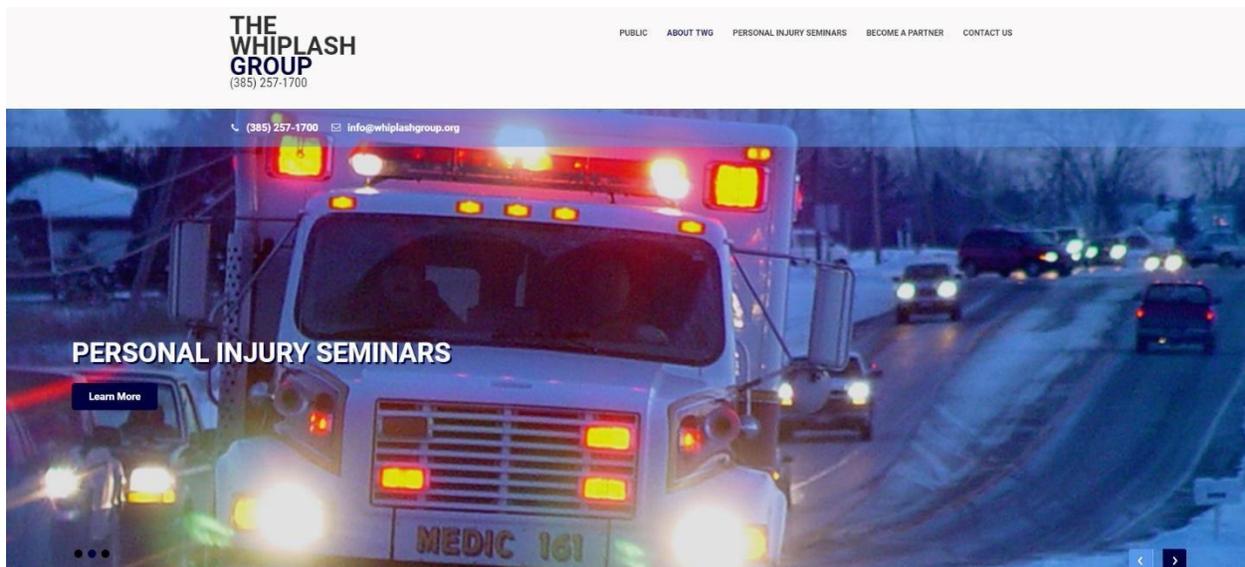


The Whiplash Group Seminar Guidebook



Welcome! I sincerely hope you take a few minutes to read through this entirely. It will help you and your team navigate the travel and seminar with greater ease.

1. The Rules
2. Registration online
3. Transportation to and from the hotel
4. On-site registration
5. Continuing Education
6. Class structure
7. Meals
8. Entertainment

The Rules

The Whiplash Group is a network and culture of outstanding health care providers, attorneys and their office teams.

“According to research by social psychologist Dr. David McClelland of Harvard, [the people you habitually associate with] determine as much as 95 percent of your success or failure in life.”

When we come together for this annual event, full of “A-game personalities,” we expect a few things...

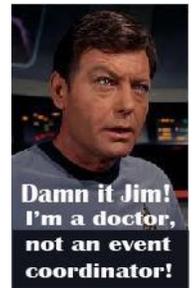
- Show up on time for scheduled classes and events
- Stay for the entire event
- Be respectful to everyone on-site
- Sit as close to the front by the speaker as possible
- Engage! in class, with vendors, at the social events, make new friends locally and from across the country
- Have fun!

Registration Online

We have tried to make it as simple as possible.

It will get easier in years to come so be patient with us as we run our practices and grow the group.

Key things to understand for registration this year:



Office team members are free. Why? Because you don't grow exponentially if you leave your team at home. Bring them all! At least bring your management. If you return home on fire to a pile of wet twigs (pardon the example), it is difficult to help the team catch fire with you. But if you all go home 'fired up' with new and exciting ideas, aligned in your purpose of what you learned...exponential growth!

