40th Anniversary Celebration

Join us for a fun-filled 40th anniversary celebration on Friday, May 24, at 8 p.m. under the big top. Celebrate Sherman College's first 40 years as we take a look back at the college's journey from a group of dedicated students in a small shopping center to its current growing enrollment and beautiful, 80-acre campus.

Enjoy a brief presentation honoring the history of the college and those individuals instrumental to its success. In addition, we'll celebrate key women who have helped serve as the backbone of the profession. The event is hosted by Dr. Peter Kevorkian, chair of the board of trustees.

Following the 40th anniversary celebration, join us for an all-school reunion party, where you can dance, mingle, catch up with old friends and make new friends. Munch on food from Moe's Southwest Grill and enjoy a cold beer or glass of wine from the cash bar. Music will be provided by Mac Arnold & Plate Full O' Blues.

Lyceum Accommodations



Sherman's Lyceum event hotel is the elegant Spartanburg Marriott located downtown at 299 N. Church Street, Spartanburg, SC 29306. As the event hotel, a group rate of $105 (plus applicable taxes) will be offered to Lyceum attendees based on availability. Call 864-596-1211 to make your reservation. Rooms at the Marriott either have one king-size bed or two queen beds, and hotel features include DuPre's Restaurant, Club 299 Lounge and the Billiard Room, pergola and pool area, a 24-hour fitness center, business center and room service.

Other area hotels include the Residence Inn by Marriott at 9011 Fairforest Road, Spartanburg, SC 29301, 864-576-3333; and the Holiday Inn-Express at 895 Spartan Blvd., Spartanburg, SC 29301; 864-699-7777. Airports within a 70 mile radius include Greenville Spartanburg International Airport (GSP), 30 miles from Spartanburg off I-85; Charlotte Douglas International Airport (CLT), 60 miles from Spartanburg off I-85; Asheville Regional Airport (AVL), 70 miles from Spartanburg off I-26.

Continuing Education Credit

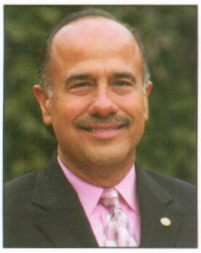
The college has applied for 56 continuing education credits and doctors may receive up to 21 hours of credit. For up-to-date approval listings, visit www.sherman.edu/lyceum and click "CE Approvals."

Special Events



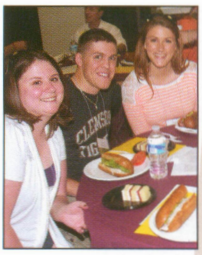
WCCS Shot Gun Golf Scramble
Wednesday, May 22, at Village Greens Golf Course

Take a day off to clear your mind and get your body ready for Lyceum, and support the World Congress of Chiropractic Students while doing it. Prizes will be awarded for best score, longest drive and closest to the pin. Cost is $75 until May 11; and $85 at the door. Fees include 18 holes of golf, cart rental and box dinner. Contact Morgan Iloncaie (miloncaie@yahoo.com) to register.



Presidential Investiture Ceremony and Reception
Thursday, May 23, on the Sherman Campus

The Board of Trustees requests the honor of your presence at the Investiture of Edwin Cordero, D.C., as the fifth president of the college. This formal ceremony will be held Thursday evening promptly at 7:00 p.m. in the tent, followed by a reception at the Spartanburg Marriott. RSVP to Roberta Thomas at 800-849-8771, ext. 227, or president@sherman.edu.



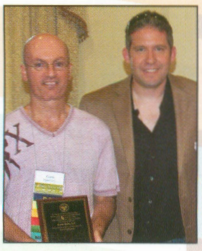
Alumni Association Annual Meeting
Friday, May 24, on the Sherman Campus

Whether you are already a member or if you intend to join, plan to have lunch with us at the Alumni Association Annual Meeting on Friday from 12:30-2 p.m. in the Bahan Library. The event is free to members current with their dues for 2013, and all first- and second-year graduates with complimentary membership status. Guests may pay $12 in advance. A reservation with the Alumni Office is required so that the association can plan appropriately; sign up on your registration form or call 800-849-8771, ext. 277.



