

**20 CE HOURS  
AVAILABLE!**



**Dr. James Chestnut**  
Founder of Innate  
Choice Wellness  
Nutrition Inc.

**Dr. James Chestnut**  
**Dr. Billy DeMoss**  
**Dr. Brandon Steel**  
**Dr. Dan Sullivan**  
**Dr. Stephen Hoffman**  
**Dr. Michael Perusich**

**2018  
ANNUAL  
CONVENTION**

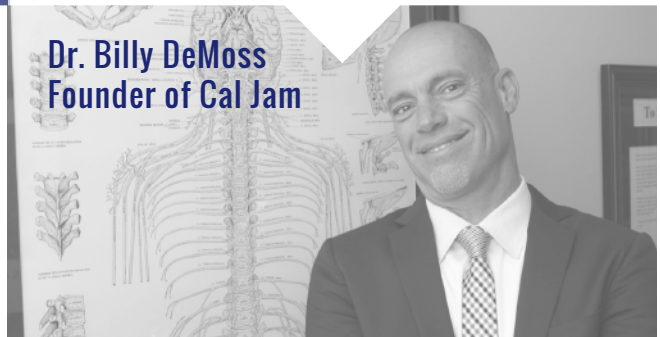
**CHIROPRACTORS:  
BETTER TOGETHER!**



**APRIL 20-22  
2018**

**IOWA EVENTS CENTER  
DES MOINES, IA**

**REGISTRATION OPEN  
WWW.IOWADCS.ORG**



**Dr. Billy DeMoss**  
Founder of Cal Jam

**Bharon Hoag**  
**Dr. Michael Powell**  
**Dr. Ian McLean**  
**Dr. Steve Taubman**  
**Dr. Michelle Drover**  
**Dr. Tracey Litrell**



## FRIDAY, APRIL 20<sup>TH</sup> – A QUICK-GLANCE SCHEDULE

7:00 a.m.–5:20 p.m.	ICS Registration Open
7:00 a.m.–4:00 p.m.	Exhibit Hall Open
7:00–8:00 a.m.	Continental Breakfast (in Exhibit Hall)
8:00 a.m.–5:20 p.m.	Master Chiropractic with Certainty: A Tonal Model for Upper Cervical Toggle Recoil and a Critical Point Analysis for Full Spine Technic
8:00 a.m.–5:20 p.m.	Exceptional Outcomes! Resolving Hidden Musculoskeletal Problems That Delay Recovery
8:00 a.m.–5:20 p.m.	CA Track: Radiography in the Chiropractic Office
8:00–11:50 a.m.	Chiropractic Rehabilitation
11:50 a.m.–1:30 p.m.	ICS Luncheon, Membership Meeting & Awards
1:30–5:20 p.m.	Adjusting with the Brain in Mind: Five Keys for Taking Your Adjustments to a Higher Level
5:30–6:30 p.m.	ICSPAC Reception—at Hello Marjorie! Located 1-block from the Des Moines Marriott ( <i>Invitation Only</i> )
6:30–9:00 p.m.	ICS Friday Night Extravaganza—at Des Moines Marriott (Downtown)

## CE PROGRAM DESCRIPTIONS & SPEAKERS

### FRIDAY, APRIL 20<sup>TH</sup>:

#### **MASTER CHIROPRACTIC WITH CERTAINTY: A TONAL MODEL FOR UPPER CERVICAL TOGGLE RECOIL AND A CRITICAL POINT ANALYSIS FOR FULL SPINE TECHNIC**

**8:00 a.m.–5:20 p.m.** (8 Hrs.: Breaks at 9:30–10:00 a.m. & 3:00–3:30 p.m.)



#### **Dr. Stephen Hoffman, BA, MA, DC**

This session will provide DCs with certainty and technique based on solutions to practice contradictions allowing them to deliver a more effective, efficient and elegant service.

