## CCA's well-timed 100 Year Lifestyle Certification program designed for doctors of chiropractic

- **Get the knowledge and tools to educate and transition existing – and new – patients in chiropractic's central role for achieving peak performance, quality of life and longevity.**
- **Whatever your practice approach and philosophic belief, the groundbreaking 50-hour program embraces the diversity of techniques and bundles them into a unique and "patient centered" health care model.**
- **The 100 Year Lifestyle certification strategies provide an easily understandable message to move patients and potential patients from a "crisis care" paradigm to a more inspired "wellness" way of life.**
- **Each hour spent in these inspiring classes will give you "Monday morning" ideas to revolutionize your practice and your community.**
- **Plus the certification program culminates with your own, personalized business plan for integrating this dynamic model into your practice, assuring increased success.**

**The May 2009 edition of *U.S. News & World Report* focusing on "Jobs for the Future" revealed that "wellness coaches" are "ahead of the curve" as an in-demand career given growing numbers of people seeking help in fitness, eating less, smoking cessation and stress reduction and are being hired not only by individuals, but also employers and health insurers as a cost-effective employee benefit.**

**Eric Plasker, DC** – A man on a mission: To help every man and woman in America live to realize "a long life, well-lived." Author of the international best-selling *The 100 Year Lifestyle*, Dr. Plasker is a mediagenic powerhouse having been featured on all the major television networks, along with sharing the stage with luminaries in the health and wellness field.

**Bill DeMoss, DC** – One of the most fired up and entertaining DCs on the planet and founder of the renowned "Dead Chiropractic Society" is an recognized expert on why chiropractic philosophy is uniquely positioned to provide solutions for the problems in our current health care system.

**Carol Ann Malizia, DC** – Inspirational speaker, wellness expert and co-founder of women's lifestyle enhancement program, "Girls, Gals and Gurus," is a true expert on women's health and lifestyle and the effective "Monday morning" strategies for empowering female patients of all ages to live a healthy, beautiful life.

**Jeff Spencer, DC** – The chiropractor for seven-time Tour de France winner Lance Armstrong is armed with lessons he's learned in one of sports most grueling events that provides the basis for helping patients achieve peak performance and their maximum potential.

**Brad Glowaki, DC** – The "New Patient Maven" is considered by many to be the foremost expert on speaking to corporations the "right" way in effectively conveying patient education messages on chiropractic as measured by the request to repeat his talks.

**Olman Mata, DC** – The "Chiropractor to the Stars" has treated some of the biggest names in Hollywood as well as related first-hand experience with chiropractic in the media.

## FRIDAY, JUNE 12, 2009

### Radiology

7am – 10am & cont. 4pm – 6pm (5 hours)

Cliff Tao, DC, DACBR

Obtain one-half the biannual 10-hour x-ray CE requirement at this program that examines common disorders, lumbar, cervical, upper and lower extremity, darkroom procedures and radiographic technique.

### Women's Wellness

8am – 10:00am & cont. 10:30am –12:30pm (4 hours)

Carol Ann Malazia, DC

Dr. Malazia takes an integrated educational approach to the science of chiropractic as it relates to women's wellness and longevity. She incorporates clinical reasoning with outcome assessment, a review of the neurophysiology of system dysfunctions versus adaptation mechanisms, and relationship to disease processes versus intrinsic wellness health architecture. Take better care of your female patients because of your better understanding of the estrogen impact, public health implications and spinal problems specific to women.

### Laser Therapy

8am – 10:00am & cont. 10:30am –12:30pm (4 hours)

Jeff Spencer, DC

*Sponsored by Erchonia Medical*

Successful patient treatment and outcomes, and payment for those services, often are partly driven by a chiropractic doctor's awareness and knowledge of the latest protocols and research. Dr. Jeff Spencer introduces low power lasers and clinical uses and effectiveness of low power laser therapy for treating various tissue injuries, as well as low back pain, that he performs in treating Lance Armstrong and other professional athletes.

### Adjustive Technique: Flexion – Distraction™

10:30am – 12:30pm & cont. 1:30pm – 3:30pm (4 hours)

James Cox, DC, DACBR

Join highly acclaimed Dr. James Cox, inventor of the "Cox Technique," for a comprehensive discussion and demonstration relating to the current epidemic of failed back surgeries as well as Cox® Technic goals, research and application.

