



## THE GEORGE ARVIDSON AWARD FOR MERITORIOUS SERVICE TO CHIROPRACTIC REGULATION

The Arvidson Award is the highest award given by the FCLB.

This Award carries with it a long history of protecting the public with dedication, expertise, and integrity. Dr. Arvidson charged us all with protecting without bias – always focused on the well-being of the patients we serve.

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The theme of this year's conference is "Refocus on Regulation."

This year's Arvidson Award winner is an individual of laser focus.

When he first came on board with the FCLB, there are those who might have dismissed his grand plans as the tall tales of a fisherman. However, in the years since, his track record has proven that he has what it takes.

In his tenure with FCLB, he set himself some lofty goals, then pursued them with single-minded tenacity. The embodiment of "work smarter, not harder," he is a strategic thinker who systematically identified areas FCLB could improve and set about improving them.

When the systems weren't in place for those improvements, he created them.

When the resources didn't exist for the projects he envisioned, he found them.

A Scottish novelist once wrote "the charm of fishing is that it is the pursuit of what is elusive but attainable, a perpetual series of occasions for hope." It's a fitting quote for this year's honoree as he taught us that even the most elusive-seeming goals are attainable. And that patience and persistence are the fisherman's form of hope.

Five years ago, this man stood at a podium like this and challenged us all to look 100 years into the future. He told us to envision a



chiropractic profession focused on education and collaboration rather than division and politics. He dared us all to embrace change and work to bring it about in positive ways.

Because of him, PACE was adapted to better fit the needs of all of our member boards – leading to broader adoption and greater public protection through its use.

And because of him, FCLB is more invested than ever in the future – figuratively and literally.



This forward-thinking fisherman tackles challenges with flexibility, determination, and a smiling charisma. His downhome charm and friendly demeanor sugar coat a steel spine and take-no-prisoners approach to adversity.

We are all blessed to have his persistent voice challenging us to do better, and his patient example to show us that sometimes, catching something isn't as important as the time spent fishing.

Ladies and gentlemen, please join me in congratulating the 2022 Arvidson Award Winner:

**Dr. Farrel I Grossman**