#### **EXCEPTIONAL OUTCOMES! RESOLVING HIDDEN MUSCULOSKELETAL PROBLEMS THAT DELAY RECOVERY**

**8:00 a.m.–5:20 p.m.** (8 Hrs.: Breaks at 10:00–10:30 a.m. & 3:30–4:00 p.m.)



#### **Dr. Brandon Steele, DC, DACO**

This session will review 7 commonly overlooked problems that delay recovery. These 7 “functional” diagnosis contribute to many, if not all, of the “structural” diagnosis that chiropractors

treat. Discussion will cover the identification and successful management of: upper crossed syndrome; scapular dyskinesia; lower crossed syndrome; hip abductor weakness; paradoxical breathing; spinal instability; and foot hyperpronation.

*Sponsored By: ChiroUp*

#### **CA TRACK: RADIOGRAPHY IN THE CHIROPRACTIC OFFICE**

**8:00 a.m.–5:20 p.m.** (8 Hrs.: Breaks at 10:00–10:30 a.m. & 3:00–3:30 p.m.)



#### **Dr. Ian McLean, DC, DACBR**

This session will emphasize skills and knowledge for obtaining outstanding images for chiropractic practice.

Attendees will be presented with the following topics: impact of high quality

radiography on clinical practice; understanding technical components of x-ray; basics of digital radiography; and imaging skills and positioning.

*Sponsored By: Palmer Imaging Consultation Services*

#### **CHIROPRACTIC REHABILITATION**

**8:00–11:50 a.m.** (4 Hrs.: Break at 9:30–10:00 a.m.)



#### **Dr. Michael Perusich, BS, DC, FICPA, FICC**

This session will focus on simple protocols, best practices and current evidence-

based research to utilize rehabilitation to increase patient outcomes and improve your bottom line. You will be able to put

these principles into practice the very next day.

*Sponsored By: Kats Chiropractic Consultants*

#### **ADJUSTING WITH THE BRAIN IN MIND: FIVE KEYS FOR TAKING YOUR ADJUSTMENTS TO A HIGHER LEVEL**

**1:30–5:20 p.m.** (4 Hrs.: Break at 3:30–4:00 p.m.)



#### **Dr. Michael Powell, DC**

This session will offer easy efficient methods for any chiropractor to: assess basic brain function and hemisphericity; understand how their own adjusting

techniques can be used to impact the brain more effectively; and use manual, instrument, HVLA and low force techniques to more specifically target brain function.

SATURDAY, APRIL 21 <sup>ST</sup> – A QUICK-GLANCE SCHEDULE	
7:00 a.m.–5:20 p.m.	ICS Registration Open
7:00 a.m.–3:30 p.m.	Exhibit Hall Open
7:00–8:00 a.m.	Breakfast Buffet (in Exhibit Hall)
8:00–11:50 a.m.	New Practitioner Seminar
8:00–11:50 a.m.	The Neurophysiological Importance of Segmental Motion: Understanding the Science Behind Chiropractic
8:00–11:50 a.m.	Philosophy Meets Science: The Proven Influence of a Chiropractic Adjustment
8:00–11:50 a.m.	CA Track: Marketing and Your Role in Changing the Healthcare System
8:00–9:55 a.m.	The Five Pillars of Peak Performance Under Pressure
10:00–11:50 a.m.	Emerging Trends of Women in Chiropractic: Parity, Disparity, Obstacles, and Advantages
11:50 a.m.–1:00 p.m.	Palmer College Sponsored Luncheon & ICS Awards
1:00–1:30 p.m.	Exhibit Hall Open & Dessert
1:30–5:20 p.m.	General Session: Changing the World Through the Congruent Chiropractic Leader
5:20–6:00 p.m.	President’s Reception—Meet Your Leadership!
6:00 p.m.	ICS Night Out in Des Moines!

## SATURDAY, APRIL 21<sup>ST</sup>:

### NEW PRACTITIONER SEMINAR

**8:00–11:50 a.m.** (3.6 Hrs.: Break at 9:55–10:15 a.m.)

ICS’ Doctor to Doctor Committee presents this program geared toward graduating chiropractic students and new practitioners. Participants will learn the business basics of "what you need to know when launching an Iowa practice" such as: business and finance; profit, flow, taxes and business basics; Iowa Board of Chiropractic (IBC); personnel; career choices, associate positions, purchasing and setting up a practice; and marketing. Provided to attendees is a comprehensive training manual and flash drive with support materials, tools and information. *Sponsored By: NCMIC*

