

Expo Hours: 9am - 7pm Thursday, January 29, 2015 Registration Hours: 7am - 7pm

	PARKER KNOWLEDGE	ESSENTIAL PARKER PROCEDURES	LIVE BETTER
AM - AM	A Joint-By-Joint Approach to Assess and Treat Lower Extremity Injuries Jon Mulholland, DC <i>Sponsored by Foot Levelers</i> ★	Your Wellness Practice and Pediatrics: Nutritional Deficiencies and Complications Amber Brooks, DC ★	Chiropractic Volunteerism: Oklahaven Bobby Doscher, DC, Kentuckiana Rebekah A. Whittman, DC, DACCP, <i>Sponsored by Kentuckiana Children's Center</i> ChiroMission Jason Gerard, DC and Aura Tovar, DC <i>Sponsored by ChiroMission</i>
AM - AM	REFRESHMENT BREAK <i>Sponsored by ChiroTouch</i>		
AM - AM	Functional Neurology, Chiropractic, and Optimal Health Expression Mike Hall, DC & Francis Murphy, DC ★	Adjustments for Viscero-Somatic Conditions Bill Austin, DC ★	Communicating the Chiropractic Story with Impact Martin Harvey, DC
AM - AM	LUNCH		
3 PM	OPENING CEREMONY with Mark Mandell, DC * * * Chiropractic Recognition Awards Ceremony * * * STATE OF THE PROFESSION with Brian McAulay, DC * * * THE POWER OF AWESOME with Guy Riekeman, DC		
PM	REFRESHMENT BREAK <i>Sponsored by ChiroTouch</i>		
M - PM	* SPECIAL CELEBRITY PRESENTATION * MASTER YOUR MIND AND MASTER YOUR LIFE with Laura Silva Quesada, CEO of The Silva Method and author of <i>Universal Mind Power Program</i>		
M - PM	Cocktail Reception, Market Place Expo		
L - M	Club Parker Party (all invited) <i>Sponsored by Foot Levelers</i>		



Expo Hours: 9am - 6pm **Friday, January 30, 2015** **Registration Hours: 8am - 6pm**

11-12 AM Performance Health Presents Shawn Bean's Café Yoga

	PARKER KNOWLEDGE	ESSENTIAL PARKER PROCEDURES	ESSENTIAL PARKER PROCEDURES - CA	LIVE BETTER	
9 AM - 10 AM	Uncomplicated Nutrition: An Easy Way to Offer Nutrition in Your Practice Donald Hayes, DC <i>Sponsored by Greens First</i> ★	How to Feed Your Brain for Optimal Function Datis Kharrazian, DC <i>Sponsored by Apex Energetics</i> ★	Natural Health Care Orientation Classes Jeffrey Cottingham, DC	Professional Patient Procedures for the CA Kimberly Goreham, CA	Body by Chiro Kyl Smith, DC <i>Sponsored by Progressive Labs</i>

10 AM - 11 AM **REFRESHMENT BREAK** *Sponsored by Apex*

11 AM - 12 PM	Musculoskeletal Laser Therapy: Integrated Clinical Protocols Robert Silverman, DC <i>Sponsored by Erchronia</i> ★	Why and How to Adjust the Microbiome for Optimal Neurological Function Jack Tips, PhD, CCN <i>Sponsored by Systemic Formulas</i> ★	Getting Patients to Get It Bill Esteb	Why Chiropractors Do What They Do, and How to Explain it to Patients Shawn Powers, DC	Making an Impact: Concussion Awareness and Subluxation Stephanie Mills, DC
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12 PM - 1 PM **LUNCH - Parker Star Search**

1 PM - 2 PM WCWC Luncheon (World Congress of Women Chiropractors) *Sponsored by Apex* | ChiroTouch Luncheon

M - 2 PM **TURN IT UP AND MAKE A DIFFERENCE** with Ret. Brig. Gen. Becky Halstead
 Special guest appearance by SSgt. Shilo Harris: Gulf War Hero

