



### **ANJC Platinum Sponsors – We simply couldn't do this without them!**

Sigmund Miller, DC, FICC - Executive Director

And *yes* this is personal. After reading this, I ask that you take a look at *The Bottom Line* article (page 3), entitled *On the Verge*, since this message serves as a great lead in to that article.

ANJC simply cannot get from *here to there* without the support of our many Platinum Sponsors (PS). As a new feature, we've developed a PS directory, by category of products and services offered, to make it easier when purchasing products.

ANJC's campaign to drive new patients to your office will require many millions of dollars; and *yes* we are in the process of creating those types of non-dues revenue streams. We simply cannot get there relying solely on membership dues. What makes ANJC stand out when compared to all other chiropractic state associations is our ability to raise non-dues revenue.

I am not asking that you to purchase anything just for the sake of buying. But when you need products or services, it has to become second nature for you and staff to pull up the ANJC Platinum Sponsor Business Directory and to call them directly. If you don't, they simply won't be back next year.

ANJC Platinum Sponsors are trusted business partners who support the association through donations of more than \$100,000 each year. Their valuable contributions help us achieve our goals in serving our membership and in supporting our mission to best serve our patients. These business partners meet the highest standards in quality products and services and they are sensitive and responsive to the personal needs of our members. ANJC Platinum Sponsors have a proven track record in assisting NJ chiropractors with reaching their individual practice goals and in staying on the cutting edge of the health and wellness revolution in their communities.

For all they are and for all they do for ANJC members, you owe it to them to purchase the products and services they provide so that they can continue to support ANJC, its members and chiropractic throughout New Jersey. Many offer substantial discounts and value-added services to ANJC members. With so many companies out there to choose from, **you owe your loyalty, and your buying power**, to those who are supporting ANJC - our Platinum Sponsors.

Remember...when you buy from our Platinum Sponsors, you are supporting ANJC, it's just that simple.