Patriot Ball 

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 Dr. Lou Sportelli

 **Canton Ohio**

**Lou,…………….This is a large event, and from your prestigious career, I think you have spoken to gatherings this size before. Once you are introduced, wait until most of the audience looks in your direction. Always smile, that sets the tone. When you get to more serious issues, you can change your expression to match. Speak slowly, and at a steady pace. If the acoustics and sound system are good, there will be no delay. If there is a delay, just get into that rhythm. This is a group who wants to be here, not a group who has to be here, so it is a friendly audience. Treat them as such, as friends, as associates, and some as heroes. While your message is serious, your approach should be supportive and comforting.**

GOOD EVENING EVERYONE, WELCOME, WELCOME, to the Patriot Ball. I hope you’re enjoying yourselves, as in this hall tonight you are among friends and family. My name is Lou Sportelli, and I am a Dr. of Chiropractic **second**,…..and a **Patriot first**. Some of you may know me, and for those whom I have not had the pleasure of meeting, I am not only a chiropractor, I am a fiercely dedicated advocate of chiropractic applications for our Armed Services and Veterans. The injuries and harm that befall our men and women in service to their country can be devastating. To heal and rehabilitate, every type of injury or wound requires the entire spectrum of scientific and holistic applications. Chiropractic has been, is, and will be, one of the premier sources of healing and relief. I am here to tell you that the armed services offer some chiropractic solutions, but not enough to equal the tremendous potential that chiropractic offers. And I, along with hundreds of my associates, advocates of chiropractic, support office staff of chiropractic, and chiropractic patients, will not stop, will not sit back, until

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the full potential and proven capabilities of chiropractic are recognized and utilized by our government and the Veteran’s Affairs medical establishment.

Now, I am not here this evening to find fault, to criticize, to denigrate any institution or individual. I am not here to inflame the rhetoric, but I am here to encourage us to inflame the passion. The passion for a proven science, a proven art, a proven path to healing. In the world today, the most successful path to any destination is by the glass being half full, not half empty. Success is measured by advancing through challenges, not by sullen complaining. So, it is my campaign, my job, as well as yours to be examples, to be articulate advocates, to be the proven results, of the science and art of chiropractic. To show the world that we are healers, we are doctors, we are scientists, and in doing so we are compassionate as well as technical. And most importantly, that we change, and save lives.

And whom here tonight do we do this for? Whom do we honor, respect, and hold at the highest level of admiration? We do it for you, our protectors, our warriors, our fighters, our commanders. We do it for everyone who is on the front lines, on point, in the thick of battle, who walk through hell to protect their country, their culture, and their love for God. And we do it for their families, their loved ones, and their friends. And we do it for those who have served, been injured, and especially in honor of those who have given, and represent the ultimate sacrifice.

This admiration is not limited to just our armed service personnel. It is expressed and dedicated to all first responders. To all who run towards the noise instead of away from it. To all who cruise at 30 knots into dark waters, to all who run into smoke filled, molten hot buildings in search of those who may be trapped or injured. It is dedicated to the men and women in blue who race towards the gun shots, challenge the source, and at all costs, stop the threat. It is to those who put their fingers and palms

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into torn flesh to clot the bleeding. It is to those who sit and hold the dying without ever betraying a sense of survival. It is to those who escort an abused woman or child out of a horrific environment and see them into a brighter future. It is to those who walk tired and bloody into an emancipated village to hold the hand of a frightened child. It is to those who sit quietly beside the coffins in a jet transport for 15 hours bringing that deceased warrior home. It is to those K-9 warriors and their human partners, that without a second thought would take a bullet for the other. It is to the captains and first officers who fly into a sky full of shrapnel to extract their brothers and sisters. It is to everyone who puts themselves in harms way, to everyone who seeks freedom, seeks justice, seeks the end of tyranny, oppression, and unwarranted aggression. To those who, of free will, defend right from wrong. For those who do not propose aggression but will defend against it at all costs. From Valley Forge to Camp Lejeune, from NORAD to Barksdale. From Quantico to state law enforcement and fire academies. This is who we salute, this who we honor, and this is who we praise.