- **Chiropractic flexion distraction and decompression biomechanics and clinical outcomes comparing chiropractic and medical care**
- **Comparison of spinal manipulation to surgical outcomes for treatment of spinal stenosis and herniated disc patients**
- **Changing face of chiropractic spinal manipulation in the growing incidence of spinal stenosis in our aging populus**
- **Demonstration of flexion distraction and decompression techniques in the treatment of failed back surgeries**

CALIFORNIA CHIROPRACTIC ASSOCIATION




## June 12-14, 2009

## Grand Sierra Resort & Casino • Reno, Nevada

**CLASSES INCLUDE:**

- 100 Year Lifestyle
- Adjustive Technique
- Philosophy
- Celebrity Pt Education
- Health Lectures
- The Right Stuff
- Laser Therapy
- Radiology
- Rehab of Knee
- Kinesio Taping
- QME Re-certification

and more...

*All classes will be submitted for CA, GA, HI, ID, NV and AZ continuing education credit. DWC Provider #110.*

**SPEAKERS INCLUDE:**

- Eric Plasker, DC
- James Cox, DC
- Bill DeMoss, DC
- Olman Mata, DC
- Brad Glowaki, DC
- Jim Naccarato, DC, Ph.D
- Jeff Spencer, DC
- Cliff Tao, DC, DACBR
- Tom Hyde, DC
- Jeffrey Lease, DC
- Wayne Whalen, DC

and more...

### CCA unveils its groundbreaking 100 Year Lifestyle Certification Program at the convention – be a part of it!

Now, more than ever, the public and your patients are looking for health strategies that will improve their quality of life as they set new records for longevity. Let us teach you this "No Limits" process that will tie you to the international success of the 100 Year Lifestyle movement and enable you to be a "go-to" high-level player in the multi-billion dollar "wellness" movement.

This unique program will give you dynamic and easy-to-apply tools that will inspire you to serve your patients' appetite for peak quality of life as they age, build your practice and change the face of health care.

CALIFORNIA CHIROPRACTIC ASSOCIATION

is expected to double in the next 25 years! A new fee schedule, a new administrator (Palmetto GBA), a new ABN form, new claim submission procedures and more are underway for this massive program that are essential for a CA to know and understand. And, if the practice accepts any insurance, a CA knowledgeable in coding can collect proper reimbursements more quickly, prevent insurance company delays and denials, and document appropriately to successfully defend billings. Linda Coltrin, CCA's expert on insurance reimbursement, coding and billing issues, untangles the web of new Medicare developments and teaches accurate and up-to-date coding procedures that benefit your patients and practice.

### Your Role Within the 100 Year Lifestyle

11:00am – 4:00pm

Cheryl Langley, DC

As a chiropractic assistant, you're the first and last point of contact with patients, and what you say and do matters. Introduce and reinforce the 100 Year Lifestyle message for patients as you explain that chiropractic care can help them live better, healthier lives. Be the source for patients – and potential patients – in understanding the positive impact chiropractic care can make on their health and well-being and the treatment and expertise your doctor provides.

### Chiropractic on Television to Create Entertaining Patient Education

4pm – 6pm

Olman Mata, DC

Don't change the channel! Dr. Olman Mata, chiropractor for many Hollywood celebrities, will enlighten attendees on how to educate patients in understanding legitimate chiropractic care as compared to what Hollywood portrays. Learn how to utilize the popularity and content of TV to create doctor-patient educational material that powerfully educates patients on chiropractic and its safety and effectiveness. Review video clips of chiropractic portrayals to fine-tune entertaining patient education messages that lead to improved patient care.

## EVENT INFORMATION

### Continuing Education Credits

Earn up to 21 hours of continuing education over three days. 61 hours of continuing education classes have been submitted to the California Board of Chiropractic Examiners for California CE credit. CE has been submitted for Hawaii, Nevada, Arizona, Idaho and Georgia. Approval for Oregon and Washington are based on individual state regulations.

### World Class Expo Hall

Peruse the CCA exposition hall in search of friendly faces and fabulous products! Over 40 dedicated chiropractic exhibitors will be offering "must have" chiropractic supplies for your practice. Many vendors offer show-only specials, so be sure to bring your shopping list with you.

