether they are OCA members or not.

Discussion on providing a notice of the proposed dues increase, which won't take affect until 2<sup>nd</sup> Qt of 2023, and will not affect recent new members who just signed-up. This fee increase will also be motivation for Full Members to become Diamond Members, as the cost difference is not that great, and would be offset by reduced fee for seminars and CE's.

Motion made by Dr. Beebe to raise Full Membership dues \$25.00/qt (\$100/yr), seconded by Dr. Arnot; motion passed.

**13) By-Laws—Dr. Cozzocrea.** Absent.

**14) Insurance Relations—Dr. Arnot.** Dr. Arnot emailed Lou Anderson at SecureCare to let him know that the board voted to endorse his group, and that we wanted to negotiate a 1% fee decrease directly from SecureCare for OCA members, which Lou was apparently agreeable to, but has not yet received a response back. Apparently, Mr. Anderson might be out of town, and Dr. Arnot will follow-up with him and his secretary. The board believes this 1% difference in reimbursement for OCA members could help increase OCA Membership as a "1% increase in reimbursement on one year's worth of billable chiropractic services through SecureCare" would more than offset the cost of OCA Membership and still provide increased revenue for the participating doctor. Dr. Arnot states Lou is available to attend a meeting to answer any further questions. We have a list of questions already posed to him, and we would have to view/approve a specific contract for the state of Oregon prior to our signing. As we potentially have Dr. Hendry coming to our next meeting, it was decided it may be better to have Lou attend the April meeting.

**15) Convention/CE's—Dr. Stiller.** Over the past couple weeks Dr. Amanda has sent out 10-12 emails to potential Convention sponsors and vendors. She has received only 2 "no" replies, which she forwarded to Jan. She also emailed the OBCE and ACA to invite them to be a vendor or sponsor of the Convention and has not received any response so hopefully they at least "send a check!" She still has additional contacts to make, and has only 2-3 vendor booth spaces left available, but still needs some sponsors. On March 1<sup>st</sup>, she will be meeting with "Deb" who will be our speaker for Suicide Prevention, to determine how this program might be geared toward chiropractic and the chiropractic setting. For example, Deb asked if chiropractors typically ask mental health questions on our intake forms, or screen for mental health. Dr. Stiller asks for other suggestions from the board on Mobilize regarding this.

Jan was contacted by Dr. Ted Forcum who wants to present an award to Dr. Aaron DeShaw an FICC award (being inducted as a Fellow Of The International College) at Convention. Dan Miller also wanted to nominate Rich Gorman for Chiropractor of The Year, for his 3-year participation in the movie The Aligned Athlete (the story of how chiropractic changed sports performance), which debuted at the 2022 OCA Convention, and which reportedly won Platinum For The Best Documentary Short from Independent Shorts Awards. The board approves these presentations at Convention 2023.

**Minutes of OCA Executive Board Meeting**  
**February 16, 2023, 7:15pm via ZOOM**  
**Agenda prepared by Dr. Todd Turnbull, DC, CCSP, CBIS/T, President**

**16) Mission/Vision/Philosophy:** Dr. Turnbull. Motion made Dr. Beebe to approve as written, seconded by Dr. Feinberg; motion carried.

**17) New Business:** Jan states Clark Pitcairn contacted her stating he has a brand new Myovision unit still in the box that he paid approximately \$10K-\$12K for that he would like to offer for sale through the OCA at 33%-50% off through OCA classified add on our website.

Breakfast sponsorships at OCA Convention is \$2000, but we are willing to accept a lesser amount as a partial sponsorship. Jan will follow-up with Clearview MRI as a potential vendor.

**18)** Motion to adjourn meeting at 8:50 pm by Dr. Richards, seconded by Dr. Arnot; motion carried.