

# SCHEDULE OF EVENTS

## **FRIDAY, MARCH 27, 2009**

- 6:00 – 7:00 P.M. **ADDING REVENUE WITH HYPERBARIC OXYGEN THERAPY**  
*KEVIN BODLING, DC DACBN*
- 7:00 P.M. **WELCOME RECEPTION**  
*SPONSORED by DOCTORS CHOICE*

## **SATURDAY, MARCH 28, 2009**

- 8:00 A.M. WELCOME & INTRODUCTION ~ *JACK KESSINGER, DC DABCI*
- 8:05 – 9:15 A.M. **INCREASED INCOME & PATIENT BASE THROUGH DIAGNOSIS**  
*WILLIAM KLEBER, DC, DABCI*
- 9:15 – 9:45 A.M. **WHY EVERY OFFICE SHOULD HAVE A WEBSITE**  
*ANNETTE COPELAND/MARIA SMITH*
- 9:45 – 10:15 A.M. **FOOD BREAK SPONSORED by ERCHONIA**
- 10:15 – 11:15 A.M. **ADD LASER EQUIPMENT TO YOUR PRACTICE INCOME**  
*JEROME RERUCHA, DC*
- 11:15 A.M. – NOON **FINANCIAL REASONS TO DUST OFF YOUR EQUIPMENT**  
*JUDITH MILLER-BODLING, BS*
- NOON – 1:30 P.M. **LUNCHEON SPONSORED by BIOTICS RESEARCH CORP.**  
*JOE BUISHAS– USE THE “GREENING THE PLANET CRAZE” TO YOUR ADVANTAGE*
- 1:30 – 2:30 P.M. **MARKETING THE VALUE OF NECESSARY TESTING TO PATIENTS**  
*BEN BOWERS, DC, DABCI*
- 2:30 – 3:00 P.M. **FOOD BREAK SPONSORED by PROFESSIONAL HEALTH PRODUCTS**
- 3:00 – 4:30 P.M. **UNDERSTANDING & SELLING THYROID TESTING**  
*WILLIAM KLEBER, DC, DABCI*
- 4:30 – 5:30 P.M. **ADD ORTHOTICS TO YOUR SERVICES AS PASSIVE INCOME**  
*DARREN KIRCHNER, DC*
- 6:30 P.M. **SOCIAL HOUR & BANQUET & SPECIAL ENTERTAINMENT**  
**~ A MUST SEE EVENT! THE MENTALIST!!! LOTS OF FUN**

## **SUNDAY, MARCH 29, 2009**

- 8:00 A.M. INTRODUCTION ~ *JACK KESSINGER, DC DABCI*
- 8:05 – 9:30 A.M. **MARKETING ALLERGIES**  
*MICHELLE CLARK, MBA & VERONICA KENT, BS*
- 9:30 – 10:00 A.M. **BREAK SPONSORED by ALLETESS LABORATORIES**
- 10:00 – 11:00 A.M. **LIVE MOCK HISTORY INTERVIEWS FOR RECOMMENDED TESTING**  
*BEN BOWERS, DC, DABCI*
- 11:00 A.M. – NOON **PATERNITY TESTING**  
*NICOLE BOLIN*

### Break Out Session for Office Staff

Saturday March 28, 2009

- 10:15 – 11:00 A.M. OFFICE PROCEDURES & BASIC INSURANCE FILING *VIRGINIA KESSINGER*
- 11:00 A.M. – NOON JOINING THE OFFICE TEAM... AND WHY *DR. JACK KESSINGER*
- 1:30 – 2:00 P.M. WEIGHT LOSS PROGRAM *CLAUDETTE RAY*
- 2:00 – 3:30 P.M. DRUG & ALCOHOL TESTING & DOT CERTIFICATIONS *AMANDA SAUNDERS*
- 3:30 – 4:15 P.M. PATERNITY TESTING *NICOLE BOLIN*