



108TH ANNUAL FALL CONFERENCE AND TRADESHOW



*Swing into
Success!*

OCTOBER
23-25, 2020

⋮ The Hotel at Avalon,
⋮ Alpharetta

⋮ Register online at
⋮ gachiro.org



The Georgia Chiropractic Association's 108th Annual Fall Conference and Trade Show October 23 – 25, 2020 at the Hotel at Avalon in Alpharetta will be the bees' knees!

hotel

The Hotel at Avalon
Alpharetta, GA

9000 Avalon Blvd,
Alpharetta, GA 30009
678-722-3600

Be sure to say that you are attending the Georgia Chiropractic Association's conference to receive a special rate starting at \$149 per night. (Rates are good through October 2 or until our room block is sold out – we cannot guarantee availability. We advise conference attendees to book their hotel rooms early.)

Your safety and health are our top priority. Rest assured that GCA and our host hotel will recognize all federal and state public health guidelines.

FRIDAY, OCT. 23

Clinical Science: Cervical Lordosis – Perspectives for the Practicing Chiropractor

8 a.m.-noon
with Dr. Mike Hall
Discover the latest research and understand the role the cervical lordosis plays in health, from its relationship with posture, autonomic regulation and chronic disease. Learn to restore the loss of lordosis and monitor patients for signs of degeneration and dysfunction.

Clinical Science: The Over Trained Youth Athlete

8 a.m.-noon and 2:30-6:30 p.m.
with Dr. Alan C. Smith
Sponsored by Foot Levelers
Review the most common injuries in youth sports and learn how to help prevent and treat them.

MyoSynaptics: How to Assess & Treat the Neck

2:30-6:30 p.m.
with Dr. Marc Ellis
Learn the interrelationship between the brain and myofascial system and review assessment and treatment techniques related to the interplay between the two.

SATURDAY, OCT. 24

Risk Management: Compliance Policies and Procedures

8 a.m.-noon
with Dr. Steve Conway
Sponsored by NCMIC
Fully understand and functionally apply necessary compliance policies and procedures to assist with overall risk management strategies for clinics.

Jurisprudence: Georgia Law & Rules

Noon-1 p.m.
with Dr. Mary Watkins
Ensure you're up-to-date on the laws that affect your practice in Georgia.

Clinical Science: The Importance of Chiropractic Care and Nutrition in Pain Management

2:30-5:30 p.m.
with Dr. Joe Esposito
Explore the gut-brain-pain connections, foods that can trigger pain and nutrition that can reduce pain.

Clinical Science: Reading MRIs

2:30-5:30 p.m.
with Dr. Darr McKeown
Sponsored by American Health Imaging
Review the differences between MR, X-ray and CT scans and see MR examples of spinal abnormalities.

SUNDAY, OCT. 25

Clinical Science: Simplifying Nutrition for Immune Support and Stress Management

8 a.m.-noon
with Dr. David Hogsted
Sponsored by Standard Process SE
Discover supplements and foods that can support immune system health and reduce stress.

Clinical Science: Origins of Pandemics: Beyond Dogma and Vaccines; A Bio-Hygienic Approach to their Prevention and Resolution

8 a.m.-noon
with Dr. Paul Goldberg
See the connections among the infectious pandemics of the past and current COVID-19, while exploring the interrelationships between infection pandemics and the chronic disease pandemic. Review how a clinical bio-hygienic approach can control and resolve both infectious and chronic disease pandemics and the role chiropractors can play.

C.A. COURSES

SATURDAY, OCT. 24

Social Media for Chiropractors

9 a.m.-1 p.m.
with Ms. Bonnie Mauldin
Sponsored by the Mauldin Group
Digital marketing expert Bonnie Mauldin will share tips, tricks, dos and don'ts for promoting your chiropractic office via social media.

Team Building

2:30-5:30 p.m.
with Dr. Jack Brink
The key to a smoothly functioning office is a great team. Learn how to build one by honing the leadership skills needed to create a positive atmosphere for your coworkers, while also enjoying some team building exercises.

SUNDAY, OCT. 25

Personal Injury Claims

8 a.m.-noon
Panel Discussion
Learn the important role C.A.s can play in personal injury cases, from patients to payment.

Speakers

OTHER EVENTS

THURSDAY, OCT. 22

Personal Injury Roundtable

6:30-9 p.m.

Moderated by Dr. Michael Wax

Enjoy a networking reception from 6:30-7:30 with other chiropractors and attorneys, then hear from our panel of PI experts who will share tips for ensuring your personal injury cases go smoothly.

FRIDAY, OCT. 23

GCA Annual Meeting

1-2:30 p.m.

All attendees are invited to learn more about the work your state chiropractic association has done over the past year to promote the profession.

Roaring '20s Vendor Reception + PAC Wine Toss

6:30-7:30 p.m.

Sponsored by Georgia Pain & Spine Institute, Georgia Spine & Orthopaedics, Elite Radiology of Georgia and Versea

What's the Password? Enter our speakeasy to enjoy some drinks and snacks after class during our Vendor Reception after class. And don't forget to practice your ring toss skills for a chance to win some wine at the PAC Wine Toss.

SATURDAY, OCT. 24

President's Luncheon & Awards Ceremony

1-2:30 p.m.

Sponsored by AllSpine Laser & Surgery Center, American Health Imaging, Life University and The Injury Specialists.

Join us for this year's luncheon as GCA President Dr. Michael Vaughn honors member chiropractors for their achievements, including the prestigious Chiropractor of the Year. This is a ticketed event.

Ladies' Tea

3:30-5 p.m.

Sponsored by NCMIC

Calling all chiropractic flappers! Connect with other chiropractic women during this fun event. Hats, tiaras or feathers welcomed!

GCA-Political Action Committee Meeting

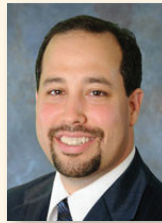
5:30-6:30 p.m.

Sponsored by NCMIC

The annual PAC meeting will be immediately following the Saturday afternoon classes; all attendees are invited to learn more about GCA's legislative efforts and plans for the 2021 session.



Brink



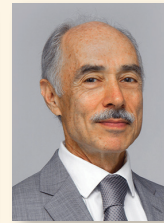
Ellis



Hall



Esposito



Goldberg



Hogsed



Conway



Watkins



Mauldin



Smith

Sponsors

Conference Sponsor:



Gold



Silver



Bronze





Georgia Chiropractic Association
 1926 Northlake Parkway
 Suite 201
 Tucker, GA 30084-7069

RETURN SERVICE REQUESTED

2020 FALL CONFERENCE REGISTRATION

OCTOBER 23-25, 2020

Register online
 at gachiro.org

You can mail or fax this form, visit us online at gachiro.org OR call us at 770-723-1100 to pre-register TODAY!

DOCTOR OF CHIROPRACTIC

# OF CREDIT HOURS	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	_____

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: _____

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: _____

CHIROPRACTIC ASSISTANT PROGRAM

<input type="checkbox"/> Saturday & Sunday education	\$65	\$85	\$110	\$135	\$20	_____
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STUDENTS

<input type="checkbox"/> Access to CE courses	FREE	FREE	\$35	\$45	\$20	_____
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*EARLY BIRD REGISTRATION
 RUNS THROUGH OCT. 2. ALL
 PRE-REGISTRATION ENDS OCT. 19.
 ON-SITE REGISTRATIONS WILL
 ADD A \$30 PROCESSING FEE.

MAIL OR FAX TO:

Georgia Chiropractic Association
 1926 Northlake Pkwy., Suite 201
 Tucker, GA 30084-7069
 Fax: 770-723-1722