ROAR Exclusive Training Session
Friday, May 24, at the Marriott

Reach Out And Recruit members, make time in your Lyceum schedule for this ROAR-required exclusive event Friday from 5-6 p.m at the Marriott. You'll get recruiting tips and enthusiasm from Shane Walker, D.C., and receive an update on event requirements and changes in Sherman admission standards. Network with other ROAR doctors so you can return home and share your insight with prospective students. RSVP to 800-849-8771, ext. 229 or 227.



Regents Reception
Friday, May 24, at the Marriott

Members of our distinguished Board of Regents are invited to attend an exclusive reception Friday evening from 6-7:30 at the Spartanburg Marriott. This group of men and women are leaders in the profession who participate in activities that give visibility and stature to Sherman College. Whether through speaking engagements, legislative roles, student referrals, or financial support, regents are an effective and vital group. Regents, RSVP by calling 800-849-8771, ext. 240 or 277.

Special Events

All School Reunion Party
Friday, May 24, on the Sherman Campus



Sherman College invites all alumni, faculty, students, staff, regents and donors to an all-school reunion party on campus Friday evening immediately following the 40th anniversary celebration under the big top. Dance, mingle, catch up with old friends and make new friends as we all celebrate Sherman's 40 years in the profession and all of our wonderful alumni and adopted alumni from the Pennsylvania College of Chiropractic. Munch on food from Moe's Southwest Grill and enjoy a cold beer or glass of wine from the cash bar. Music will be provided by Mac Arnold & Plate Full O' Blues.

5K Walk/Run
Saturday, May 25, on the Sherman Campus



Sherman's World Congress of Chiropractic Students and Athletic Club present the Annual Walk/Run on Saturday at 8 a.m. Prizes will be awarded to first and second place for men and women in the following categories: 19 and under, 20-39, and 40 plus. Entry fees are $20 for pre-registered runners ($10 for students) and $25 for race-day registrants ($15 for students). Email Morgan Iloncaie (miloncaie@yahoo.com) or Jennifer Jones (jtjones@shermancollege.net).

Ladies' Lunch on the Lawn
Saturday, May 25, on the Sherman Campus



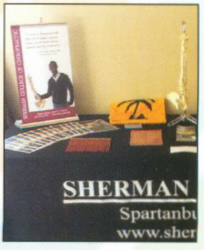
The League of Chiropractic Women (LCW) invites the ladies (D.C.s, DCs2B, spouses, CAs, women administrators, teachers, etc.), to a Southern style Ladies' Lunch on the Lawn Saturday from 12:30-2 p.m. We will illuminate and honor the women who paved the way for us and celebrate the women who will lead us into the future. Connect with us as we picnic under the oak tree near the Olsen building. It will be fantas"TIC." Bring your parasols and wide-brimmed hats!

1970s Banquet
Saturday, May 25, at the Marriott



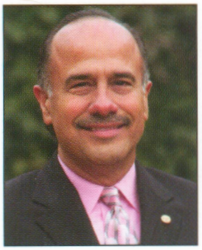
The seminars are over; you've re-energized and gained some new action items to take back to your practice. It's now time to let your hair down during Saturday evening's groovy '70s-themed banquet (in honor of our founding decade) at the Marriott from 7:30 p.m. - 12 a.m. While dressing in '70s garb is not required, we'd love to see how "far out" your wardrobe can go.

Exhibitor Hall
Sherman College Campus

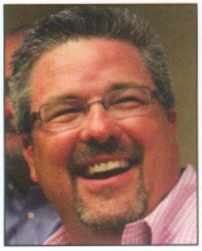


Visit our Exhibitors Hall in the Scallon Building to see the latest products and speak with company representatives. You'll also enjoy hospitality breaks in the Exhibitors Hall during the weekend. Expo hall hours are 9 a.m. - 5 p.m. Thursday-Saturday. Hospitality breaks are from 10-10:30 a.m. and 3:30-4 p.m. on Thursday; and 11-11:30 a.m. and 3:30-4 p.m. on Friday and Saturday.

