

Program:

Friday October 21st 7-9pm Registration

Saturday October 22nd - **Chiropractors**

7:15 – 8:15am Registration & Breakfast
8:15 – 8:30am Welcome & Announcements
8:30 – 10:30am Dr. Mitch Mally
10:30 – 11:00am Nutrition Break
11:00 – 12:30pm Dr. Mitch Mally
12:30 – 1:30pm Lunch
1:30 – 3:00pm Dr. Mitch Mally
3:00 – 3:30pm Nutrition Break
3:30 – 5:30pm Dr. Mitch Mally
5:30 – 6:30pm Exhibitors Session
6:30 – 9:30pm Banquet & Entertainment

Sunday October 23rd **Chiropractors**

7:15 – 8:15am Breakfast
8:15 – 8:30am Announcements
8:30 – 10:30am Dr. Mitch Mally
10:30 – 11:00am Nutrition Break
11:00 – 12:30pm Dr. Mitch Mally
12:30 – 1:30pm Lunch
1:30 – 3:00pm Dr. Mitch Mally
3:00 – 3:15pm Closing Remarks

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Saturday October 22nd - **CAs**

7:15 – 8:15am Registration & Breakfast
8:15 – 8:30am Welcome & Announcements
8:30 – 10:30am Ms. Brandi MacDonald
10:30 – 11:00am Nutrition Break
11:00 – 12:30pm Ms. Brandi MacDonald
12:30 – 1:30pm Lunch
1:30 – 3:00pm Ms. Brandi MacDonald
3:00 – 3:30pm Nutrition Break
3:30 – 5:30pm Ms. Brandi MacDonald

The CAs registration is limited to 45, only.

Registration

1. Registrant Information

Last Name: _____

First Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

2. Registration

Early-bird registration received by September 15. Early-bird DCs registration is \$325 and CAs is \$95. After September 15, the fee for the seminar is \$375 for DCs and \$125 for CAs. Banquet tickets for spouses and guests will be \$50 each. (All prices are in Canadian funds. Registration is limited so register early to ensure your spot.)

3. Payment Information

Registration fee: \$ _____

+ guest banquet fee: \$ _____

TOTAL: \$ _____

Only cheques will be accepted. The payment must accompany the registration. Cheques can be mailed to: New Brunswick Chiropractors' Association
125 Whiting Rd., Suite 200, Fredericton, NB E3B 5Y5
T: (506) 455-6800 F: (506) 457-1114

4. Hotel

Please make reservations at the Crowne Plaza Lord Beaverbrook Hotel in Fredericton by September 15, 2011. The rate for a single/double room will be \$139 plus taxes per night.

For reservations call: (506) 455-3371 (Local)

1-866-444-1946 (Toll Free Direct)

1-877-227-6963 (Central Reservations Service)

reservations@cpfredericton.com

Mention that you are booking for the NB Chiropractors Association Convention to get the above rate.

NBCA reserves the right to change speakers.

A refund (less \$25) will be made only if cancellation is made by Friday September 30, 2011. No refund after that date. NBCA will charge \$25 for NSF cheques.

NBCA does not necessarily endorse the statements that may be made at the seminar. We do promote the sharing of intra-professional knowledge and communication that is fostered by such events.

Annual Maritime Chiropractic Convention and Trade Show

October 22nd & 23rd, 2011

Crowne Plaza Lord

Beaverbrook Hotel

Fredericton, New Brunswick

Canada

“Diagnosis and Treatment of Extremity Injuries”

By: Dr. Mitch Mally, DC, for DCs

“The Paradigm Shift: Increasing the Front Desk Role in the Chiropractic Practice”

**By: Ms. Brandi MacDonald, for
Chiropractic Assistants (CAs)**

12 hours of CE credits will be awarded to participants.



NEW BRUNSWICK CHIROPRACTORS' ASSOCIATION
ASSOCIATION DES CHIROPRATICIENS DU NOUVEAU-BRUNSWICK

125 Whiting Rd., Suite 200, Fredericton NB E3B 5Y5 Tel.: (506) 455-6800 Fax: (506) 457-1114
www.nbchiropractic.ca comments@nbchiropractic.ca

Diagnosis and Treatment of Extremity Injuries

The Total Package!

