

A watercolor illustration of a panda sitting and eating bamboo. The panda is white with black patches around its eyes and on its ears. It is holding a bamboo stalk in its mouth and another in its paws. The background is a soft, light green wash. On the left side, there are several vertical bamboo stalks with green leaves. The text is overlaid on the right side of the image.

109TH ANNUAL FALL CONFERENCE AND TRADESHOW

OCTOBER 8-10, 2021

The Hotel at Avalon, Alpharetta

From
Pandemonium
to Purpose
and Profits



Registration now open at gachiro.org or call 770-723-1100!



Make 2021 the year to renew your purpose at the Georgia Chiropractic Association's 109th Annual Fall Conference and Trade Show October 8-10, 2021 at the Hotel at Avalon in Alpharetta!

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 September 15 or until our room block is sold out – we cannot guarantee availability. We advise conference attendees to book their hotel rooms early.)

FRIDAY, OCT. 8

Clinical Science: The Gut-Brain Axis in Health and Disease

8 a.m.-noon and 2:30-6:30 p.m.

with Dr. Robert Silverman

Sponsored by NCMIC

Examine the parallels between the gut and brain immune systems and learn protocols to identify, prevent and even reverse gastrointestinal, autoimmune, neuroautoimmune and neurodegenerative diseases that can result from gut-brain axis damage.

Clinical Science: Adjustments and Rehabilitative Methods

8 a.m.-noon and 2:30-6:30 p.m.

with Dr. Jennifer Illes

Sponsored by Foot Levelers

Learn upper and lower extremity adjusting of the foot, ankle, knee, shoulder, elbow, hand and wrist during this hands-on class.

SATURDAY, OCT. 9

Risk Management: How to Document and Code to Protect Your Practice

8 a.m.-noon

with Dr. John Davila

Sponsored by ChiroPreferred

Reduce coding problems and risk management issues created by the use of continual wellness care when the patient's true condition was not taken into account due to improper documentation.

Jurisprudence: Georgia Law & Rules

Noon-1 p.m.

with Mr. Aubrey Villines

Ensure you're up-to-date on the laws that affect your practice in Georgia.

Clinical Science: Pre-Conception and Beyond: A Chiropractic Approach

2:30-5:30 p.m.

with Dr. LaKendra Fulbright

Explore the vital role chiropractic can play in fertility, pregnancy, perinatal, post-partum and pediatric patients.

Clinical Science: Coding Update

2:30-5:30 p.m.

with Dr. John Davila

Sponsored by ChiroPreferred

Review changes in practice standards affecting diagnosis and evaluation and management codes and how to code wellness care.

SUNDAY, OCT. 10

Clinical Science: Vestibular Applications for Spine Care

8 a.m.-noon

with Dr. Cedrick Noel

Sponsored by Noel Brain and Spine

Take a deep dive into the vestibular system: how to assess it, what common imbalances occur and which therapies improve vestibular function.

Clinical Science: Chiropractic Research Review Panel

8 a.m.-noon

with Dr. Greg Baker, Dr. Winston Carhee, Dr. Brent Russell and Dr. Stephanie Sullivan
Sponsored by Clinical Compass and Life University
Clinical Compass and Life University have been producing research to demonstrate the efficacy of chiropractic. Hear about studies on low back and spine pain, autonomic nervous system, brain-based neuroplasticity, motion capture assessment and interlimb symmetry and coordination, plus get a sneak preview of research underway.

C.A. COURSES

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SUNDAY, OCT. 10

Social Media for Chiropractors

8 a.m.-12 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.

OTHER EVENTS

THURSDAY, OCT. 7

Personal Injury Symposium

7-10 p.m.

Moderated by Dr. Michael Wax

Learn to attract new patients, negotiate settlements and how to spot traumatic brain injury in personal injury patients. Reception immediately following. All chiropractors welcome. M.D.s and attorneys by invitation only.

FRIDAY, OCT. 8

Networking Luncheon

12-1 p.m.

Purchase a boxed lunch and enjoy it onsite while mingling with other attendees and vendors. You may even WIN a door prize!

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.

Vendor Reception

6:30-7:30 p.m.

Sponsored by AllSpine Laser & Surgery Center, Comprehensive Spine & Pain, Georgia Pain & Spine Institute, Elite Radiology of Georgia and Versea
Reconnect with colleagues, revitalize your purpose and find new profit centers with vendors while enjoying snacks and beverages during the Vendor Reception. Plus, have some fun with a few GCA-PAC fundraisers!

SATURDAY, OCT. 9

President's Luncheon & Awards Ceremony

1-2:30 p.m.

Sponsored by American Health Imaging, Greathouse Trial Law, Life University, Non-Surgical Orthopaedics and The Injury Specialists

Join us for this year's luncheon as GCA President Dr. Vince Erario 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

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.

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 2022 session.

SPEAKERS



Dr. John Davila



Dr. LaKendra Fulbright



Dr. Jennifer Illes



Ms. Bonnie Mauldin



Dr. Cedrick Noel



Dr. Robert Silverman



Mr. Aubrey Villines

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

2021 FALL CONFERENCE REGISTRATION

**OCTOBER
8-10, 2021**

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!

REGISTRATION

GCA MEMBER **NON-MEMBER**

*Early Bird Regular Fee *Early Bird Regular Fee **TOTAL**

DOCTOR OF CHIROPRACTIC					
<input type="checkbox"/> 20-HOUR PROGRAM Package includes all CE classes	\$225	\$250	\$340	\$375	_____
<input type="checkbox"/> 15-HOUR PROGRAM	\$210	\$230	\$285	\$315	_____
<input type="checkbox"/> 12-HOUR PROGRAM	\$190	\$210	\$260	\$285	_____
<input type="checkbox"/> 8-HOUR PROGRAM	\$135	\$160	\$185	\$205	_____
<input type="checkbox"/> 5-HOUR PROGRAM	\$90	\$110	\$125	\$135	_____
STUDENTS					
<input type="checkbox"/> Includes all CE classes only	FREE	\$25	\$35	\$45	_____
CHIROPRACTIC ASSISTANT PROGRAM					
<input type="checkbox"/> Includes Saturday and Sunday education	\$39	\$60	\$99	\$120	_____
FRIDAY NETWORKING LUNCH					
<input type="checkbox"/> Vegetarian <input type="checkbox"/> Turkey	\$25	\$25	\$25	\$25	_____
SATURDAY LUNCHEON					
<input type="checkbox"/> Tickets	\$35	\$35	\$35	\$35	_____

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: _____ Cell: _____

E-mail: _____

Spouse/Guest Name: _____

PAYMENT INFORMATION

Amount Enclosed: \$ _____

☐ Check Amount: \$ _____

Credit Card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Credit Card Number: _____

Expiration Date: _____

Security/CVV Code: _____

Billing Address of Credit Card: _____

Authorized Signature of Cardholder: _____

MAIL OR FAX TO:

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

*Early bird registration runs through September 10. All pre-registration ends October 4. On-site registrations will add a \$30 processing fee.