A screenshot of a registration form. The form has several sections: "Credit Card" with fields for Name on Card, Card Type (dropdown), Card Number, Expiration Date (Month/Year), and CVV; "Other Information" with a field for "How did you hear about us?"; and "Comments/Special Delivery Instructions" with a text area. A yellow highlight is placed over the text "Add TEAM member names here" in the comments section. At the bottom, there are "Return to Cart" and "Submit Order" buttons.

Put your team member names in the appropriate box when registering.

1. **Primary doctor or attorney.** Each individual attending (who is not a dues-paying member of the WG) pays **\$299 in advance or \$399 at the door.** The "\$75 meal plan" includes the (3) on-site buffet meals this year. **Seriously! A ridiculously great deal!**
2. **Associate or second doctors.** Just \$20 but do order the meals package. Yes, it is \$75 but it is worth every penny for the time saved, energy saved of going off-site, and the networking opportunities. Lol, don't miss out on the meal package...you will thank me later 😊

3. **Team members.** The seminar is free for them. Still, if they want to eat and network, **Meal tickets are \$75 each.**

- a. How you run your business is up to you but let me share ***some solid business advice***...The office should cover team travel, lodging and a per diem for food. If they are charging you hourly to come to a seminar and gain knowledge that they will take with them the rest of their lives...that shouldn't be your business expense. **Business Finishing School**, one of our recommended coaching programs, teaches how to hire "A players." Team members who 'take ownership' of your practice vs. "Clock punchers." An "A player" helps grow your practice because they take "mental Ownership" as compared to a "B player." The "A player" is 5200% more productive (see BFS module 10).

My free tip: I would suggest a bonus structure at the office. You can track how and when they invest their time learning to improve the business. They are financially rewarded when that knowledge is properly implemented back at the office and the business grows. Employees need 'skin in the game' as well. They need an "ownership mentality" that your business is partly their business too. Again, it is your business and your rules but "clock punchers" don't grow a business.

- b. Not bringing staff cost a business far more over the next year than the expense of bringing them. We have seen this again and again. Invest in your office and your office team.

Note: Things we have done to make this seminar more affordable for your business include:

- c. Offer group rate rooms at the hotel
- d. We are working on a free shuttle on Friday and Sunday
- e. The on-site "Meal tickets" that you can purchase when registering. ☺ We think of just about everything!

- f. Talk with Katrina to find other attendees that want to split / share rooms.
Info@WhiplashGroup.org

Hotel Registration



The University Park Marriott is very accommodating. An open floor plan and group room rate (if registered early) will make this a highly productive event.

Here is the [Hotel Link](#) to book discount rooms up to 30 days prior to the event.

The Hotel is nestled up on the ‘bench’ of the mountains near the University of Utah. There is a Starbucks, a bar and restaurant on property. However, with a group our size, the “meal package” will help us eat and get back to classes and events in a much timelier fashion.



Additional restaurants and downtown Salt Lake City are less than 2 miles away. They all require a shuttle ride. A free shuttle from the hotel is offered but the timing is not convenient. Saturday night would be a good time for exploring. The rest of the seminar, there is simply not enough time to depart from the hotel and return in time for the Whiplash Group experience. (See the “MEALS” section below)

We strongly encourage the local (Utah) doctors to make a full engagement of the weekend. Stay on property. Get to know other doctors and teams from across the country. Maybe even play “tour guide” Saturday night.