### THE NEUROPHYSIOLOGICAL IMPORTANCE OF SEGMENTAL MOTION: UNDERSTANDING THE SCIENCE BEHIND CHIROPRACTIC

**8:00–11:50 a.m.** (4 Hrs.: Break at 9:30–10:00 a.m.)



**Dr. James Chestnut, B.Ed., M.Sc., DC, CCWP**  
**Founder—Innate Choice Wellness Nutrition Inc.**

This session explores the physiological models of allostasis, epigenetics, autonomic balance and health and

illness in context of understanding the relationship between chronic stressors and chronic illness. Participants will assess the consequences of sufficient proprioception in both neuromusculoskeletal and overall health along with the consequences of chronic increased nociception and chronic decreased proprioception.

*Sponsored in Part By: The Wellness Practice*

### PHILOSOPHY MEETS SCIENCE: THE PROVEN BENEFITS OF A CHIROPRACTIC ADJUSTMENT AND HOW TO EFFECTIVELY COMMUNICATE ITS INFLUENCE

**8:00–11:50 a.m.** (4-Hours: Break at 10:00–10:30 a.m.)



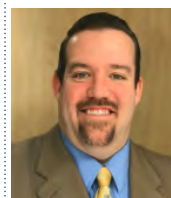
**Dr. Dan Sullivan, DC**

This session will discuss the neurophysiology of a chiropractic adjustment based on the contemporary literature. Most importantly, how to effectively communicate the benefits of

chiropractic and the value of an adjustment to improve patient utilization and retention. With significant research and effective communication to improve patient results and practice success; there has never been a better time to be a chiropractor and Dr. Sullivan will remind you why.

### CHIROPRACTIC ASSISTANT TRACK: MARKETING AND YOUR ROLE IN CHANGING THE HEALTHCARE SYSTEM

**8:00–11:50 a.m.** (4 Hours: Break at 9:30–10:00 a.m.)



**Bharon Hoag**

This session will ignite a new purpose in each attendee by helping to show how YOU are the key to chiropractic being the number one healthcare choice in the world. You will leave with tools and the

passion to use them. Your practices and community will never be the same!

*Sponsored By: ChiroHealthUSA*

**THE FIVE PILLARS OF PEAK PERFORMANCE UNDER PRESSURE**

8:00–9:55 a.m. (2 Hrs.: Break at 8:50–9:05 a.m.)



**Dr. Steve Taubman, DC**

This session is for practitioners and staff with increasing demands for documentation, tighter regulations and oversight, HIPAA horror stories and the general uncertainty within the health care industry. In this empowering, inspiring, and often funny exploration of patient care and our nature and how we deal with stress, Dr. Steve Taubman will help us discover tools for maintaining calm, serenity, mastery and a sense of humor in the midst of mayhem.

**EMERGING TRENDS OF WOMEN IN CHIROPRACTIC: PARITY, DISPARITY, OBSTACLES, AND ADVANTAGES**

10:00–11:50 a.m. (2 Hrs.: Break at 10:50–11:00 a.m.)



**Dr. Michelle (Barber) Drover, MSW, DC & Dr. Tracey Litrell, DC, DACBR, DACO, CCSP®**

This session will examine the evidence surrounding gender disparity faced by women in chiropractic including issues of number, chiropractic

college enrollment trends, faculty rank, publications and leadership positions. They will explore the factors and obstacles that inhibit advancement, examine the behaviors that disempower women in chiropractic and identify the critical elements that must be addressed in the profession to promote a culture conducive to women’s success.

**GENERAL SESSION: CHANGING THE WORLD THROUGH THE CONGRUENT CHIROPRACTIC LEADER: LIVING THE CHIROPRACTIC PRINCIPLES & PHILOSOPHY**

1:30–5:20 p.m. (4 Hrs.: Break at 3:00–3:30 p.m.)



**Dr. Billy DeMoss, DC – Founder Cal Jam**

This session will energize, inspire and enlighten us all to live and practice by congruously reviewing the principles and philosophy of chiropractic care. Dr. DeMoss will examine the seven pillars of a chiropractic lifestyle: chiropractic, nutrition, exercise, sleep, mindset, principle and detoxification.

