

## FOR IMMEDIATE RELEASE

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## CALIFORNIA CHIROPRACTIC ASSOCIATION

### California Chiropractic Association Appoints New Executive Director

**Sacramento, CA (March 30, 2017)**— The California Chiropractic Association (CCA) announced today that Dawn Benton has been appointed as the new executive director for the non-profit organization. With more than 14,000 licensed chiropractors in California, CCA provides resources and advocacy to chiropractors and chiropractic students throughout the state and beyond.

Leveraging 11 years of successful non-profit experience, Benton brings organizational experience that will support membership growth and drive public awareness about the benefits of chiropractic care, especially as the opioid epidemic continues to climb.

“With Dawn’s extensive non-profit, leadership, advocacy and operational experience, we are confident she will take CCA to the next level of growth,” said CCA Board President Dr. Leslie Hewitt. “We are at a crucial time for healthcare, where it’s at the forefront of everyone’s minds. It is our job as the state association to help inform the public about the overall health benefits of chiropractic care, especially for neck, back and musculoskeletal pain.”

Benton joins CCA from Benton Brover Consulting, a consulting firm she founded specializing in optimizing organizational operations and culture. She has also served as president and CEO of the Associated Builders and Contractors of Southern California (ABC SoCal) and with the California Society of Health-System Pharmacists (CSHP).

Benton will reside in Sacramento, where CCA is headquartered, which will position her close to the California State Capitol and allow her to be directly involved with CCA’s strategic governmental affairs initiatives.

#### **About California Chiropractic Association:**

Established in 1928, the California Chiropractic Association (CCA) is a nonprofit organization that supports thousands of chiropractors and students across California. For more information about CCA, visit [www.calchiro.org](http://www.calchiro.org) or call 916-648-2727.

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