Airport Transportation to and from the hotel

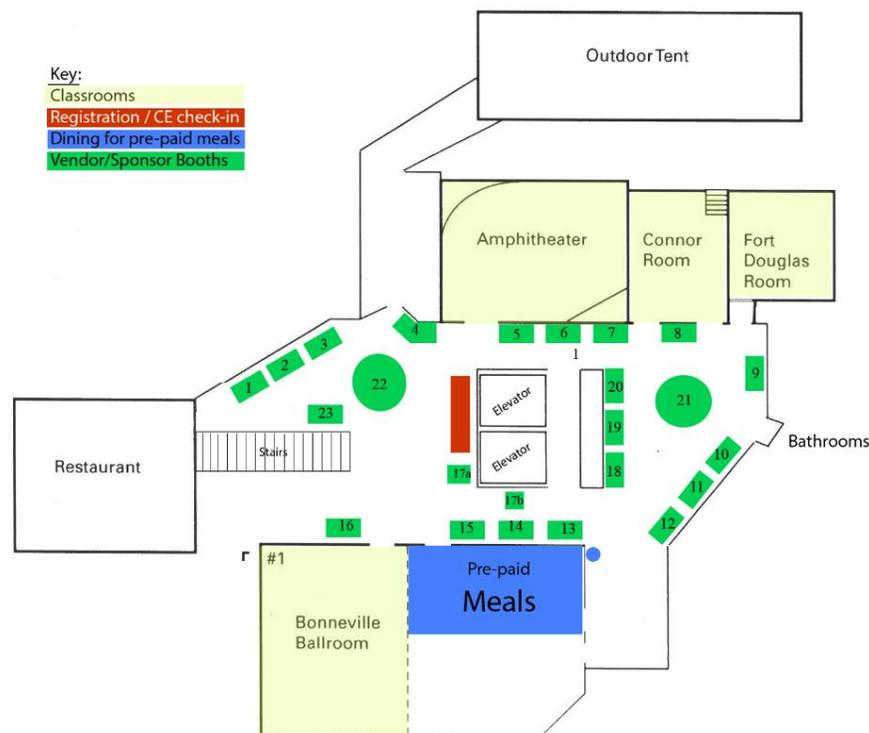
There is no official airport shuttle to the property. **It is Uber, Lyft or taxi.** It should cost \$12 to \$16. We are working on renting a private shuttle to offer FREE transportation to our attendees on Friday morning and Sunday. Stay tuned!



On-site registration

Friday from 2pm to 3pm is On-site Registration. It is important for all attendees to be registered and receive their name badges. We strongly encourage being at all three days for all classes. (We expect our patients and clients to arrive on time for appointments, so should we as registered attendees).

Bring business cards to share and network. We collect business cards from on-time attendees Friday and use those business cards for prize drawings throughout the course of the weekend. Want to win \$100 cash and be in the “Friendly Franklin Club?” Register on time Friday. ([Youtube – Friendly Franklin](#)) We will also be drawing from prizes from various vendors and a \$500 [Lifetimer table](#) or gift certificate. All drawings will be in the classrooms at the time class is scheduled to start. Must be present to win.



Continuing Education

Those wanting CE credits will have their picture taken and receive a scan card to check in to each class electronically. For our annual Summit we use technology to track the classes attended (Sponsored by PlatinumSystem.net). Before each class the attendees wanting CE will need to scan their card near the classroom they plan to attend. Their picture will pop up on the screen to make sure the correct card and person are attending the correct class.

CE is free this year for our Dues Paying Members but we are asking a \$20 donation to the Utah Chiropractic Physicians Association.

All other doctors, there is a charge for CE as PACE and Western States University charges per doctor and per state.

Class Structure

With Dr. Fabrizio Mancini as one of our mentors and occasional instructors, our teaching platform is “Parker-Style.” We have Keynote speakers and ‘break out’ classes where several speakers are teaching at the same time in different rooms. It is a “buffet of knowledge” and information, you just need to pick what topics are most important for your growth this year. If you miss something you wanted, you can always come back next year or [join the WG Membership](#) and have regular access to vast information.

There are three classrooms and the Media room for podcast and video recordings.

University Park Marriott in Salt Lake City, Utah
Friday Schedule - February 28, 2020

1:00pm - 2:00pm	Instructor Luncheon		
2:00pm - 3:00pm	Registration		
3:00pm - 5:00pm	Sponsored by:	Dr. Dan Murphy (Research, Laser and Rehab)	
5:00pm - 5:30pm	Vendor Break		
5:30pm - 6:30pm	Dr. Dan Murphy (Research, Laser and Rehab)		Sponsored by:
6:30pm - 7:30pm	Dinner / Vendor Break (pre-purchased tickets)		
7:30pm - 8:30pm	Entertainment: Jügetown Live Country music & dancing Sponsored by:		