### Non-Member Offer

Non-member registrants who join CCA within 30 days of the convention receive credit toward their CCA membership dues. For more information and application call CCA at 916.648.2727 ext. 124. Ask Scott Van Horn about special rates for family, faculty, part-time, retired and non-DC memberships.

**Green Alert!**

**CCA is going green beginning with the 2009 CCA Annual Convention & Exposition. Class notes will not be printed and passed out in class. Instead all class notes will be provided on USB flash drives, sponsored by Advantage Claims Recovery Group, Inc. and Strategic Medical Equipment. Each registered convention attendee will receive a flash drive upon check in at the CCA registration booth.**

**Class notes will also be available via the Internet for those who wish to print notes prior to the convention. Additionally, class notes may be printed once you arrive at the convention in the Grand Sierra's Business Center for a fee.**

**Lastly, a friendly reminder that all convention registration confirmation letters will be sent to you electronically, so be sure to provide your e-mail up on registering.**

## THANK YOU TO OUR GENEROUS SPONSORS

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|---|---|
| Registration Bag Sponsor | *Step Forward Foot Correctors* |
| Convention Gift Sponsor | *Advantage Claims Recovery Group, Inc.* |
| Notes Sponsor | *Strategic Medical Equipment* |
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1451 River Park Drive #230
Sacramento, CA 95815
www.calchiro.org

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**June 12-14, 2009**
**Grand Sierra Resort & Casino**
**Reno, Nevada**

***Register Today!***

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June 12-14, 2009

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| / 89 | _____ | $ _____ |

gistration ends 6/2/09.
2/09, register at the door.

**Saturday Afternoon**

- ☐ QME Re-certification* 1:30pm – 3:30pm
- ☐ *Philosophy 1:30pm – 3:30pm*
- ☐ FAKTR-PM* 1:30pm – 6:00pm
- ☐ Golf injuries 1:30pm – 6:00pm
- ☐ *Celebrity Pt Education 4:00pm – 6:00pm*

**Sunday Morning**

- ☐ Adjustive Technique** 8:00 am-12:00 noon

_____

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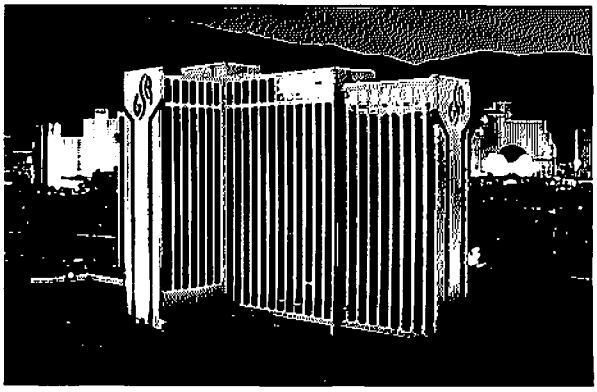
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## RESORT & EVENT INFORMATION

**Grand Sierra Resort & Casino**
2500 East Second Street
Reno, NV 89595
800.648-5080 Reservations
www.grandsierraresort.com

The place to be for sophisticated comfort and the 2009 CCA Annual Convention & Exposition! The Grand Sierra Resort boasts six newly renovated restaurants, indoor and outdoor entertainment, casino gaming and of course CCA's continuing education and exhibits. Classes and exhibits will be conveniently located next to each other to maximize your time. Free parking at the hotel and free transportation to and from the Reno Airport is provided by the Grand Sierra Resort.

Reserve your guest room now by contacting the hotel directly; call 800.648.5080 and say you're with the California Chiropractic Association. **CCA's special convention room rate is $99 per night** (single or double) for a **Summit** guest room. Reservations must be **made by May 21, 2009.** Reservations made after May 21st, are on a space available basis only.

## Payment Information

**Check No.** _____ *or*

**Charge my:** ☐ Visa ☐ MasterCard ☐ AmExpress ☐ Discover

**Billing Zip** _____

**Credit Card No.** _____

**Exp.** _____ /_____

**Signature** _____

**Total Registration Amount Due $** _____

PLEASE NOTE: Convention and certification cancellations received in the CCA office through May 29, 2009, will be assessed a 10% service charge. Cancellations received May 30, 2009, and up to 5:00 pm on June 9, 2009, will be assessed a 25% service charge. No shows or cancellations after 5:00 pm on June 10, 2009, are liable for the entire fee. **All cancellations must be in writing.** If CCA cancels for any reason, CCA's liability is limited to the return of the registration fee only. CCA will not reimburse registrant for any travel, hotel or other fees or penalties. Checks returned due to insufficient funds and/or stop payment are subject to a $25 returned check fee. Please submit one form per registrant. Please complete all portions of this form. Retain a copy of this form for your records. If you fax your registration, you MUST pay by credit card.