In this auditorium tonight there are heroes, there are leaders, there are healers, there are families of those injured and those lost in war. With us here are dedicated men and women who have served at the bottom of the deepest seas, flown above our skies, and traveled beyond our atmosphere. Among us tonight are Gold and Blue Families, and to them I, we, express our deepest gratitude, our deepest respect, and our heartfelt appreciation for the sacrifice their family member made. We have here with us every rank bestowed throughout our armed services, from bottom to top. And let me remind *all of us*, including myself, that the hierarchy, the chain of command, starts *not* with the generals or commanders, rather the heart of our military begins with the men and women *on point*. The warriors who go into battle, the men and women who support them, the men and women who resupply them, the men and women who navigate them, rescue them, and the men and women out front who tend to their wounds. And those doctors, those paramedics, those nurses, who wade through the mud, jump into the darkness, or drag the wounded to cover, are joined in part by chiropractors when permitted, when allocated, when allowed. But, there should be no division in the proration of front-line lifesaving help, there should be no proration of life saving aftercare,

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there should be no proration of acute or chronic rehabilitation. Chiropractic is relevant, is proven, is viable, and must be taken as just that, a science and an art, that will heal, will save lives, and will prevent when possible, a lifetime of pain and suffering.

There is no greater advocate of chiropractic applications to veterans, than Dr. Tim Novelli. It was he who had the vision and forethought to begin such a large undertaking to bring chiropractic into the total wellbeing care of our veterans. And it was he who began to seek help and eventually have over 7,000 chiropractors nationwide join him in those efforts. But the military, while acknowledging to some degree the benefits of chiropractic, needs to be encouraged, needs to be educated, and perhaps even legislated, to bring chiropractic care to the same levels of other medical specialties. And we don’t ask that as a favor, we don’t ask that as a speculative process. We ask that, and in some instances, we need to demand that, because chiropractic is **medicine**, it is **science**, it is an **art**, it is a **skill**, and it **WORKS**.

Every generation looks back, looks inward, and can see some degree of perceived or legitimate deterioration in commitment and purpose. And that is never more evident than right now, today. On any given high school or college campus, if we communicate with the students, we see many diverse philosophies. Taking into consideration that youth has limited life experience, they still are far more advanced and engaged than some of their previous generations. Two of the trends, philosophies, I see are: 1. *complete narcissism* and on the opposite end: 2. *total dedication to country* and *purpose*. It is that second group that we should encourage, educate, and support, because it is they who will replace us, those in this room, here, and now. It is they who will pick up the banner of freedom, carry the flag through the dark sky of battle, and they who will suffer and need our help. Not that we should ignore any facet of our youth either. For those who prefer to be self-absorbed, and display push-back from change, we should always allow them to see and witness other

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avenues, other approaches to life, other philosophies that may or may not be of their liking. We don’t need to recruit dissidents, we don’t need to flood underachievers with propaganda that reflects any specific viewpoint. But, we must allow them the opportunity, the freedom, to experience every facet of being, every path to their future. And it is the people in this hall, and the tens of thousands just like you outside of this hall, who serve, who protect, who fight, that will insure all parts of our culture their right to choose.

The established medical community, as well as our government, has for decades treated chiropractic as an unwelcome guest in the science and skill of personal wellbeing. Even after almost two decades of litigation, when chiropractic was vindicated, many in the mainstream medical community still respond to our profession with contempt and doubt. Chiropractic is not snake-oil, chiropractic is not smoke and mirrors, chiropractic is not holistic optimism. Chiropractic is medicine, science, applied to its highest level, to treat and heal humans. And there are no better recipients of the best care available than our veterans, and they must be afforded the immediate availability of chiropractors wherever and whenever they seek help for their musculo-skeletal systems. And as I mentioned earlier, we are not here to replace or criticize anyone, including orthopedic care. We are here though to enhance options, as well as to work hand in hand with orthoepic physicians, allowing veterans every viable option and treatment that leads to a pain free life, a life of total recuperation, a life of relief.

And let me make this crystal clear. I am here to assure you, to insure those who have benefitted from chiropractic, and those who may doubt its position in science, that my colleagues and I will continue to teach, to educate, and to promote the verified value and documented results, of our science, our art, the healing power of chiropractic.

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Let us never give up the **fight** for chiropractic, as we would never give up the fight for our country or family. Let your voice be **heard**, show the results of our **science**, show the results of our **compassion**, be examples of how we **can** and **do** heal the worst of worst injuries. Show our government that every soldier, sailor, airman, is entitled to the best care available in the world, and that **chiropractic** is right there on the **top**, **proven**, **practical**,…..**ready, willing, and able**.

And again, to all who have joined us tonight, we are eternally grateful for those who have served, are serving, and to those who gave their lives in the service of their country. And to their families as well, we owe to each of you our deepest expressions of appreciation and respect. I say to you in total sincerely, with genuine compassion, those here tonight, and those they represent, are *America*,….are *humanity* at its finest,….. and represent the best of *mankind*.

**Please** be careful on your way out and on the way home. Drive **carefully**, travel **safely**, **thank you**, and until we meet again,….**Goodbye**.