



PARKER SEMINARS DALLAS 2018

OCTOBER 5-7

by Lucy Butler

Parker FIT. What does it mean to you? Physical fitness? Mental fitness? Is it knowing the best practices to successfully run your business? Is it having the best chiropractic assistants? At Parker Seminars Dallas 2018, Parker FIT aims to provide the guidance you need in all of these areas, ranging from physical and spiritual fitness to effective business-based knowledge, and help you get Parker FIT in every aspect of your practice and your life. Whether you're a chiropractic student, a new practitioner or you've been a chiropractor for many years, at Parker Seminars Dallas you can connect with and learn from the movers and shakers in the chiropractic world, and avail yourself of the opportunity to discover the skills that have been making doctors of chiropractic successful for over 65 years.

Join the Parker team at Parker University and reinvigorate your chiropractic zeal, restore your confidence and retool your clinic for exceptional results. By partnering with expert speakers, innovative exhibitors and industry-leading sponsors, the Parker team provides you with the resources to establish and/or maintain a profitable business, regardless of the economic climate. Get Parker FIT by experiencing sessions in effective office practices, sharing in philosophy, learning new techniques, and networking with other chiropractors

and chiropractic assistants from near and far. Fulfill CE credits, explore the trade show to learn about new products, equipment and techniques that can help you better manage and expand your practice, and enjoy the fun social events on offer.

On-site continuing education. Doctors of chiropractic can earn up to 16 hours of continuing education (CE) credits at Parker Seminars Dallas*. Chiropractic assistants licensed in Florida or PACE states can earn up to 12 hours of CE credits*, and Texas-licensed massage therapists can earn up to 12 hours of CE credits*. (*Pending your state's approval. Visit the CE Information tab at ParkerSeminars.com for more specific details regarding your state.)

Nine tracks are offered. Choose from Science, Functional Fitness/Sports, Traditional CA, Office Principles, Technique, Women's Health & Pediatrics, Student, Student Technique, and Massage/MT Students. The Technique Track consists of classes ranging from shoulder adjustments to gait and functional screens and to pelvic torsions and biomechanical taping.

Celebrating women in chiropractic. Of note, Parker has an entire track designed to educate and inform attendees on Women's Health & Pediatrics. Featured

Parker University & The Parker Experience

Dallas-based Parker University, formerly known as Parker College of Chiropractic, is one of the world's leading educators of healthcare professionals. Founded in 1982, this private, nonprofit educational institution prepares men and women to become doctors of chiropractic and other leaders in healthcare-related professions. Parker University also includes the Parker Research Institute, two chiropractic wellness clinics in the Dallas-Fort Worth Metroplex, Parker Seminars, and Parker Share Products.

Based on the vision and philosophy of Dr. James W. Parker, the first Parker Seminar was held in Orlando, Florida in December 1951. A small room at the Angebilt Hotel held the seven Florida DCs who requested the meeting. Enthused about the workable results they achieved there, a second seminar was held 6 months later. The rest, as they say, is history.

Today The Parker Experience includes 3 - 5 chiropractic seminars each year, encompassing both national and international events. Every year over 3,000 chiropractors, chiropractic assistants, exhibitors, sponsors and students flock to these premier events to develop their techniques, discover innovative advancements, and come together in fellowship to celebrate the profession of chiropractic.



are some of the best speakers in the industry, among them: Katherine Pohlman focusing on *Every Child: The Chiropractor's Role In This Global Initiative*; Kristina Petrocco-Napuli addressing *Women's Health Spotlight: Considering The Physiological Journey*; Katie de Luca discussing *Chiropractic Treatment For Older Women*; and Nichelle Gurule presenting *Beyond The Basic Prenatal Protocols*.