PLENARY SESSIONS



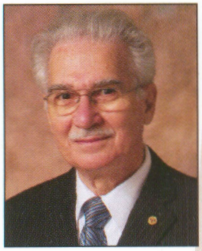
President's Welcome
Thursday, May 23, 10:30 a.m.
Edwin Cordero, D.C.
Lyceum is a time to join together to share our passion and philosophy, grow in science and art, build up practices, reunite with friends and colleagues, and share in the progress Sherman College is making. Join Sherman's fifth president, Edwin Cordero, D.C., under the big top Thursday morning to kick off an inspiring Lyceum weekend 2013. *(Not for CE credit.)*





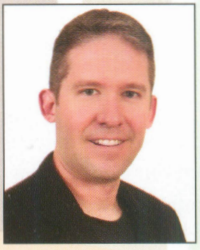


Living the Dynamic Essential
Thursday, May 23, 11:30 a.m.
Steve Judson, D.C.,
Brian Lieberman, D.C.
& Dean Sottile, D.C.
(Not for CE credit.)



A Reasoned and Sustainable Chiropractic Practice
Friday, May 24, 11:30 a.m. **(1 hour CE credit)**
Thomas A. Gelardi, D.C.
Join Sherman College's founder and explore the basis of chiropractic principles of practice. Topics include current philosophy of science reasoning, as well as serving communities, chiropractic patients, the profession and practitioners.







How to be a Winner
Saturday, May 25, 11:30 a.m.
Joseph Borio, D.C.,
Liam Schübel, D.C.
& Shane Walker, D.C.
(Not for CE credit.)

ART



Chiropractic in Sports: The Team Approach

Todd Riddle, D.C., RKT, CSCS, CCSP – 3 hrs

Follow chiropractic's integration into the sports culture as a viable form of health care for athletes. The expectations of the sports chiropractor are changing rapidly as they become the most sought-after component of the athlete's regimen. While chiropractors are still adjusting the spine and extremities for optimal performance, their skill set is changing to include strength and conditioning, myofascial release and injury management.



Overview of the Various Models of Chiropractic Technique

Fred Schofield, D.C. – 2 hrs

This course provides a review of the anatomy and physiology of the Reticular Activating System (RAS) and its importance in clinical practice. Gain a new paradigm of thinking about the application of the thalamic cortical networks and increase your understanding of the energy efficiency optimization process. Optimize the cortical neuronal networks as they apply to biological adaptation and see how the upper cervical subluxation interferes with human potential.

The Academy of Chiropractic Philosophers



The Sherman College Academy of Chiropractic Philosophers is a one-year course designed to enhance the understanding, depth and breadth of chiropractic philosophy. The sessions will challenge the thinking process and the application of philosophy in the chiropractic profession.

The Academy is committed to helping you become the writer, thinker and speaker you desire to be and that the profession needs. Successful completion of the program leads to membership in the prestigious Academy of Chiropractic Philosophers (ACP).

Candidates will complete a scholarly 100-hour program exploring classical to modern-day philosophy. The program is divided into five live sessions and five distance learning modules.

Topics include

- Vitalism vs. Mechanism
- Science and Philosophy Do Work Together
- Adaptability, A Sign of Life

Please Note

The ICA Council on Philosophical Chiropractic Standards accepts the successful completion of the ACP for 100 hours toward its 300-hour Diplomate in Philosophical Chiropractic Standards.

For details and fee schedule, go to www.sherman.edu/ACP

RISK MANAGEMENT



South Carolina Rules & Regulations

Beth Ehlich, D.C. – 2 hrs

The South Carolina Board updates you on the current S.C. rules and regulations in the areas of qualifications for licensure, the complaint process, legal terms, records and more as required by S.C. Board of Examiners. Be aware of these guidelines to protect yourself and your practice.



Georgia Rules & Regulations

Hussein Elsangak, M.D., D.C. – 1 hr

Chiropractors licensed in Georgia will want to attend this session for updates on the Georgia Board of Chiropractors, scope of chiropractic practice in Georgia, license renewals, animal manipulation, referrals, sexual misconduct and record keeping requirements.



Embracing Documentation and Coding with EHR Integration to Ensure Compliance and Patient Safety

Craig Berko, D.C. – 2 hrs

When you embrace knowledge of proper documentation and coding, you will uncover a healthier practice and a healthier you! Along with learning how the integration of electronic health records benefits your practice, your staff and your patient community, this 2-hour course gives the attendee the very basics necessary to not only be in compliance regardless of the type of patient or chiropractic technique, but the ability to ensure the need for chiropractic care is communicated in all their patient encounters.