### Kinesio Taping

1:30pm – 3:30pm & cont. 4pm – 6pm (4 hours)

**Jeffrey Lease, DC**

You might have seen "the tape" on players in the Olympics, now learn hands-on the fundamentals of Kinesio taping and expand your clinical treatment protocols with this revolutionary new rehabilitation technique.

### Public Speaking and Communication for Patient Education

1:30pm – 3:30pm & cont. 4pm – 6pm (4 hours)

**Brad Glowaki, DC**

Are you already making the rounds with your very own health, wellness, chiropractic care or other public health education presentation? Or have you wanted to go on tour but haven't figured out how to get started? Let Dr. Glowaki coach you in how to effectively convey your patient education message using the proper educational format, flow and foundation as well as personal insight and statistical support. Help members of your community learn to live healthier lives by sharing your wellness expertise via chiropractic public speaking.

### Becoming a Healthy Lifestyle Leader

6pm – 7:30pm (1.5 hours)

**Eric Plasker, DC**

Be part of the historic unveiling of the revolutionary "CCA 100 Year Lifestyle Certification" program and chiropractic paradigm. Gain an understanding of the role of genetics and lifestyle, along with risk factors for premature aging and early death, and chiropractic's central preventive importance in impacting those universal factors in achieving life-changing outcomes employing the 100 Year Lifestyle paradigm. Discover compelling patient and public educational strategies that answer the public's desire for healthier, optimum lives in a world of extended life span with chiropractic at the forefront.

## SATURDAY, JUNE 13, 2009

### QME Re-certification*

8am – 12:30pm & cont. 1:30pm – 3:30pm (6 hours)

**Wayne Whalen, DC, DACAN**

For doctors who treat injured workers, Wayne Whalen, DC will deliver a six-hour program updating you on the rules governing workers' compensation, EAMS system, the new QME regulations and apportionment case studies and exercises. A review of the AMA guidelines punctuated with case studies will be offered as well as MTUS issues.

### Nutritional Intervention for Long, Healthy Lives

8am – 10:00am & cont. 10:30am –12:30pm (4 hours)

**Lisa Perry, DC** *Sponsored by Metagentics*

Guide your patients on the path to 100 years of healthy living versus 100 years of ill health and suffering. Understand the big picture as to "why" so many patients experience inflammation and chronic disease at a pandemic level. Learn to address underlying problems at the level of the root cause of the disease from the nutritional perspective. Combining chiropractic care with a nutritional approach creates the perfect match for getting patients on the right track – away from disease – and moving every day toward health and healing.

### Knee Anatomy#

8am – 10:00am & cont. 10:30am –12:30pm (4 hours)

**Thomas Hyde, DC, DACBSP, CKTP** *Sponsored by NCMIC*

Join Dr. Thomas Hyde, for four hours of a hands-on, interactive lecture of knee anatomy and biomechanics mechanisms of injury, injury evaluation and effective treatment. Attendees are encouraged to wear shorts and appropriate tops so you can treat and also evaluate and examine the knee by pairing up to do the exam.

### "The Right Stuff" of Improved Patient Care and Education

8am – 10:00am & cont. 10:30am –12:30pm (4 hours)

**Jim Naccarato, DC, PhD**

Doctors of chiropractic: continue nurturing your intellect, character and the desire needed to continue learning and serving patients throughout your professional life. Be guided by the importance of and responsibility for honor, dignity and ethics, as well as the psychology, of a successful practice resulting in optimal patient care. Learn to identify and eliminate negative factors and capitalize on positive factors that affect your patients and practice.