M - 3 PM **EXPANDING YOUR CHIROPRACTIC MISSION AND WATCHING YOUR PRACTICE EXPLODE** with John Demartini, DC

3 PM - 4 PM **REFRESHMENT BREAK** *Sponsored by Apex*

4 PM - 5 PM	The Aruba Project: Creating and Measuring a Paradigm Shift in Health Care Richard Visser, DC ★	Can a Subluxation Be Shown Scientifically? Arlan Fuhr, DC <i>Sponsored by Activator Methods</i> ★	Get More, Keep More, Make More...Period! Rick Markson, DC & Brett Axelrod, DC <i>Sponsored by The Markson Connection</i>	Patient Retention and Referrals Brenda Frederiksen, CA	Combining Alternative and Traditional Health Care in Cancer Treatment: Larry Altshuler, MD & Charles McDonald, D <i>Sponsored by Cancer Center Treatment Centers of America</i>
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Expo Hours: 9am - 4pm **Saturday, January 31, 2015** **Registration Hours: 8am - 4pm**

1-11 AM Performance Health Presents Shawn Bean's Café Yoga

1-11 AM ALL NEW! CA's For Excellence Breakfast (All CAs Invited) Hosted by Phyllis Frase, CA Sponsored by The American Chiropractor Magazine

	PARKER KNOWLEDGE	ESSENTIAL PARKER PROCEDURES	ESSENTIAL PARKER PROCEDURES - CA	LIVE BETTER
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9 AM - 11 AM	How to Take Treatment Off the Table by Using Movement as Medicine Kevin Jardine, DC ★	Game Changing Financial Policies That Work for Your Practice and Your Patients Ray Foxworth, DC <i>Sponsored by ChiroHealth USA</i> ★	Parker Principles for a Ritz Carlton Practice Charles Ward, DC Presentation of the Parker Star Search Award	Talking Money with Patients Phyllis Frase, CA Patient Engagements = Raving Fans Liz Anderson-Peacock, DC
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11 AM - 12 PM **REFRESHMENT BREAK** *Sponsored by Erchonia*

12 PM - 1 PM	Foot Pronation and Imaging: What's It All About? Terry Yochum, DC, DACBR & Alicia Yochum, DC <i>Sponsored by Foot Levelers</i> ★	The Chiropractic Adjustment and the Science of Core Stability Bill Morgan, DC ★	The New Consumer Journey and Path to Purchase Ben Tyson, Int'l. Trainer of Google 25 Ways to Get More Patients Vanessa Vollman, Nat'l. Healthcare Division Leader at ReachLocal Presented by Google, Sponsored by ReachLocal	Smarter Billing Procedures Kathy Mills Chang, MCS-P Certified Medical Compliance Specialist <i>Sponsored by ChiroTouch</i>	Living the Wealthy Life Garrett Gunderson <i>Sponsored by Freedom FastTrack</i>
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1 PM - 2 PM **LUNCH**

2 PM - 3 PM	Three Simple Ways to Nutritionally Turn Up the Volume in Your Patients' Health Stephanie Zraggen, DC <i>Sponsored by Standard Process</i> ★	Chiropractic Care in Olympic Sports Medicine Bill Moreau, DC <i>Sponsored by Southern California University of Health Sciences</i> ★	Chiropractic Report of Findings: A Dynamic Day 2 Rob Kipp, DC	Communicating the Chiropractic Message to the Public Brandi MacDonald, CA	Turning Advertising Into Opportunity Fabrizio Mancini, DC <i>Sponsored by Metagenics</i>
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3 PM - 4 PM **REFRESHMENT BREAK** *Sponsored by Erchonia*

GRAND FINALE
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PARKER CHIROPRACTIC HALL OF FAME - Inaugural Inductee Larry Markson, DC
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UNLEASHING THE FORCE OF PHILOSOPHY with Patrick Gentempo, DC
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WHO SAYS...? with Larry Markson, DC

Join us on Sunday for the **Parker Game Day Blowout Party!**

