**Website Launch with High Expectations**

                                                                                     08/17/10
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After nearly two years in the making, we are very pleased to bring you this new website.  This site brings together various innovative features which are designed to empower chiropractors; particularly those doctors practicing in Wisconsin.  Since this will be the very first blog posted on this new site, we thought this would be a good opportunity to review how the features available at this site can reach that high goal of "empowerment".  In the process, we can also reveal the special "element" which can make those unique features reach their greatest heights of empowerment for our site visitors and members.

Since Blogs are intended to be short and concise, it's best to mention that key element right away.  You will see that this element is mentioned in relation to all the major features of this site.  If you read nothing further, that key element is **participation**.  You will see that we invite the active and insightful participation of all those visiting our site, those who become members and the site's contributors.  So... now that you are aware of that key element, here is an overview of how the innovative features of this site can meet the objective of empowering the profession:

 1.  News and Alerts.  This site will offer concise and regularly updated news items from various state and national sources. These news items can be posted quickly at the site and are prominently displayed on the homepage.  For those who become members, we offer immediate, "e-alerts" of any rapidly developing issue or concern for the doctor.  We encourage contributors and anyone viewing the site to**participate** by forwarding information and other news items to us. Relevant items can be quickly posted in "What's New" or sent as an e-alert to other doctors.

2.  Informative Resources.  This site offers a variety of detailed resources and other forms which should be of value to today's practicing chiropractor.  This site already offers nearly 100 useful resource items which will be subject to updates and expansion over the life of this website.  We encourage doctors to submit ideas of any resource items or forms which may be of general value to the profession.  By**participating** in providing these ideas, the attorneys and other contributors at this site plan to constantly expand the variety of resources available to site visitors.

3.  Forums.  One of the very unique aspects of this website is the ability of member-doctors to communicate instantly with each other and potentially with contributors on a variety of issues and concerns relevant to the profession.  Contributors can **participate** by offering their insights on the major forum issues.  Members now have the ability to share ideas and concerns at the speed of the internet; often through anonymous communication.  Members are encouraged to make the forum discussions as active and informative as possible since members now have the power to communicate directly between themselves instantly over the internet.

4.  Blogs.  This site has brought together a number of knowledgeable attorneys and others who have years of experience with issues relevant to the doctor's practice.  All of the contributors have been invited to regularly post blogs on this site which should contain valuable information. The initial set of contributors are all located in Wisconsin so as to  provide  unique, local insights which are relevant to state chiropractors.  Overtime, this site intends to attract other contributors; several of which may have national exposure, to contribute blog entries. In addition, we always welcome guest contributors to the CL Blog.  We plan on significant **participation** by all these contributors in passing on the type of insights useful to member-doctors.

5.  Marketplace of Instant Notification.  This site offers a single location where member doctors can post all types of notices and announcements which may be relevent to their own practice; as well as, to the general profession.  At no charge, doctors can instantly post information which can be read by anyone visiting the site.  Again, the active **participation** of members in posting a variety of notices and announcements should benefit the profession by providing awareness of those events and other activities important to the doctor's practice.

We hope to make this site an important, "one-stop" destination on the internet for useful resources and access to the exchange of ideas, questions, and helpful information.  We invite your **active participation**to make all these unique features of this website as beneficial as possible to today's chiropractor.

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