



CALIFORNIA CHIROPRACTIC ASSOCIATION  
1451 River Park Drive, Suite 230  
Sacramento, CA 95815-4521  
www.calchiro.org

2008

# Right in Your Back Yard!

License Renewal Seminars

Earn all CE to renew your Doctor of Chiropractic license!

## Convenient

Two-day programs located in a city near you.

## Great value

Obtaining the highest quality chiropractic continuing education has rarely been more cost-effective for doctors of chiropractic.

## Flexible

Register for all 12 hours or "The 100 Year Lifestyle" or just adjustive technique – whatever you need, we have!

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Sacramento, CA

California Chiropractic Association  
12-Hour Re-Licensing Seminar

# Right in Your Back Yard!

## The 100 Year Lifestyle Weekend

Featuring Dr. Eric Plasker, DC,  
International Best-Selling Author,  
World-Renowned Doctor of Chiropractic  
and Wellness Guru



October 11-12, 2008  
Catamaran Resort  
San Diego

October 18-19, 2008  
Hilton Arden West Hotel  
Sacramento

November 1-2, 2008  
Hotel Valencia  
San Jose



CALIFORNIA CHIROPRACTIC ASSOCIATION

# Get the Book Everyone's Talking About



## The 100 Year Lifestyle More than 50,000 sold!

	CCA Member	Non-Member
Hardback book	\$19.00	\$24.00
Audio CD	\$24.50	\$30.00

Prices include tax and shipping.

To order:

[www.calchiro.org](http://www.calchiro.org) (Shop CCA page)  
or call 916.648.2727, ext. 120



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# The 100 Year Lifestyle Weekend

SATURDAY 8:00am to 5:00pm

**If your patients knew they'd live to be 100, how would they change their lives? As doctors of chiropractic, you have within your grasp that answer.**

*The public is being given advance notice of their longevity potential our grandparents never had. As doctors of chiropractic, you are uniquely positioned to guide people to not only survive, but to thrive into their extended years.*

Who wants to live to 100 – or longer? Probably pretty much everyone – including your patients and prospective patients. Capturing the ground swell of the public's desire for longer, healthier lives, the California Chiropractic Association brings international best-selling author of *The 100 Year Lifestyle*, world-renowned doctor of chiropractic and wellness guru Dr. Eric Plasker, DC, as keynote speaker to a special three-seminar series, "Right In Your Back Yard 100 Year Lifestyle Weekend!"

Centenarians are one of the world's fastest growing segments of the population, and Baby Boomers are far more likely to reach this milestone than ever before. This ground-breaking seminar reveals how, as a doctor of chiropractic, you are positioned as the agent of lifestyle change that will equip your patients to make the most of their years through a unique, holistic total-life program, including regular chiropractic care throughout their lives.

The "100 Year Lifestyle Weekend" brings together diet, nutrition, exercise, mental agility, creativity, finances, friends and family, work, community and achieving a sense of purpose, all with an emphasis on lifetime chiropractic wellness care, to ensure quality of life as people age. You'll learn how to implement these revolutionary strategies and skill sets for establishing and maintaining a functioning wellness practice:

- **Better educate patients on the importance of wellness and its effects on their longevity**
- **Integrate into your practice the changing needs and values of your patients and community given longer life expectancy, its drain on the health care system and the changing health care values by the public**

- **Encourage and cause permanent changes in your patients' energy and lifestyle toward wellness**
- **Establish a longevity fitness plan – focusing on endurance, strength and structure (ESS) – and demonstrate why exercise and chiropractic care must go hand-in-hand to ensure quality of life as people age**
- **Effectively explain the links between vertebral subluxation, chiropractic care and human potential energy patterns**
- **Demonstrate to patients how your chiropractic practice can deliver quality of life and wellness care through adjustments, fitness and nutrition and their collective role in human potential and long-term health**

**Eric Plasker, DC**, is a man on a mission: To help every man and woman in America live to realize "a long life, well-lived." Author of the international best-selling *The 100 Year Lifestyle*, Dr. Plasker is a mediagenic powerhouse having been featured on ABC, CBS, NBC and TBS' *Movie* and a *Makeover* the Discovery Channel's *Forever Young* and *Connecting With Kids* programs. He's shared the stage with such luminaries as Dr. Barbara De Angelis, Dr. Wayne Dyer, Dr. Andrew Weil and Dr. Deepak Chopra, to name a few. A graduate of Life Chiropractic College, he formerly owned two highly successful family practices.



**Is there any more powerful motivation to seek effective lifetime chiropractic care than the desire for a long life lived to its fullest?**

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## The 100 Year Lifestyle Weekend

SUNDAY 8:00am to 12:00pm

Earn 4 hours of Adjustive Technique\*\*



California is home to more than 9 million people over 40 with the capacity to live to 100 – or more. Doctors of chiropractic can deliver the holistic total-life care to enable these Baby Boomers to leap into these extended years happy, healthy and secure.