### Functional & Kinetic Treatment with Rehab, Provocation & Motion (FAKTR-PM)**

1:30pm – 3:30pm & cont. 4–6pm (4 hours)

**Thomas Hyde, DC, DACBSP, CKTP** *Sponsored by NCMIC*

Dr. Hyde will teach participants the FAKTR-PM method of treating soft tissue injuries. This method goes beyond the treatment of injuries in a static state, by treating as the soft tissue in its functional state. Learn how to:

- **Treat patients with various forms of soft tissue issues, both with and without the use of instruments**
- **Effectively treat patients by placing them into positions of provocation**
- **Incorporate rehabilitation into your treatment protocol simultaneously with your treatment.**

All classes have been submitted to the California Board of Chiropractic Examiners for continuing education approval.

# 8-hour course attendance qualifies NCMIC policyholders to receive a 5 percent discount on their next premium renewal.

* Class submitted for QME continuing education credit approval, DWC provider #110

** 4-hour course fulfills California's adjustive technique requirement

# 2009 CCA Annual Convention & Exposition Registration Form

To register, by **mail:** CCA, 1451 River Park Drive #230, Sacramento, CA 95815 or **fax:** 916.648.2738 or **phone:** 916.6

Name(s) _____ Chiropractic College _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ Email _____

(confirm

❑ Check here if new address. ❑ Check here if you have special needs that may require our attention. A CCA staff person will call to confirm your request

## Full Convention & Exposition Package Registration

A registration includes access to all classes, access to the Exposition Hall and Expo Hall Reception.

| | CCA Member By 5/15 /After | Non M By 5/1 |
|---|---|---|
| **Doctors of Chiropractic (DC)** _____ | 309 / 339 | 359 |
| **New Graduate (DC)** Has not obtained licensure. | 59 / 89 | 89 |
| **Students** (College _____ Grad. date _____ / _____) | 59 / 89 | 59 |

*Non-member price includes SCCA membership.*

**Classes** To ensure adequate seating, please check the class/classes you plan to attend:

Pre-r
After 6/

**Friday Morning**
- ❑ Radiology 7:00am – 10:00am
- ❑ *Women's Wellness 8:00am – 12:30pm*
- ❑ *Laser Therapy 8:00am – 12:30pm*
- ❑ Adjustive Technique** 10:30am – 12:30pm

**Friday Afternoon**
- ❑ Kinesio Taping 1:30pm – 6:00pm
- ❑ *Health Lectures 1:30pm – 6:00pm*
- ❑ Adjustive Technique** 1:30pm – 3:30pm
- ❑ Radiology 4:00pm – 6:00pm
- ❑ *Lifestyle Leader 6:00pm – 7:30pm*

**Saturday Morning**
- ❑ QME Re-certification* 8:00am – 12:30pm
- ❑ *Nutritional Intervention 8:00am – 12:30pm*
- ❑ Knee Anatomy# 8:00am – 12:30pm
- ❑ "The Right Stuff" 8:00am – 12:30pm

All classes have been submitted to the California Board of Chiropractic Examiners for continuing education approval.

# 8-hr course attendance qualifies NCMIC policyholders to receive 5% discount on their next renewal.

*Class submitted for QME continuing education credit approval, DWC provider #110.

** 4-hour course fulfills California's adjustive technique requirement.

*Orange/Italicized classes qualify for credit toward 100 Year Lifestyle Certification.*

## Partial Package Registration

A registration includes access to selected classes, access to the Exposition Hall and Saturday Exposition Hall Reception.

| | CCA Member By 5/15 /After | Non M By 5/1 |
|---|---|---|
| **Radiology ONLY** *Friday, 5 hrs. only.* | 199 / 229 | 249 |
| **QME Re-Certification ONLY** *Saturday, 6 hrs. only.* | 229 / 259 | 279 |
| **Adjustive Technique ONLY** *Friday or Sunday, 4 hrs. only.* | 129 / 159 | 179 |

Pre-re
After 6/

## Chiropractic Assistant Registration

**Friday**
Health Lectures 1:30pm – 6:00pm
Lifestyle Leader 6:00pm – 7:30pm

**Saturday**
Coding & Medicare 8:00am – 11:00pm
Your Role within 100 Year Lifestyle 11:00am – 4:00pm
Celebrity Patient Education 4:00pm – 6:00pm

| | CCA Member By 5/15 /After | Non M By 5/1 |
|---|---|---|
| | 99 / 129 | 129 |