Chiropractic Ethics for Social Media and the Web

Michael Dorausch, D.C. – 3 hrs

The Internet has provided chiropractors an unprecedented opportunity to market and communicate with patients online, but laws and regulations still apply. We will discuss various laws and ethics related to chiropractic websites, social media services like Facebook and Twitter, professional networking sites such as LinkedIn, and review sites such as Yelp and Google+. Chiropractors attending this session will receive in-depth information that will help them better communicate with patients, colleagues and other healthcare professionals in a way that ethically puts the benefits of chiropractic in the spotlight.



Risk Management and Medical Errors

Hussein Elsangak, M.D., D.C. – 4 hrs

This course contains must-know information regarding chiropractic scope of practice. It identifies common conditions that constitute contraindications or warrant precautions in the clinical practice of chiropractic. Explore the nature, cause and management of common neurological problems seen in chiropractic; study vertebro basilar insufficiency risk management and look at stroke and Syndrome X as risk factors.

PHILOSOPHY



Patient Education: Becoming the Best D.C. You Can Be

Edward Plentz, D.C., and Kevin Pallis, D.C. – 4 hrs

Understanding the mentality of every patient who comes through your door and learning how to relate to them is priceless. Develop a procedure that will allow the patient to experience chiropractic so they are more inclined to get the Big Idea. Help patients understand the importance of chiropractic care for the whole family. Develop a system that positions you and your office as the single most valuable source of information your community can rely on when it comes to health care for themselves and their families. Become the "go-to" source when it comes to being healthy naturally.



A Patient's Perspective

Rose Panico, C.A. – 1 hr (no CE)

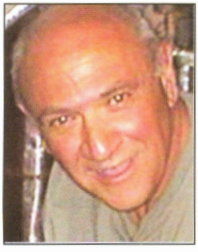
Rose Panico has touched the lives of many people throughout her involvement with chiropractic, presenting numerous programs for chiropractic assistants around the country and educating people about chiropractic since 1954.

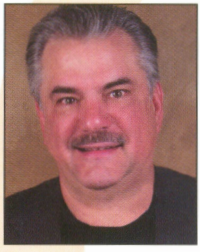


Making a Quantum Leap in Your Life & Practice Through the Application of Universal Law

David Serio, D.C. – 2 hrs

This two-hour presentation includes a complete analysis of applying the 33 principles into your life and practice. How do these principles apply to your personal decision-making? Explore the application of these principles as they relate to all areas of life and practice including front desk operations, marketing, inside-out practice building, and more. Study the philosophical implications of everything in your practice and make that quantum leap.







POWER HOUR #1

Tony DeMarco, D.C.
James Dubel, D.C.
Bobby Tarantino, D.C.
– 1 hr (no CE)







POWER HOUR #2

Lona Cook, D.C.
Lyle Koca, D.C.
Erick Swenson, D.C.
– 1 hr (no CE)

ART



The Science, Art and Philosophy of Atlas Subluxation Correction

Justin Brown, D.C. – 4 hrs

Study the science of upper cervical chiropractic, review research and appreciate the specificity. Review philosophy of upper cervical chiropractic and enhance your analysis skills, including leg check, posture, x-ray protocols and x-ray analysis. Review biomechanics of the subluxation complex; headpiece placement, patient positioning and adjustments.



Baby Spines: Analysis and Adjusting Techniques

Ron Castellucci, D.C. – 3 hrs

Review techniques for analyzing and adjusting infants and toddlers. The course covers the concept of vertebral subluxation as biomechanical dysfunction, as well as causes such as the birth process and in-utero constraint. Muscle palpation and inter-segmental range of motion analysis techniques will be covered. Attendees will also view and participate in demonstrations of segmental adjusting techniques for newborns and infants.



Activator Methods Chiropractic Technique Basic Class

Tim Guest, D.C. – 2 hrs

Study the history and development of the Activator Method with specific focus on the research that has brought it to the forefront of technique. After discussion of chiropractic theory, the basics of the Activator analysis and adjusting will be taught, from assessment of the lower extremity and pelvis through the lumbar, thoracic and cervical spine, including the upper extremities. Attendees receive hands-on training to implement this chiropractic technique into their practices.