Join Dr. David Benevento, CCA president, for an informative presentation on integrating functional evaluation testing with diversified adjustive technique. Lower and upper back and lower and upper extremities will be reviewed.

**Dr. David Benevento, DC**, currently serves as president of the California Chiropractic Association having previously served in a wide variety of leadership capacities with the CCA – Sacramento Valley District and CCA. A graduate of Los Angeles College of Chiropractic, he holds the certified chiropractic sports physician designation and is certified in the Graston technique. He currently owns a successful practice in Folsom.

\*\* 4-hour course fulfills California's adjustive technique requirement

### Patient Appreciation Event

Give your patients the opportunity for a night out – invite them to attend one of our free patient appreciation book signing events in San Diego or Sacramento!

Friday evening, October 10,  
7:00 pm in San Diego

Friday evening, October 17,  
7:00 pm in Sacramento

Contact CCA for more information and tickets.

## BONUS!

Tradeshaw and Luncheon

Two Locations:

San Diego and San Jose

Saturday, 12:00 p.m. – 1:00 p.m.

Take advantage of your time at the seminar to explore the tradeshaw. Purchase equipment, supplies and services for your practice from seminar sponsors.

Lunch is included in the cost of your registration for San Diego and San Jose.

### Thank You To Our Sponsors

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STRATEGIC WEALTH  
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# Attendees!

Register for all 12 hours  
or "The 100 Year Lifestyle"  
or just adjustive technique –  
whatever you need, we have!

## 4 Easy Ways to Register

1. FAX: 916.648.2738
2. CALL: 916.648.2727, ext. 120 or ext. 141
3. WEB: [www.calchiro.org](http://www.calchiro.org)  
(Events & CE page)
4. MAIL: California Chiropractic Association  
1451 River Park Drive  
Suite 230  
Sacramento, CA 95815



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# Register Today!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

Please note: a confirmation letter will be sent electronically to the email address provided above.

Is this a new address?  Check here if you have special needs that may require our attention.

## PROGRAM LOCATION & DATE (check one)

### San Diego

**Catamaran Resort**  
3999 Mission Blvd., San Diego, CA 92109  
858-488-1081 • [www.catamaranresort.com](http://www.catamaranresort.com)  
**October 11-12**

### Sacramento

**Hilton Arden West Hotel**  
2200 Harvard Street, Sacramento, CA 95815  
916-922-4700 • [www.hilton.com](http://www.hilton.com)  
**October 18-19**

### San Jose

**Hotel Valencia**  
355 Santana Row, San Jose, CA 95128  
408-551-0010 • [www.hotelvalencia.com](http://www.hotelvalencia.com)  
**November 1-2**

## Sign me up for: (check below)

	MEMBER	NON-MEMBER
	Early Bird/After	Early Bird/After
	(San Diego: 9/29, Sacramento: 10/4, San Jose: 10/18)	

<input type="checkbox"/> <b>Doctor of Chiropractic</b>	\$185 / \$215	\$235 / \$265
<input type="checkbox"/> 100 Year Lifestyle ONLY (8 hours)	\$175 / \$205	\$225 / \$255
<input type="checkbox"/> Technique ONLY (4 hours)	\$125 / \$155	\$175 / \$205
<input type="checkbox"/> Student	\$59 / \$89	\$89** / \$119**
<input type="checkbox"/> Chiropractic Assistant or Guest	\$99 / \$129	\$129 / \$159

\*\* Non-member rate includes SCCA membership

\* Each seminar has been approved for 12 hours continuing education credit by California Board of Chiropractic Examiners. Approval #CA-A-08-08-4184.

## PAYMENT INFORMATION

Total Amount Due \$ \_\_\_\_\_ Check Payable to CCA Enclosed: # \_\_\_\_\_, or

VISA  MC  AMEX  DISCOVER Credit Card # \_\_\_\_\_

Signature \_\_\_\_\_ Exp. Date \_\_\_\_\_ Zip \_\_\_\_\_

**MAIL** Registration to: CCA, 1451 River Park Drive, Suite 230, Sacramento, CA 95815  
**FAX** (916) 648-2738 or for questions please **CALL** (916) 648-2727 ext. 141 or 120.



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Seminar cancellations received in the CCA office 14 days prior to Seminar date are subject to a 10% service charge. Cancellations after the 14 day deadline, and up to 5pm on the day prior are subject to a 25% service charge. "No shows" or cancellations the day of the seminar are liable for the entire fee. **All cancellations must be in writing.** If CCA cancels for any reason, CCA's liability is limited to the return of the registration fee only. CCA will not reimburse registrant for any travel or hotel cancellation fees or penalties. Checks returned due to insufficient funds and/or stop payment are subject to a \$25 returned check fee. Retain a copy of this form for your records. If you fax your registration, you MUST pay by credit card. A confirmation letter will be e-mailed to the e-mail address provided on the registration form, unless otherwise requested to be sent by U.S. mail. Should you not receive a confirmation letter after two weeks of registering or within two days of the seminar, please contact [jbirkman@calchiro.org](mailto:jbirkman@calchiro.org)