Chiropractic Assistant Names(s) _____

(Name of DC) _____

## CCA 100 Year Lifestyle Certification Registration

| CCA Member | Non M |
|---|---|
| 550 | 16 |

## Exposition Hall Only

**Exposition Hall ONLY** *Registration badge is required for Exposition Hall access* — FREE

Name(s) _____

Total R

### Golf Injuries

1:30pm – 3:30pm & cont. 4pm – 6pm (4 hours)

**Jeff Blanchard, DC** *Sponsored by Foot Levelers, Inc.*

The National Golf Federation estimates there are more than 26 million golfers in the U.S. Dr. Jeff Blanchard, D.C. reviews the current literature on high-incidence golf-related injuries, including back-and-extremity dysfunction syndromes, the conduction of physical examinations and diagnosis, all complemented by video analysis.

### The Marriage of a Lifetime: Chiropractic Philosophy and Patient Treatment Compliance

1:30pm – 3:30pm (2 hours)

**Bill DeMoss, DC**

Re-energize your core philosophical beliefs of our noble profession – the inherent recuperative power of the body to heal itself without the use of drugs or surgery – from one of the profession's most articulate and galvanizing philosophy leaders. Refresh and stimulate your passion for the chiropractic profession and learn how to convey effectively our core belief in total body wellness through exercise, nutrition and stress reduction leading to better patient understanding and treatment compliance.

### Chiropractic on Television to Create Entertaining Patient Education

4pm – 6pm (2 hours)

**Olman Mata, DC**

Don't change the channel! Dr. Olman Mata, chiropractor for many Hollywood celebrities, will enlighten attendees on how to educate patients in understanding legitimate chiropractic care as compared to what Hollywood portrays. Learn how to utilize the popularity and content of TV to create doctor-patient educational material that powerfully educates patients on chiropractic and its safety and effectiveness. Review video clips of chiropractic portrayals to fine-tune entertaining patient education messages that lead to improved patient care.

## SUNDAY, JUNE 14, 2009

### Adjustive Technique: Diversified**

8am – 12:00pm (4 hours)

**K. Jeff Miller, DC**

*Sponsored by Foot Levelers, Inc.*

Dr. Miller delivers diversified adjustive technique instruction using Medicare's PARTS procedures as a basis for determining where and when to adjust. Pain, asymmetry, range of motion, tone and special tests pertaining to diversified adjustive technique are covered.

**Your chiropractic assistants are your front line practice ambassadors. They hear and see things the doctor may not know. They also serve as your front line sales team. In sum, they are an integral component to the practice's success. Invest in the growth of your practice by enrolling your CA in the convention's Chiropractic Assistant Program. Whether a novice or seasoned CA, the weekend's dynamic educational program will strengthen their skills in vital areas such as the changes occurring in Medicare, proper coding, patient communication and education, as well as effectively conveying chiropractic's essential role in capturing the public's desire for healthier, optimum lives in a world of extended life span.**

## FRIDAY, JUNE 12, 2009

### Public Speaking and Communication for Patient Education

1:30pm – 3:30pm & cont. 4pm – 6pm

**Brad Glowaki, DC**

Are you already making the rounds with your very own health, wellness, chiropractic care or other public health education presentation? Or have you wanted to go on tour but haven't figured out how to get started? Let Dr. Glowaki coach you in how to effectively convey your patient education message using the proper educational format, flow and foundation as well as personal insight and statistical support. Help members of your community learn to live healthier lives by sharing your wellness expertise via chiropractic public speaking.

### Becoming a Healthy Lifestyle Leader

6pm – 7:30pm

**Eric Plasker, DC**

Be part of the historic unveiling of the revolutionary "CCA 100 Year Lifestyle Certification" program and chiropractic paradigm. Gain an understanding of the role of genetics and lifestyle, along with risk factors for premature aging and early death, and chiropractic's central preventive importance in impacting those universal factors in achieving life-changing outcomes employing the 100 Year Lifestyle paradigm. Discover compelling patient and public educational strategies that answer the public's desire for healthier, optimum lives in a world of extended life span with chiropractic at the forefront.

## SATURDAY, JUNE 13, 2009

### Update on Coding and Medicare

8:00am – 11:00am

**Linda Coltrin, BA**

Medicare is the largest health insurance program in the country with more than 40 million enrollees – and