

105TH ANNUAL
GEORGIA CHIROPRACTIC ASSOCIATION
**FALL CONFERENCE
AND TRADE SHOW**

**Peace,
Love,
& GCA**

register online at
www.gachiro.org

OCTOBER 20-22, 2017
Westin Atlanta Perimeter North



Georgia
Chiropractic
Association

It's The *Grooviest*
Event Of The Year!

Put on your bell bottoms and boogie on down for the Georgia Chiropractic Association's 105th Annual Fall Conference & Trade Show, Oct. 20-22 at the Westin Atlanta Perimeter North.

classes

schedule

Thursday, October 19

6:00pm – 9:00pm Personal Injury Roundtable

Friday, October 20

7:00am – 5:00pm Registration open
8:00am – 8:00pm Trade show open
8:00am – 9:00am Jurisprudence
9:00am – 1:00pm Risk Management
2:00pm – 3:30pm GCA Annual Meeting
3:30pm – 6:30pm Clinical Science
3:30pm – 6:30pm Business Building
6:30pm – 8:30pm The *Grooviest* Welcome Reception in town!

Saturday, October 21

7:00am – 5:30pm Registration open
8:00am – 5:30pm Trade show open
8:00am – 5:30pm Clinical Science
9:00am – 5:30pm C.A. Class
9:00am – 5:30pm Business Building
12:00pm – 1:30pm President's Luncheon & Awards Ceremony
3:00pm – 4:30pm Dr. Hazel Cotney's Ladies Tea
5:00pm – 6:00pm GCA PAC meeting
6:00pm – 7:00pm GCA Past President's Reception

Sunday, October 23

8:00am – 12:00pm Trade Show Open
8:00am – 12:00pm Clinical Science
8:00am – 12:00pm C.A. Course
8:00am – 11:00am Business Building

JURISPRUDENCE

Georgia Rules & Regulations
Friday, October 20, 8:00am-9:00am
Mary Watkins, D.C.
Explore new laws and rules that will impact how YOU practice.

RISK MANAGEMENT

Panel Discussion
Friday, October 20, 9:00am-1:00pm
Robert Hayden, D.C., F.I.C.C.;
Robert Alpert, D.C.; Marty Kotlar, D.C.;
Stuart Oberman, J.D.; Aubrey Villines, J.D.
This panel of experts will cover a wide variety of risks D.C.s face every day, and answer your important questions.

CLINICAL SCIENCE

Chiropractic: Improving Quality of Life
Friday, October 20, 3:30pm-6:30pm
Gilles La Marche, D.C.
Sponsored by Life University
Explore the science and evidence that: supports the power of a chiropractic adjustment; proves subluxation correction and proper spinal biomechanics improve visceral and brain function; and, demonstrates a decrease or loss of cervical lordosis has a direct impact on health-related quality of life measures.

Extremity Adjusting

Friday, October 20, 3:30pm-6:30pm
John Downes, D.C.
Sponsored by Life University
Learn techniques to solve your patients' extremity problems.

Indications for Spinal Surgery

Saturday, October 21, 8:00am-12:00pm
Kaveh Khajavi, M.D., FACS
Sponsored by Piedmont Healthcare
Review common degenerative conditions in the lumbar and cervical spine with an emphasis on MRI readings in correlation to clinical findings. Discover the appropriate indications for cervical and lumbar spinal surgery and the difference between simple decompression surgery such as lumbar microdiscectomy, and more complex surgery like lumbar fusions and adult scoliosis.

Chiropractic Nutrition

Saturday, October 21, 8:00am-5:30pm
Jay Robbins, D.C., C.C.N.

Sponsored by Standard Process Southeast

You'll learn how to quickly and easily implement effective nutritional therapy to support adjustments with a systematic and objective approach to viscerosomatic reflex subluxations and how to identify key organ system nutritional deficiencies.

Chiropractic Pediatrics

Saturday, October 21, 1:30pm-5:30pm
Sunday, October 22, 8:00am-12:00pm
Kurt Larsen, D.C.

Sponsored by Foot Levelers

You'll gain the knowledge and application of DeJarnettes' SOT / Cranial methods to influence the cranio-sacral mechanism in an orderly manner through an indicator based correction system developed and refined over the last 80 years. Those attending will hear, visualize and palpate aspects of the indicators/corrections utilizable in assisting the patient to achieve and maintain optimal health in the chiropractic setting.

Chiropractic & Neuroscience: Using Today's Science to Improve Tomorrow's Health Care

Sunday, October 22, 8:00am-12:00pm
Elias Druckman, D.C. & Ryan Cedermark, D.C.