Women in Chiropractic Jam Session: 15 Years and Still TIC-ing!

Nalyn Marcus, D.C. – 4 hrs

Join Dr. Nalyn Marcus, along with Drs. Patti Giuliano and Felicia Stewart, as they create bonding and empowerment for female chiropractors. This year's format is focused on technique and philosophy, with two hours of discussions on the art of communication, the science of balancing home and practice, and the philosophy of finance; the final two hours cover technique, adapting it to the woman's body in practice and how this may change over the times of our lives.



Regional Synchronization: The McArthur Method

Russell McArthur, D.C. – 4 hrs

This course enables attendees to apply a unique approach to subluxation management from a perspective of balance as it occurs in nature. Experience visual presentations with ample hands-on time to see the method and thought process at work, including derivation and definitions of balance as they pertain to skeletal mechanics; understanding the skeleton's role in structural balance; understanding the balance relationship between sacrum and sternum; identifying short leg syndromes and their variables; and more.

Build Your Profession at Lyceum

Lyceum isn't only about seminars & events. It's about the future of our profession!



Sherman College provides students with a comprehensive chiropractic education, preparing them to enter the field as primary health care professionals who are highly skilled, compassionate, ethical and successful. You can help us continue this legacy by encouraging future colleagues who want to change lives through chiropractic and inviting them to Career Day 2013.

At Lyceum Career Day, students will:

- Learn about the many rewards of a career as a doctor of chiropractic
- Tour the campus – classrooms, clinic and labs
- Observe hands-on chiropractic technique, science & research presentations
- Have transcripts evaluated and learn about financial aid and job placement
- Stay for the entire weekend and enjoy many Lyceum activities
- Enjoy the sights of the wonderful Carolinas

Help build your profession by bringing a prospective student with you to Lyceum and Career Day! Find out how at www.sherman.edu/careerday.

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Lyceum Registration

Additional registration details at www.sherman.edu/lyceum.

First Name | Last Name | Chiropractic College | Grad Year

Mailing Address | City | State | Zip

Country | Daytime Phone | Fax Number | E-mail

Check all that apply to primary registrant (for name tag ribbon):

❑ ACP ❑ ADIO/PCSC ❑ Board of Trustees ❑ D.C. ❑ DC2B
❑ Faculty ❑ IFCO ❑ Regent* ❑ ROAR* ❑ WCCS
❑ Alumni Association Member
❑ Chiropractic student (non-Sherman)

*Regents & ROAR members, please call 800-849-8771, ext. 229, or e-mail sbradey@sherman.edu to register.

Registration Fees	**by 5/11**	**at Door**	
Sherman Graduate	$40	$220	= _____
ADIO/Penn Straight Graduate	$40	$220	= _____
1st Yr Sherman Graduate	Comp	Comp	= _____
Doctor of Chiropractic	$360	$400	= _____
Retired D.C.	$195	$220	= _____
D.C. – One Day Only	$195	$220	= _____
Chiropractic Assistant	$125	$150	= _____
Chiropractic Student (non-Sherman)	$60	$75	= _____
Non-D.C. Guests / Spouse	$60	$75	= _____
Children's Program – first child	$80	$80	= _____
additional child	$20	$20	= _____
one day per child	$30	$30	= _____
Banquet 1970s (price per ticket)	$25	$50	= _____
Alumni Association Luncheon – Member	Comp	Comp	= _____
Guest	$12	$12	= _____
WCCS 5K Run	$20	$25	= _____
WCCS Golf Tournament	$75	$85	= _____
		Total Due	= _____

Guest First and Last Name	Child/Spouse/Guest	Child Age	5K	Golf
_____			❑ Yes	❑ Yes
_____			❑ Yes	❑ Yes
_____			❑ Yes	❑ Yes

Payment by: ❑ AmEx ❑ Discover ❑ MasterCard ❑ Visa ❑ Check ❑ Cashiers Check

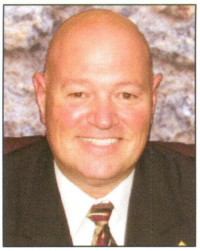
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Signature

****Payment is required with registration****
Registrations are non-transferable.
Refunds are subject to a 50% service charge.

Each paid registration includes access to all seminars, postgraduate CE certificate, Friday evening entertainment, one lunch voucher for food tent vendors, admittance to exhibitor hall, and registration packet.

