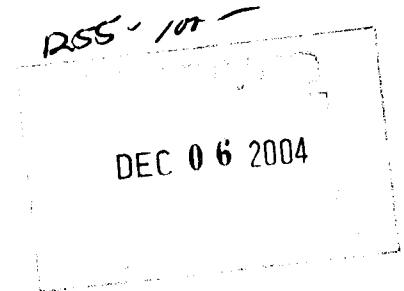


**COMMONWEALTH OF KENTUCKY  
KENTUCKY BOARD OF CHIROPRACTIC EXAMINERS**

**IN RE: CHIROPRACTIC LICENSE # 4737 HELD BY ALEXANDER  
LOUDON, VI, D.C.**

ALEXANDER LOUDON, VI, D.C.  
153 Patchen Dr., Ste. 39  
Lexington KY 40517



**AGREED ORDER**

***Parties***

**WHEREAS**, the parties to the Agreed Order herein are the Kentucky Board of Chiropractic Examiners, hereinafter referred to as the "Board," and Alexander Loudon, VI, D.C., hereinafter referred to as the "Respondent."

***Jurisdiction***

**WHEREAS**, the Board has jurisdiction over this matter pursuant to KRS Chapter 312 and the related administrative regulations.

***History***

**WHEREAS**, the Respondent advertised a free or discounted service in the February 9, 2004 issue of the *Herald Leader*, in Lexington, Kentucky without including adequate notice of the seventy-two (72) hour right of rescission required by KRS 312.019(9)(g) and 201 KAR 21:080, Section 2(1); and

**WHEREAS**, said advertisement in the February 9<sup>th</sup> edition of the *Herald*

*Leader* did not include either the Respondent's name or the name of the owner of the chiropractic facility as required by KRS 312.145(3); and

**WHEREAS**, the Respondent failed to send a copy of the written advertisement to the Board simultaneous to publication of the advertisement as required by 201 KAR 21:065, Section 3; and

**WHEREAS**, the parties mutually desire to settle the issues in an expeditious manner, without the need for a formal hearing.

### ***Terms of Agreement***

**THEREFORE, it is hereby agreed** between the undersigned parties that this matter shall be settled and resolved upon the following terms:

1) The Respondent shall carefully review the Agreed Order herein and enters into this Agreed Order knowingly, willingly and voluntarily and after having reviewed the due process rights afforded to him under KRS Chapter 312 and the accompanying regulations;

2) The Respondent, Alexander Loudon, VI, D.C., accepts the reprimand of the Board for the above-stated violations. The Respondent agrees he will act more diligently in the future to insure that all advertising issued by him, or on his behalf, complies with KRS Chapter 312 and the accompanying administrative regulations;

3) The Respondent shall notify all consumers known to him who responded to the advertisement and advise those consumers of the complete notice of right of rescission, as required by 201 KAR 21:080, Section 1(3). A

copy of the notification to all consumers who responded to the advertisement shall be mailed to the board *on or before November 15, 2004*;

4) The Respondent, Alexander Loudon, VI, D.C., shall pay a fine to the board in the amount of one hundred dollars (\$100.00). Said fine shall be made payable to the "Kentucky Board of Chiropractic Examiners."

5) The original, executed Agreed Order and fine must be received in the office of the board, *postmarked no later than October 26, 2004*;

6) The board shall make no referral of this matter for any criminal proceeding;

7) The Respondent acknowledges that he is ineligible for participation in any chiropractic preceptorship program for five (5) years pursuant to 201 KAR 21:085, Section 2(7); and

8) The Respondent, Alexander Loudon, VI, D.C., agrees that his failure to comply with any of the terms and conditions of this Agreed Order may result in the board setting the matter for an administrative hearing in accord with KRS Chapter 13B.

### ***Voluntary Waiver of Rights***

The Respondent, Alexander Loudon, VI, D.C., has had the opportunity at all times to seek advice from competent counsel of choice. No coercion has been exerted upon the Respondent, nor have any promises been made other than those reflected in this Agreed Order.

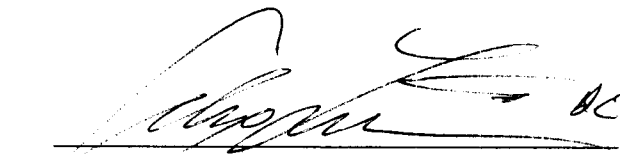
**Publication of Settlement Agreement**

The Respondent acknowledges that, once adopted by the Board, this Agreed Order may be considered a public document, available for inspection at any time by any member of the public under the Kentucky Open Records Act, and may be reportable under federal law.


**Complete Agreement**

This Settlement Agreement consists of five (5) pages and embodies the entire agreement between the Kentucky Board of Chiropractic Examiners and Alexander Loudon, VI, D.C.. It may not be altered, amended or modified without the express written consent of both parties.

**Have Seen, Understood and Approved:**

  
ALEXANDER LOUDON, VI, D.C.  
License No. 4737  
Respondent

15 Nov 2004  
Date

  
LENITA REASOR-BRANN, D.C.  
President  
Kentucky Board of Chiropractic  
Examiners

12-1-04  
Date

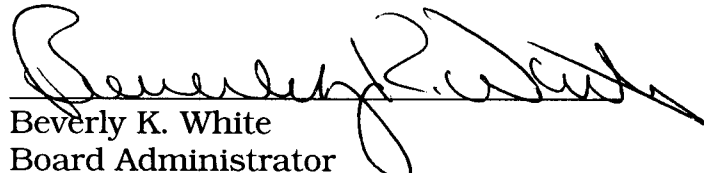
**Certificate of Service**

I hereby certify that a true and correct copy of the foregoing **Agreed Order** was mailed via U.S. mail, postage pre-paid to the following this 10th day of February, 2004:

HON. CHAD WADLINGTON  
Wombles and Wadlington  
200 W. Vine St., Ste. 620  
Lexington KY 40507  
*Counsel for Respondent*

HON. DIANE SCHULER FLEMING  
Office of the Attorney General  
700 Capitol Ave., Ste. 118  
Frankfort KY 40601  
*Board Counsel*

And the original shall be maintained by the Board

  
Beverly K. White  
Board Administrator  
Kentucky Board of Chiropractic Examiners