Sponsored by NeuroLife Institute

Neuroscience has been advancing at incredible strides in the past few decades. We now know that pain reduces localized blood flow to the prefrontal cortices as does stress. We know that the chiropractic adjustment increases blood flow to this area as well as increases neural activity by 20-30 percent. This information is exciting and dynamic to the practice of chiropractic and to patients who are seeking a better answer to their health needs. This presentation will be applicable to all chiropractors regardless of their current level of understanding and its focus will be to elaborate on the most relevant advances and their application on Monday morning.

CA PROGRAM

Advanced Chiropractic Communication: Performing Under High Pressure

Saturday, October 21, 9:00am-12:00pm
EMMY® award-winning Shawne Duperon, Ph.D.

Sponsored by Cryoderm

Whether you're being interviewed on CNN, conducting a Facebook Live, speaking on a panel, selling a patient on your services or

performing a talk on stage, this workshop gets you ready to face leadership communication challenges while under pressure.

Insurance & Medicare

Saturday, October 21, 1:30pm-5:30pm

Laurie Simpson, C.C.A., C.C.C.P.C.

Protect yourself from audits and speed reimbursements with accurate billing and coding.

X-Ray Positioning

Sunday, October 22, 8:00am-10:00am

Kevin Lewis, R.T.

Learn how to properly position patients.

Team Building

Sunday, October 22, 10:00am-12:00pm

Laurie Simpson, C.C.A., C.C.C.P.C.

Having a good team in place can make all the difference for your office! Learn some fun activities you can take back for office meetings to help create a friendly atmosphere for both coworkers and patients.

BUSINESS BUILDING

If you already have some or all of your CE credits for the year, we've got something for you, too - our FREE business-building track! These non-CE courses will help you get your groove on and make the most of your practice.

Advanced Topics in Auto Injury Care

Thursday, October 19, 6:00pm-9:00pm

M.D.s and D.C.s will share strategies for assuring personal injury cases go smoothly for successful patient outcomes.

The Lifestyle Care Continuum: Protocols for Symptom and Non-Symptom Based Patients

Friday, October 20, 3:30pm-6:30pm

Eric Plasker, D.C.

Sponsored by The Family Practice

Learn how to shift your patients' paradigm from Crisis Care to Lifestyle Care; achieve rapid relief and stability of acute or chronic problems; understand the critical transition from Crisis Care to Lifestyle Care and its impact on patients' quality of life; and, define how the Chiropractic Lifestyle will help patients achieve optimum health.

Georgia Workers' Compensation Law for Chiropractic Practitioners

Saturday, October 21, 9:00am-11:00am

David Rechtman, J.D.

Sponsored by Rechtman & Spevak

Come and explore the legal infrastructure of Georgia's work injury insurance system. Learn helpful techniques and strategies and think outside the box of simply being added to a workers' comp panel. Includes input on how to train office staff to handle work injury inquiries.

Advanced Chiropractic Communication: Performing Under High Pressure

Saturday, October 21, 9:00am-12:00pm

EMMY® award-winning Shawne Duperon, Ph.D.

Sponsored by Cryoderm

Whether you're being interviewed on CNN, conducting a Facebook Live, speaking on a panel, selling a patient on your services or performing a talk on stage, this workshop gets you ready to face leadership communication challenges while under pressure.

Day 1 & Day 2 Procedures That Create Value

Saturday, October 21, 1:30pm-5:30pm

Morgan Mullican, D.C.

Sponsored by Breakthrough Coaching

With any form of health care today, getting off to a great start is so important. Having the best steps on days 1 and 2 will make the visits go great and will leave your new patients wanting more. You will learn how to communicate correctly for C.A.s and D.C.s to have your patient pay, stay and refer. Also, you'll learn how to advance schedule and the best way to handle financials on every new patient to increase retention and your PVA.

GCA Lifetime Member Roundtable

Sunday, October 22, 8:00am-9:00am

Featuring longtime GCA members and leaders

You don't want to miss meeting these giants in the chiropractic profession. Get to know some of the doctors who helped shape chiropractic in Georgia.

Retirement and Exit Planning Strategies

Sunday, October 22, 9:00am-11:00am

John Plageman, CPA, CFE, CVA

If retirement is in your near future, ensure a smooth transition by learning how to plan for your second act in life.

social

Welcome Reception – The Grooviest Party of the Year!

Friday, October 20, 6:30pm-8:30 pm

Sponsored by Life University, American Health Imaging, ACOM Health

Hustle on over to the exhibit area to enjoy appetizers and - back by popular demand - KARAOKE! Don't forget your bell bottoms - disco attire is encouraged.