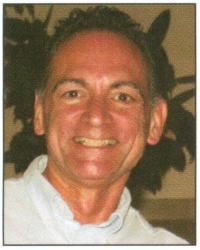
PHILOSOPHY



Chiropractic vs. Allopathic Paradigm: Trends, News and Research and Expenditures in Healthcare and Chiropractic

Bobby Braile, D.C. – 2 hrs

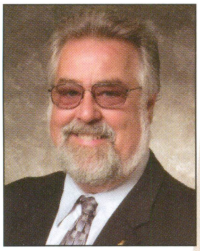
Look at healthcare viewpoints from an allopathic and non-allopathic perspective. The validity of the scientific model, along with research, society trends in healthcare, and expenses will be reviewed. The viewpoint of healthcare sets the direction of research, education, legislation, and utilization. Understanding the differences in perspective helps us clearly see the unique offering chiropractic brings to the healthcare consumer.



Infinite Principles

Hosted by Mark Fullerton, D.C. – 2 hrs

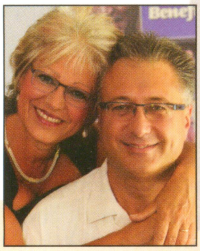
Join in this powerful meeting of the minds! Recharge your spizz and understanding of the principles with some of the most knowledgeable and passionate D.C.s and students.



The Green Books Study

Harold George, D.C., L.C.P., D.Ph.CS – 3 hrs

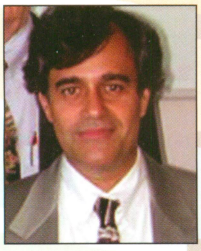
Appreciate the importance of understanding the Green Books in relation to providing care to patients. This program reviews the 33 Principles and how they relates to today's lifestyles. Should the Principles be changed to the current language of today? Are the B. J. Palmer Green Books dogma, or are they still representing the foundation of today's chiropractic practice? Take part in this philosophical discussion of chiropractic concepts and patient care and the importance of spinal adjustments and techniques.



Creating and Sustaining a Chiropractic Family Wellness Practice

Patricia Giuliano, D.C., FICPA, and Peter Kevorkian, D.C. – 2 hrs

Effectively educate and inspire families to begin and continue under chiropractic care. Explore communication dynamics, interpersonal relations and patient education. Topics include new patient procedures, communication technologies, and report of findings, as well as protocols for continued care, including frequency of care, evaluations, patient education, preventing subluxations, doctor/patient dialogue, fee systems and exchange.

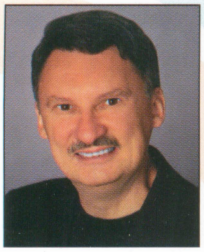


Expressive vs. Suppressive Healing: The Real Difference Between Chiropractic and Medicine

Tedd Koren, D.C. – 3 hrs

Examine the health care war over the people's hearts, minds and wallets, as well as the philosophical assumptions that define the differences between vitalism/empiricism and mechanism/rationalism. What does this have to do with chiropractic philosophy and practice? Examples of these contrasting philosophies in clinical practice will be shared, and examples of mechanistic chiropractic and empirical chiropractic will be given.

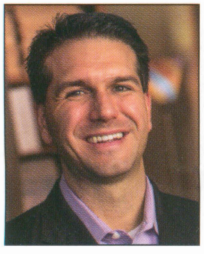
SCIENCE



Four Decades of Vision – The Genius of the Past Meets the Vision of the Future

Christopher Kent, D.C., J.D. – 2 hrs

Learn how chiropractic care improves health, saves money, and enhances quality of life. Find out how research supports chiropractic care. This program will include a review of studies addressing cost effectiveness, quality of life, basic science research, and what these studies mean to the practicing chiropractor. The implications of this research on the current health care crisis will be addressed, as well as its impact on chiropractic education.



Assessing and Advancing Spinal and Neural Integrity from a Research and Clinical Perspective

Danny Knowles, D.C. – 2 hrs

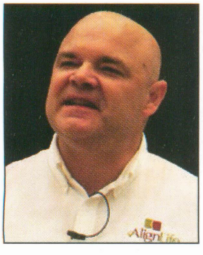
Learn the essential concepts of adverse mechanical cord tension and its relationship to spinal subluxation through a research and clinical lens. Through research review, case study examples and practical demonstration, participants will gain a new understanding of models of spinal and neural integrity and outcome assessments, creating clinical effectiveness and unparalleled care for patients.