Presented by:



Dr. Mitch Mally *Chiropractic Physician*

Dr. Mitch Mally's proprietary techniques for the diagnosis and treatment of extremity injuries have been praised by the chiropractic profession, often regarded as the "10th Degree Black Belt" in extremity adjusting. His diagnostic and non-surgical treatment techniques for Sports and Occupational Injuries and Carpal Tunnel Syndrome, have been very well received. Dr. Mally is a noted academician, author and inventor of the X-POSER and the QUAD BASE SCALE. Dr. Mally is also a Team Teacher for Parker Seminars and lectures Internationally for State Associations, Conventions and Chiropractic Colleges.

Dr. Mally is a post graduate faculty member for several Chiropractic Colleges and is a powerful, dynamic, entertaining and motivational educator with presentations armed with documented research supporting his presentations.

Seminar Features and Benefits

Here are some highlights of what you will learn from Dr. Mally at The Annual Maritime Convention on **Carpal Tunnel Syndrome (CTS)** and **Cumulative Trauma Disorders (CTD)** – The Total Package!

CTS afflicts millions of people per year, statistically surgeries fail and have painfully disabled patients. Misdiagnosis and mismanaging cases leads to erroneous results costing consumers \$20 billion annually, and lost time injuries in the workplace.

In this one-of-a-kind incredible information packed hands-on seminar, Dr. Mally will also be covering many of the major conditions, syndromes and injuries of the Elbow / Wrist / Hand.

This seminar is carefully and uniquely designed to enhance consistency and continuity of diagnostic, corrective, rehabilitative and preventive care of CTS / CTDs and RSIs.

The seminar is structured to follow in-office patient protocols and as a bonus, Dr. Mally demonstrates an in-office patient workshop and company presentation...

You will learn:

=> Hidden secrets in the patient's intake history and subjective remarks that provides 95% of the diagnosis and treatment plan...nearly 3 decades of spectacular practice tips unveiled.

=> Develop a clear understanding of normal and abnormal joint mechanics relative to the mechanism of injury...the tricks aren't hard, you will join a very select group of others trained by Dr. Mally and maximize your practice potential.

=> Interpret x-rays, palpate, and identify abnormal joints...all of the features you'll "need to know" in your practice to successfully evaluate and treat the patient's condition.

=> The most complete CTS & CTD training, jam-packed with time tested and practice-proven techniques...guaranteed to enhance your palpation, adjusting skills and speed - faster than you ever thought possible.

=> Watch and replicate "Specific Techniques" for the wrist, hand and elbow ...you will know how to use your hands and deliver masterful riveting adjustments with high-velocity and "amazing" accuracy.

Back by popular demand!

Mrs. Brandi MacDonald

Brandi MacDonald and her husband run a busy family based, wellness focused office in Canada. Five years ago, she left her leadership career as she was personally touched by the healing power of Chiropractic. Today, she is the owner of True Concepts Inc. a consulting and professional speaking company that provides Chiropractic Assistant training and Leadership coaching.



Being a patient of Chiropractic first and foremost, her specialty to teach health paradigm shifts is unrivaled. She has also co-authored a wellness book, contributing author to the new "Well Adjusted Soul..Stories from the Heart", is a contributing columnist to Canadian Chiropractor magazine, Chiropractic Economics, and named "International Chiropractic Assistant of the Year" for 2010. She is an internationally known CA trainer and Leadership coach, and teaches for numerous state associations, coaching programs and is a Parker Team Teacher. Her passion for the principles of Chiropractic will not disappoint!

"The Paradigm Shift: Increasing the Front Desk Role in the Chiropractic Practice"

As the world gets sicker and sicker, Chiropractic must become stronger in their presentation of both the benefits of our model AND the patients responsibility to become part of the healing plan. In order to do this, we must first identify paradigms of healing and understand why our patients believe what they believe. Once patients THINK differently, they begin to make different health care decisions. In order for us to do this we must teach our staff a larger role in patient education and keep patients under care long enough to access a new paradigm for healing.

In this all day session, Brandi will both reinforce on the information learned last year in Halifax and introduce new concepts on how Chiropractic offices must strengthen their commitments and procedures to retain patients longer. Attendees will learn to identify the difference between TEACHING and educating patients and how they can improve their systems to move patients toward health through information, role modeling and systems.