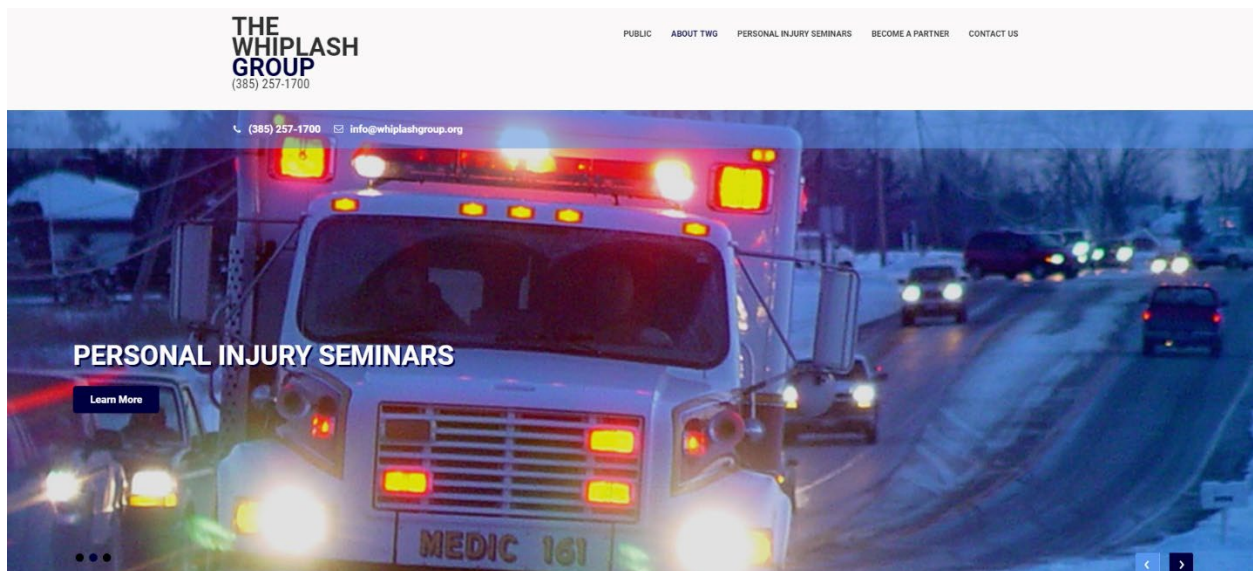


The Whiplash Group Seminar Guidebook 2025



Welcome! We 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. Sponsors / Partners
7. Class structure
8. Meals
9. Entertainment

The Rules – Huntington Beach

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
- (There will be a prize drawing for those in seats on time Saturday morning)
- 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 social events, make new friends locally and from across the country
- Have fun!

Event Registration Online

We have attempted to make registration 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:

1. This is a single fee for **you and your spouse**.
2. **Associate or second doctors**. They are totally welcome and encouraged to attend but they have their own fee at this event.

3. **Team members.** The seminar is free for them if we have enough seats for doctors and attorneys. But we need a head count, so please register them!

- a. How you run your business is up to you but let me share some solid business advice...The office should cover their travel, lodging and a peridium 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 teaches how to hire "A players." Team members who 'take ownership' of your practice vs. "Clock punchers." An "A player" helps grow your practice by compared to a B player (see BFS module 10). 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 part their business. Again, it is your business and your rules but "clock punchers" don't grow a business.

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

- b. Offer group rate rooms at the hotel
- c. We are working on a free shuttle on Friday to the social
- d. Lunch is sponsored, thus FREE for doctors and attorneys
- e. Other sponsors helped keep registration costs lower

Hotel Registration



The Shore Break Hotel is a highly sought-after venue! It has an open-air floor plan and the group room rate (if registered early).

Here is the [Select your room](#) link to book discount rooms up to 15

days prior to the event. The 15% discount rooms are first come first serve, so please book early.

The Hotel is nestled up across the street from the beach and next to a number of amazing restaurants and shops.

There is one of my favorite coffee and Acai shops next door, “602 Coffee.”



There is a bar and restaurant on property, besides amazing amenities, including free morning coffee, 5pm free happy hour, free beach cruiser bikes to use, and free beach

amenities such as towels and umbrellas.

Friday night will have a shuttle to the Delorean Shop tour and social.

Saturday is CE classes, lunch, and evening networking. Be sure to talk with our amazing sponsors and partners regarding practice growth tools and asset protection strategies.

We strongly encourage the local (California) 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 \$15 to \$25.



On-site registration

Saturday Morning 8am is On-site Registration. It is important for all attendees to be registered. We strongly encourage being at all three days for networking and education. Saturday is the pillar day with CE. Sunday is loaded with bonus material.