SUNDAY, APRIL 22 <sup>ND</sup> – A QUICK-GLANCE SCHEDULE	
7:30 a.m.–12:20 p.m.	ICS Registration Open
7:30–8:15 a.m.	Leadership Breakfast <i>(Invitation Only)</i>
7:30–8:30 a.m.	Continental Breakfast
8:30 a.m.–12:20 p.m.	General Session: Chiropractic: The World’s Most Evidence-Based Spinal Healthcare Option—Period!
12:20 p.m.	Conference Concludes

**SUNDAY, APRIL 22<sup>ND</sup>:**

**GENERAL SESSION: CHIROPRACTIC: THE WORLD’S MOST EVIDENCE-BASED SPINAL HEALTHCARE OPTION—PERIOD!**

8:30 a.m.–12:20 p.m. (4 Hrs.: Break at 10:00–10:30 a.m.)



**Dr. James Chestnut, B.Ed., M.Sc., DC, CCWP Founder—Innate Choice Wellness Nutrition Inc.**

In this session, participants will review the clinical effectiveness of chiropractic compared with other spinal health care alternatives with an emphasis on comparing chiropractic to physiotherapy, massage, NSAIDS, opioids and surgery. A discussion of why chiropractic adjustment

is more effective will be included with a review of the neurophysiological importance of segmental motion. The evidence for, and importance of, omega-3 and Vitamin D sufficiency will also be discussed. *Sponsored in Part By: The Wellness Practice*

**REGISTRATION ONLINE at [www.iowadcs.org](http://www.iowadcs.org). Register by Monday, April 2, 2018, and save \$40 off on each fee selection.** Registration fees include Friday Night Extravaganza ticket; breakfast, breaks and lunch on Friday and Saturday; breakfast and break on Sunday; CE credit and online access to presentation handouts. ICS members sign into your account to receive the registration discount associated with your membership. If you are not a member and have attended ICS events in the past, sign in using your credentials for select "Forgot My Password" in the login screen.

**CE PROGRAMMING & EVENTS LOCATION:**

All CE programming and exhibits will be held at the: **Iowa Events Center/Community Choice Credit Union Convention Center**  
**833 5<sup>th</sup> Ave, Des Moines, IA 50309**  
**Des Moines, Iowa 50309**  
[www.iowaeventscenter.com](http://www.iowaeventscenter.com)

**Parking at the Iowa Events Center:** Parking is available north of the Iowa Events Center with entrances off the following streets: 3<sup>rd</sup> Street, 5<sup>th</sup> Avenue, Crocker Street. Cost: \$8.00/per day.

**HOTEL ACCOMMODATIONS & ICS' FRIDAY NIGHT EXTRAVAGANZA:**

Des Moines Marriott Downtown  
 700 Grand Avenue, Des Moines, IA 50309  
 Phone: (515) 245-5500  
[www.desmoinesmarriott.com](http://www.desmoinesmarriott.com)

Reserve your room at the **Des Moines Marriott Downtown** on or **before 5:00 p.m., Thursday, March 29** online at <https://goo.gl/mkDnND> or by calling (515) 245-5500 or (800) 228-9290 for the special room rate of \$140.00/night (plus tax). Be sure to tell them you are with the Iowa Chiropractic Society.

**Parking at or near the Des Moines Marriott:** There is valet parking at the Des Moines Marriott Downtown for a fee of \$24.00/night (plus tax). Convention attendees and those staying at the Marriott will receive a 20% discount off valet parking, valid on one vehicle per room, per night. The City of Des Moines charges for street parking and city garage ramps on weekends.

**CANCELLATION POLICY:**

A refund, minus a \$50.00 processing fee, will be provided if cancellation is received by close of business on **Friday, April 6, 2018**. NO refunds will be issued after that date. ICS reserves the right to cancel the program due to insufficient enrollment, acts of God, and/or other circumstances beyond our control.

**PROGRAM DISCLAIMERS:**

The information shared during this conference is provided for informational and/or educational purposes only. The opinions expressed do not necessarily reflect those of the Iowa Chiropractic Society (ICS). In addition, ICS is not responsible for any errors or omissions in the resources of information provided. Reference to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise, does not constitute or imply its endorsement or recommendation by ICS. Also, by registering you are giving permission to share contact information with vendors in attendance.