Vaccines and Chiropractic

Tim O'Shea, D.C. – 2 hrs

Through excerpts from his seminars on chiropractic and immunology, Dr. O'Shea provides a look at vaccine manufacture, composition, testing, FDA approval, and economics. You will look at trends in chiropractic philosophy and neurology and discuss the irony of D.D. and B.J. Palmer's original principles being corroborated by today's best neuroscience – ironically, at the same time as these fundamentals are being attacked from within the profession in an attempt to dislodge the concept of vertebral subluxation from our very DNA.



Research-Based Education and Patient Compliance

Keith Wassung, B.S. – 3 hrs

This nationally known author and speaker researches, writes and lectures about the scientific principles of chiropractic. His presentation covers the chiropractic paradigm and research; chiropractic principles and research; chiropractic and the immune system; chiropractic, genetics and biological signaling; fundamental principles of communication; and turning satisfied patients into advocates.

Schedule

Philosophy | Science | Art / Technique
Success / Risk Mgmt. | Enrollment Events | Special Events

Registration hours are 7:30-4 Thursday and Friday and 7:30-2 Saturday. All programs are on campus unless noted.

THURSDAY, MAY 23, 2013

7:30 am	Registration open until 4 pm			
8-9 am 9-10 am	South Carolina Rules & Regulations Beth Ehlich, D.C.	Embracing Documentation and Coding with EHR Craig Berko, D.C.	Activator Methods Tim Guest, D.C.	
10:30-11:30	President's Welcome — Edwin Cordero, D.C.			
11:30-12:30	Plenary — Living the Dynamic Essential — Steve Judson, Brian Lieberman & Dean Sottile, D.C.s			
12:30-2 pm	Lunch			
2-3 pm 3-4 pm 4-5 pm 5-6 pm	Science, Art and Philosophy of Atlas Subluxation Correction Justin Brown, D.C.	Women in Chiropractic: 15th Anniversary & Still TIC-ing Jam Session Nalyn Marcus, D.C.	Chiropractic in Sports: The Team Approach Todd Riddle, D.C., CCSP Patient Perspective/Panico	Regional Synchronization: The McArthur Method Russell McArthur, D.C.
6-7 pm	Break			
7-8 pm 8-9:30 pm	Presidential Investiture Ceremony (Sherman Campus) Presidential Reception (Marriott)			

FRIDAY, MAY 24, 2013

7:30 am	Registration open until 4 pm			
8-9 am 9-10 am 10-11 am	Baby Spines: Analysis and Adjusting Techniques Ron Castellucci, D.C.	Research-Based Education and Patient Compliance Keith Wassung	Green Book Study Harold "Skip" George, D.C.	
11:30-12:30	Plenary — A Reasoned and Sustainable Chiropractic — Thomas A. Gelardi, D.C.			
12:30-2 pm	Lunch / Alumni Association Luncheon Meeting			
2-3 pm 3-4 pm 4-5 pm 5-6 pm	Risk Management and Medical Errors Hussein Elsangak, M.D., D.C.	Family Wellness Practice Giuliano/Kevorkian, D.C.s Chiropractic vs. Allopathic Bobby Braile, D.C.	Vaccines & Chiropractic Tim O'Shea, D.C. Power Hour #1* Power Hour #2**	Patient Education: Becoming the Best Kevin Pallis, D.C. & Edward Plentz, D.C.
5-6 pm	ROAR Training (Marriott)			
6-7:30 pm	Regent Reception (Marriott)			
8-9 pm 9-11 pm	40th Anniversary Homecoming Celebration — Peter Kevorkian, D.C. All-Year Reunion Party			