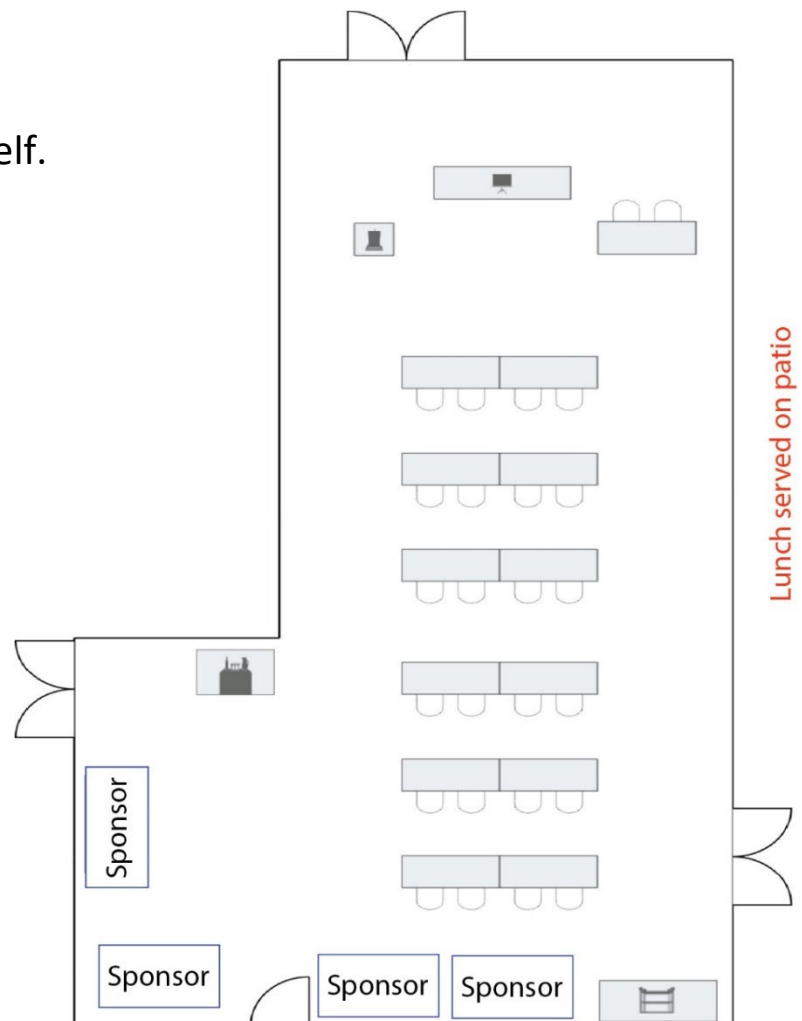
(We expect our patients and clients to arrive on time for appointments, so should we as registered attendees).

Bring business cards to share and network. We collect business cards from **on-time attendees** Friday night and early Saturday morning. We use those business cards for prize drawings through 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. All drawings will be in the classrooms at the time class is scheduled to start. Must be present to win.

Here is information on the site itself.

[3-D property tour](#)

[The Classroom](#)



Continuing Education

Those wanting CE credits will have to **sign-in** Saturday morning, **sign-out** at lunchtime, **sign-in** after lunch, and **sign-out** at the end of the Saturday session. 6 CE credits are available for Chiropractic Physicians. We are happy to do MD, PT and CLE for those interested. We just need help, in advance, at future seminars from those requesting.

Sponsors/partners

Please take a few moments to talk with and explore if our sponsors have tools that will be beneficial to you and your team. Sponsors and partners are what make seminars more affordable to attend. Be kind and give them a moment of your time.



Class Structure & Schedule

This is a one-day event, so it is straight forward. We will have a different speaker each hour to break up the content and energy to make it more impactful and enjoyable to you and your team. (*Schedule is tentative and is subject to change*).

Friday night: 5pm-7pm



Shuttle or drive from Kimpton to DMC Huntington Beach - 7402 Prince Dr, Huntington Beach, CA 92647 – “Wine & Cheese” (or other snack) Social event. Fun environment to socialize! Additional socializing back at the Kimpton after DMC.

Saturday: 8:45am-4pm

8am Registration

8:45am Introduction & sponsor spotlight PLUS Prize drawing (must be present to win)

9am-9:55am Jay Shetlin, DC

10am-10:55am Michael Coates, ESQ

11:00am-11:45am-ish Jeff States, DC [via zoom]

11:45am-12am Bill Galagher

LUNCH 12pm to 1:15pm [Sponsored by Legally Mine]

1:20pm-2:15pm Jay Shetlin, DC

2:20pm-2:40pm [Sponsor Highlight]

2:45pm-4pm Jeff Cronk, DC, ESQ

BREAK – End of Class for the day

Some may be interested in the Happy Hour meet-up in lobby?

Dinner Social 6pm-9pm – Find a couple or two to go to dinner with. 4 to 6 per table (No more than 6 if you want to maximize your networking time. Doctors, attorneys, sponsors, whoever you feel you wanted to learn more about)

Sunday: 8:am-11:30am-ish

Bonus material with Michael Coates and Jeff Cronk in the Breakfast area...Brunch-n-learn

Meals

Lunch will be sponsored on Saturday by Legally Mine. They specialize in asset protection. Delicious food and powerful information.



Other meals I am encouraging you to find people you want to get to know. And have a friendly network lunch or dinner with like-minded professionals attending this weekend.

Make the most of your weekend.

There are great places to just sit and relax on property to get to know each other as well.

But if you are determined to eat elsewhere, [here are some ideas](#). I recommend Fred's or Duke's 😊

Entertainment

Friday night the social at DMC Huntington Beach is sure to be amazing. “True history” about a car that is both iconic and mysterious with its folk lore surrounding it’s rise and demise. An incredible opportunity to get to know one another while touring a business “gem” of Huntington Beach.

Cancellation Policy

You are welcome to cancel at any time. Cancel 30 days prior to the event is 100% refundable. Up to 10 days prior refunds are 50%. After 10 days Prior to the event there are no refunds. Depending on circumstances attendance may be transferable to another seminar or the following year.