**EARN UP TO A TOTAL OF 20 CE HOURS!**

The Annual Convention provides you with a choice of programs that will enhance your practice and patients' lives. On Friday, there will be three concurrent 8-hour CE sessions; and two 4-hour sessions to choose from; Saturday offers 4-hours of concurrent programming in the morning and a 4-hour General Session in the afternoon; and Sunday offers a 4-hour General Session in the morning to close the conference at 12:20 p.m.

**REGISTRATION FEES**

	FULL	FRIDAY	SATURDAY	SUNDAY	FRI./SAT.	FRI./SUN.	SAT./SUN.
Regular Member	\$475	\$240	\$265	\$120	\$505	\$360	\$385
ICS Life Member/Office Staff	\$225	\$165	\$190	\$120	\$355	\$285	\$310
1-3 Years/Associate/Part-Time	\$375	\$165	\$190	\$120	\$355	\$285	\$310
Student Member	\$100	\$90	\$90	\$45	\$180	\$135	\$135
Potential Member	\$700	\$370	\$415	\$300	\$785	\$670	\$715
Platinum Member*	Waived	Waived	Waived	Waived	Waived	Waived	Waived

\*Registration must be completed and received in advance to attend.

**Registration questions?** Please contact Kelly Kipping, Member Services, at [staff@iowadcs.org](mailto:staff@iowadcs.org) or (515) 334-1074, or Kailah Schmitz, Administrative Assistant, at [info@iowadcs.org](mailto:info@iowadcs.org) or (515) 334-1031. **Convention questions?** Please contact Kristen Dearden, Meeting Planner, at [meetings@iowadcs.org](mailto:meetings@iowadcs.org) or (515) 334-1482.

## ANNUAL CONVENTION RECEPTIONS & EVENTS

### **ICERF SILENT AUCTION:**

ICERF will be conducting a Silent Auction throughout the convention to help raise funds for their many events and initiatives. This is a fun way to help the Foundation. For more information contact [director@iowadcs.org](mailto:director@iowadcs.org).

### **ICSPAC RECEPTION: FRIDAY, APRIL 20<sup>TH</sup>, 5:30–6:30 P.M.**

This invitation only reception is for the supporters of the Iowa Chiropractic Society's Political Action Committee (ICSPAC). It will be held at Hello Marjorie!, 717 Locust Street, Des Moines, IA 50309. This new "experience-focused" bar is located just one block from the Des Moines Marriott. Support the ICSPAC today by donating at [www.iowadcs.org](http://www.iowadcs.org).

### **FRIDAY NIGHT EXTRAVAGANZA: FRIDAY, APRIL 20<sup>TH</sup>, 6:30–9:00 P.M.**

This new and exciting event will be held Friday night at the Des Moines Marriott. Don't miss this opportunity to have fun and network with your colleagues. There will be food and drinks throughout the night, a time for Reverse Exhibits (speed-dating) with exhibitors, followed by an entertaining hypnotist program with Dr. Steve Taubman.

### **PRESIDENT'S RECEPTION—MEET YOUR LEADERSHIP: SATURDAY, APRIL 21<sup>ST</sup>, 5:20–6:00 P.M.**

After Saturday's CE programming, you will have a chance to network with ICS' current President, Dr. Wes Nyberg; incoming President, Dr. Lauri Wondra along with other members of ICS' Board of Directors. Learn how you can become involved with the ICS at the committee, district or board level.

### **ICS NIGHT OUT IN DES MOINES: SATURDAY, APRIL 21<sup>ST</sup>, 6:00 P.M.**

This is your chance to enjoy downtown Des Moines and everything it has to offer. Meet up with your friends and colleagues to check out the sights and sounds of the many restaurants and bars along Court Avenue and the East Village. Also, the Iowa Cubs are playing Saturday night! Stay tuned for possible group tickets or a skybox if there is enough interest!



## PLAN NOW TO ATTEND!

### **ICS 2018 FALL SYMPOSIUM**

October 20–21, 2018

Sheraton West Des Moines Hotel  
1800 50th St. | West Des Moines, IA

A Total of 12 CE Hours

Registration and Information Available in  
August at [www.iowaDCS.org](http://www.iowaDCS.org)