

MARKETING & MANAGING A DIAGNOSTIC PRACTICE

THE GETAWAY

March 23-25, 2012

St. Louis, MO

HILTON ST. LOUIS AIRPORT

10330 Natural Bridge Road
St. Louis, MO 63134
314 426 5500

For more information go to www.drkessinger.com/dabci_getaway.html
or call ProHealth Seminars - Annette or Virginia at 573-341-8448.

Registration Fee:

All inclusive for doctors and spouses — **\$249 per couple (by March 1, 2012)**
(Covers all receptions, breaks, luncheons, banquets & entertainment) **\$349 after deadline**

CA / Staff Registration fee (all inclusive) — \$50 each

The Getaway - Weekend Registration

Doctor's Name _____ Phone _____
(Please print as you would like it to appear on your name badge)

Email Address _____ Address _____

City _____ State _____ Zip _____

Registration Fee: All inclusive for doctors and spouses — **\$249 per couple (by March 1, 2012)**
(Covers all receptions, breaks, luncheons, banquets & entertainment) **\$349 after deadline**

CA / Staff Registration fee (all inclusive) — \$50 each
(includes all receptions, breaks, luncheons, banquets & entertainment)

(Please provide guests names for badges) _____

Check enclosed Bill Credit Card #: _____ Expiration Date _____

Signature: _____ Verification Code _____

Return to **ProHealth Seminars**, c/o Clint Publications, 720 Oak Knoll, Rolla, MO 65401, or Fax (573) 341-8494

FRIDAY, MARCH 23, 2012

6:30 – 7:30 P.M.

CELEBRATION OF THE LIFE OF DR. JACK KESSINGER

7:30 P.M.

WELCOME RECEPTION - SPONSORED BY DOCTORS CHOICE

SATURDAY, MARCH 24, 2012

8:00 A.M.

WELCOME & INTRODUCTION ~ VIRGINIA KESSINGER

8:05 – 9:00 A.M.

JOIN THE FUNCTIONAL MEDICINE REVOLUTION

BEN BOWERS, DC, DABCI

9:00 – 10:00 A.M.

**HOW TO TRANSITION YOUR PRACTICE TO HEALTH & WELLNESS
...& SUSTAIN YOUR CASH FLOW**

CINDY M. HOWARD, DC, DABCI

10:00 – 10:30 A.M.

FOOD BREAK

10:30 – 11:30 A.M.

DISCOVER THE MISSING LINK

..BUILD A PROFESSIONAL DREAM TEAM (FOR LARGE OR SMALL PRACTICES)

BEN STOREY, DC (BOARD ELIGIBLE DABCI)

11:30 A.M. – NOON

THE TRUTH ABOUT FINANCIAL SUBLUXATIONS

MIKE EVERETT, INFINITE BANKING EXPERT

NOON – 1:30 P.M.

LUNCHEON - SPONSORED BY BIOTICS RESEARCH

1:30 – 2:30 P.M.

HOW TO POSITION YOURSELF AS A PRIMARY CARE PHYSICIAN

DELILAH ANDERSON, DC, DABCI

2:30 – 3:00 P.M.

FOOD BREAK

3:00 – 4:00 P.M.

MARKETING DOT PHYSICALS & UNDERSTANDING THE REGULATIONS

CHRIS MURRAY DC, (BOARD ELIGIBLE DABCI)

4:00 – 4:45 P.M.

SUCCESSFUL HOLISTIC MARKETING— PURE AND SIMPLE

MICHAEL WALD, MD, DC, DACBN, MS, CDN, CNS, CCN

4:45 - 5:30 P.M.

USES OF GLANDULARS IN SUPPLEMENTATION

HERSH PETROCELLY

5:30–6:00 P.M.

OVER \$10,000 DOOR PRIZE GIVEAWAYS (MUST BE PRESENT TO WIN)

7:00 P.M.

SOCIAL HOUR & BANQUET & SPECIAL ENTERTAINMENT

“JACKISMS”... MEMORIES OF DR. JACK KESSINGER

DR. JACK KESSINGER SCHOLARSHIP AWARD

SUNDAY MARCH 25, 2012

8:00 – 9:00 A.M.

IT'S THE END OF THE WORLD AS WE KNOW IT

MICHELLE CLARK, MBA

9:00 – 10:00 A.M.

BUILDING A WELLNESS PRACTICE

...WITHOUT LOSING YOUR CHIROPRACTIC PATIENTS

DARREN KIRCHNER, DC (BOARD ELIGIBLE DABCI)

10:00 – 11:00 A.M.

HOW I ADDED \$50,000 TO MY PRACTICE IN ONE YEAR

DUSTIN CHENEY, DC, DABCI

11:00 A.M. – NOON

MARKETING - DRUG SCREENS DOT PHYSICALS AND PATERNITY TESTING

...WITH CERTIFICATIONS

AMANDA SAUNDERS, MS