Celebrated speakers and

renowned educators. Having the skills, knowledge and mental strength to grow your practice are essential components in becoming Parker FIT. Parker Seminars Dallas 2018 features illustrious speakers sharing tips, information and discoveries in new technology, advanced treatment options, and business-based methods for successful practices. Don't miss out on the chance to hear these keynote speakers:

• **Dr. William Morgan**, Parker University president and "Chiropractor To The White House." In 1998, Dr. Morgan was chosen to establish the first chiropractic clinic at the National Naval Medical Center in Bethesda, Maryland, which later became Walter Reed National Military Medical Center. In 2015, Walter Reed recognized Dr. Morgan with its highest honor for clinical excellence, the Master Clinician's Award. During the last 18 years at the military's most prestigious medical centers he practiced in an integrative setting, providing chiropractic care to the injured troops returning from the wars in Afghanistan and Iraq.

• **Larry Wingett**, a professional motivational speaker par excellence, television personality, social commentator and a member of the Speaker Hall of Fame. Known as "The Pit Bull of Personal Development®" and "The World's Only Irritational Speaker®" he is a six-time *New York Times/Wall Street Journal* bestselling author of books ranging from *Shut Up, Stop Whining and Get A Life to Grow A Pair to Your Kids Are Your Own Fault*. He has starred in his own TV series,

has spoken to over 400 Fortune 500 companies, and is a regular contributor on many television shows on the topics of business, personal financing, parenting, and more.

• **William Esteb**, creative director of Patient Media, Inc. and co-founder of the Perfect Patients website service. If every chiropractic patient had the impact on the profession that Mr. Esteb has had, at least half of the people on this planet, if not more, would be under care by now. He began care out of curiosity, after being persuaded to undertake a partnership with Renaissance (founded by Life University president Dr. Guy Riekeman and the legendary late Dr. Joe Flesia) to create the first patient education video. Interestingly, home video had only just become available when the three of them had the idea that this then-new technology would allow them to create a consistent patient education experience. Bill Esteb has also written 11 books exploring the doctor/patient relationship, and publishes a weekly email, Monday Morning Motivation.

Also experience the opportunity to learn from and rub elbows with other expert speakers, among them such luminaries as David Armentano, Heidi Farrell, Gregg Friedman, Courtney Gowin, Antonio Gurule, Tracey Littrell, Andrew Oteo, Todd Riddle, Jonathan Soltys, Michael Swain, Benny Vaughn, and Amy Wood.

But seriously, are you Parker FIT?

Parker is searching for the fittest of the fittest during Parker Seminars Dallas. The Parker FIT games feature both male and female contestants competing in rigorous workouts to see who comes out on top. Parker-FIT's Second Annual Fitness Competition is made up of 3 female/male division (open, scaled and novice) and 3 categories (overall, Masters 45+ and student).

Rich Froning, Jr., American professional CrossFit athlete, the "Fittest Man On Earth" and winner of four back-to-back individual CrossFit Games championships, will be on



hand for the Second Annual Parker FIT awards ceremony.

Lots of fun and games, too. It won't be all-work-and-no-play, with all of the social events on offer including the Alumni Homecoming Tailgate Party, the Expo Extravaganza, the Chiro Games & Class Leaders Lunch, the Student & Alumni Talent Show, the 25 And 30-Year Alumni Celebration, among the many experiences designed to encourage both professional and social networking.

Parker Seminars Dallas 2018 offers you the opportunity to fulfill CE credits for license requirements; the occasion to learn from celebrated speakers and educators in your field; invaluable networking with colleagues, old and new; and the benefit of a trade expo featuring vendors showcasing new products, equipment, techniques and services. For additional information and/or to register, visit www.ParkerSeminars.com where you will also find a daily schedule, a complete line-up of speakers and session topics as well as a list of special events; email at AskParkerSeminars@parker.edu; or call 888-727-5338. You can also follow them on www.facebook.com/ParkerExperience/ or download the Parker Seminars App (get it on Google Play or download on Apple App Store).

About The Author: Lucy Butler is associate publisher of Chiropractic Products.