President's Luncheon & Awards Ceremony

Saturday, October 21,

12:00pm-1:30pm

Sponsored by TRU Digital Imaging

Take a break between classes and spread the disco fever at our annual awards luncheon.

Dr. Hazel Cotney Ladies Tea

Saturday, October 21, 3:00pm-4:30pm

Sponsored by NCMIC

Women D.C.s are invited to share in fellowship with their peers from across the state. Don't forget your grooviest hat!

hotel

Same place as 2016!

Westin Atlanta Perimeter North

7 Concourse Pkwy. NE

Atlanta, GA 30328

770-395-3900

westinatlantanorth.com

Book your rooms by Sept. 28 to receive the special conference rate, starting at \$119/night + tax. This rate may not be available after Sept. 28, and is subject to availability. Visit gachiro.org to find the special link to reserve your rooms at this rate.

register online at
www.gachiro.org

sponsors

gold

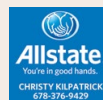


silver



acomHEALTH

bronze



conference sponsors

NCMIC; Cryoderm; Z Technologies, LLC; Breakthrough Coaching; The Family Practice; Rechtman & Spevak; Piedmont Healthcare; NeuroLife Institute

Georgia Chiropractic Association

1926 Northlake Parkway

Suite 201

Tucker, GA 30084-7069

RETURN SERVICE REQUESTED

2017 FALL CONFERENCE REGISTRATION

OCT. 20-22, 2017

Early bird registration runs through Sept. 28. All pre-registration ends Oct. 16. **On-site registrations will add a \$30 processing fee.*

attendee information

Only one registration (Doctor, CA or Student) per form. Make additional copies as needed.

Name: _____

Badge Name: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Spouse/Guest Name: _____

president's luncheon & awards ceremony

If you are purchasing a Saturday lunch ticket, pick which entree you'd prefer:

Chicken -or- Vegan

Please note any dietary restrictions here:

DOCTOR OF CHIROPRACTIC

# OF CREDIT HOURS	GCA MEMBER		NON-MEMBER		SATURDAY LUNCH	TOTAL
	*Early Bird	Regular Fee	*Early Bird	Regular Fee		
<input type="checkbox"/> 20-HOUR PROGRAM	\$225	\$250	\$340	\$375	\$20	_____
<input type="checkbox"/> 15-HOUR PROGRAM	\$210	\$230	\$285	\$315	\$20	_____
<input type="checkbox"/> 12-HOUR PROGRAM	\$190	\$210	\$260	\$285	\$20	_____
<input type="checkbox"/> 8-HOUR PROGRAM	\$135	\$160	\$185	\$205	\$20	_____
<input type="checkbox"/> 5-HOUR PROGRAM	\$90	\$110	\$125	\$135	\$20	_____

STUDENTS

<input type="checkbox"/> All CE classes only	FREE	FREE	\$35	\$45	\$20	_____
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CHIROPRACTIC ASSISTANT PROGRAM

<input type="checkbox"/> Saturday and Sunday education	\$65	\$85	\$110	\$135	\$20	_____
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BUSINESS BUILDING

FREE Non-CE Classes (You Must Pre-Register!)

<input type="checkbox"/> Personal Injury Roundtable	Thursday, Oct. 19	6-9 p.m.	\$20	_____
<input type="checkbox"/> The Lifestyle Care Continuum	Friday, Oct. 20	3:30-6:30 p.m.	\$20	_____
<input type="checkbox"/> Worker's Comp	Saturday, Oct. 21	9-11 a.m.	\$20	_____
<input type="checkbox"/> Advanced Chiropractic Communication	Saturday, Oct. 21	9 a.m.-noon	\$20	_____
<input type="checkbox"/> Day 1 & Day 2 Procedures that Create Value	Saturday, Oct. 21	1:30-5:30 p.m.	\$20	_____
<input type="checkbox"/> GCA Lifetime Member Round Table	Sunday, Oct. 22	8-9 a.m.	\$20	_____
<input type="checkbox"/> Retirement & Exit Planning	Sunday, Oct. 22	9-11 a.m.	\$20	_____

payment information

Amount Enclosed: \$ _____

Check Amount: \$ _____

Credit Card: Visa MC AmEx Discover

Credit Card Number: _____

Exp. Date: _____ Security code: _____

Billing Address of Credit Card: _____

Authorized Signature of Cardholder: _____

mail or fax to:

Georgia Chiropractic Association • 1926 Northlake Pkwy., Suite 201 • Tucker, GA 30084-7069