SATURDAY, MAY 25, 2013

7:30 am	Registration open until 2 pm			
8 am	5K Run/Walk			
9:30 am	Career Day 10 am - 4 pm			
8-9 am	GA Rules/Elsangak, D.C.	Chiropractic Ethics for Social Media and Web Michael Dorausch, D.C.	Expressive vs. Suppressive Healing Tedd Koren, D.C.	
9-10 am 10-11 am	Model for Compliance Tim Guest, D.C.			Infinite Prin./Fullerton, D.C. (9:30-11:30)
11:30-12:30	Plenary — How to Be a Winner — Joseph Borio, Liam Schübel & Shane Walker, D.C.s			
12:30-2 pm	Lunch / LCW Ladies' Lunch			
2-3 pm 3-4 pm	Four Decades of Vision Christopher Kent, D.C., J.D.	Models of Chiropractic Technique Fred Schofield, D.C.	Practicing Chiropractic Abroad David Serio, D.C.	
4-5 pm 5-6 pm	Assessing Spinal/Neural Integrity Daniel Knowles, D.C.	Communicating Purpose/Passion Susan Schofield, B.S., R.Ph.	Making a Quantum Leap David Serio, D.C.	
7 pm-12 am	1970s Banquet (Marriott)			

* Power Hour #1 features Tony DeMarco, James Dubel and Bobby Tarantino, D.C.s

** Power Hour #2 features Lona Cook, Lyle Koca and Erick Swenson, D.C.s

RISK MANAGEMENT



A Simplified Model for Compliance in the Private Practice

Tim Guest, D.C. – 2 hrs

The private practitioner will learn how to comply with HIPAA/HITECH policies and procedures and the Physician Quality and Reporting System (PQRS) while studying a guide for developing an effective and meaningful compliance program with seven essential components. Also learn more about the Patient Affordable Care Act.



Communicating the Purpose and Passion of Your Chiropractic Office

Susan Schofield, B.S., R.Ph. – 2 hrs (no CE)

Share your purpose and passion with those in your office by mastering chiropractic communication skills. In this session filled with practical pointers, you'll also learn telephone scripting techniques and find new ways to bring order and flow by optimizing your appointment book.



The Exotic World of Practicing Chiropractic Abroad

David Serio, D.C. – 2 hrs

Explore the exciting world of international chiropractic service with a doctor who not only runs a high-volume practice serving two locations in Buenos Aires, but also is highly involved in the profession. This session will help attendees answer these questions: Why practice abroad? Where should I practice? What are the steps and details I need to know to get started? Get ready for your journey.

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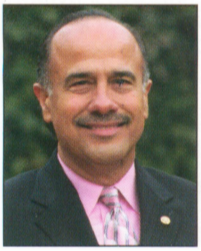
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Presidential Investiture



The Board of Trustees of Sherman College of Chiropractic requests the honor of your presence at the Investiture of Edwin Cordero, D.C., as the fifth president of the college. This formal ceremony will be held Thursday evening promptly at 7:00 p.m. in the tent, followed by a reception at the Spartanburg Marriott at Renaissance Park. RSVP to Roberta Thomas at 800-849-8771, ext. 227, or email president@sherman.edu.

Dr. Edwin Cordero began his tenure as the fifth president of Sherman College of Chiropractic on January 1, 2013. He is passionate about inspiring, motivating and leading future chiropractors to a better understanding of the principles of chiropractic so they can make a positive impact in the communities they will serve around the world.

Dr. Cordero practiced chiropractic for 19 years after graduating from Life University in 1993; he practiced in Puerto Rico for one year and then built a successful family practice with his wife, Debbie, in Lantana, Florida. He is bilingual in Spanish and English, and has experience in marketing, television and radio broadcasting. He has mentored students and chiropractors through motivational speaking engagements for the past five years at chiropractic associations, conferences and other organizations around the world.

Dr. Cordero is dedicated to serving the chiropractic profession and has participated in many humanitarian chiropractic mission trips; he also served as chiropractor for the Costa Rican team in the Central American Olympic Games for eight years. The Florida Chiropractic Society named him Chiropractor of the Year in 2011. He and Debbie have two adult children, John and Michelle, who currently reside in Florida.

As president of Sherman College of Chiropractic, Dr. Cordero aims to develop effective relationships with students, faculty, alumni, donors and the board of trustees, and create a greater community awareness of Sherman's philosophy and vision. He plans to lead Sherman College in becoming the pre-eminent chiropractic school in the U.S. and the world, and to strengthen the college's cultural legacy of outstanding academics, chiropractic philosophy, excellent faculty, technique and research.