Saturday Schedule - February 29, 2020

	Stage	Auditorium	Connor Room
8:00am - 10:00am	Dr. Tony Adams, DVM, MS, DACVP <i>Parasitic Injury Prevention</i>	Meggie, LMT <i>Anatomy & Cervical TP Therapy</i>	Brett Winchester, DC <i>Motion, Proprioception, Recharge</i>
10:00am - 10:30am	Vendor Break		
10:30am - 12:00pm	Frank Liberti, DC <i>What is AROM?</i>	Bill Omlinger, DC, CMT <i>Factors to Progress</i>	Brett Winchester, DC <i>Motion, Proprioception, Recharge</i>
12:00pm - 1:00pm	Lunch / Vendor Break (pre-purchased tickets)		
1:00pm - 2:30pm	Jeff States, DC - <i>Documentation and Communication on Medical-Legal Cases</i>		
2:30pm - 4:00pm	David Marcinak, MA <i>How to use the new digital notes software</i>	Savanna Shellin, CPC <i>Digital Billing and Documentation</i>	Mike Piscitello & Jeff Norvick, DC <i>Prosthetic Technology and Technique</i>
4:00pm - 4:30pm	Vendor Break		
4:30pm - 5:30pm	Ryan Averett, DC, MS <i>Objective Findings in Medical-Legal</i>	Dnily DeBois, DC <i>ICAF: Current Issues in Research</i>	Mike Piscitello & Jeff Norvick, DC <i>Prosthetic Technology and Technique</i>
5:30pm - 6:30pm	Dani Stimpf <i>Presenting like a professional</i>	Bryan & Adam Larson, Esq. <i>Being with the Foot in Mud</i>	
6:30pm - 7:30pm	Q&A Panel		
7:30pm	Dinner (on your own)		

Sunday Schedule - March 1, 2020

8:00am - 9:00am	Vendor Breakfast (pre-purchased tickets)	
9:00am - 10:30am	R. Jay Shetlin, DC - <i>Marketing your PI Practice (MD, DC, Esq) Like a Pro!</i>	
10:30am - 12:00pm	Sponsored by: R. Jay Shetlin, DC & Team - <i>Leading by Example & Seminar Summary</i>	
12:00pm	\$500 plus in Prize Drawings	

Meals

We offer a unique meal package to help save you time, money and increase your team productivity. There isn't enough time during lunch (nor dinner on Friday) to go off-site to eat. You can, but you won't make it back in time for classes and events.



So, we have structured a unique scenario where the hotel will provide buffet style meals for Friday dinner, Saturday lunch, and Sunday breakfast. Hotel meals are not cheap but as a group they offer quality, variety, and convenience. What we

have worked out will be far more affordable when calculating time, meal cost, tip and travel to a restaurant and back. Naturally, there is a restaurant on-site, but they would not be able to handle the flood of our attendees vs. us letting the chef know how many meals to prepare for us in advance with the Meal Package we have prepared for you.

Trust us, this will save you and your team time and \$\$.

Please take advantage of our Meal Package for you and your team, stay on-site and in a private meal room where you can sit with other attendees and build relationships.

[WG Meal Tickets are ONLY \$75/person for 3 meals]

Friday Dinner Cost \$45. Your Cost average \$25

Saturday Lunch Cost \$32. Your Cost average \$25

Sunday Breakfast cost \$24. Your Cost average \$25

For meals other than the ones we offer in the package, feel free to enjoy the on-site facilities, order delivery or Uber eats.

Entertainment

Friday night we have a Live Music and Dance Party compliments of our special guests for entertainment, [Jagertown](#). You won't be disappointed! attendees from your office will receive free tickets. Additional tickets are just \$10 thanks to our sponsors.



Cancelation Policy

You are welcome to cancel at any time. Cancelation 60 days prior to the event is 100% refundable. Up to 30 days prior refunds are 50%. After 30 days Prior to the event there are no refunds. Depending on circumstances attendance may be transferable to another seminar or the following year.