

CAL's Annual Convention

50

ANNIVERSARY

C E L E B R A T I O N

August 23-25, 2024

Baton Rouge, LA

Weekend at a Glance

Friday, August 23

- 8:30 Registration
Exhibit Hall opens
- 9:00 **Caring for the Newborn: The Art of Being Exceptional**
Featuring: Ron Castellucci, D.C., ACP
- “Lost Vagus Nerve” Function – Stress Balancing & Brain-Gut Wellness**
Featuring: Dan Davidson, D.C.
- 10:15-10:45 Tour of Exhibits
- 10:45-Noon Class resumes
- Noon-1:00 Lunch on your own
- 1:00 **Golf Outing**
Santa Maria Golf Course
~reservations required~
- 1:00-3:00 **DC Programs resumes**
- 3:00-3:30 ~refreshment break~
- 3:30- 5:00 Class Resumes/Concludes
- 5:00- 6:30 **Bourbon Tasting Wine Tasting**
~reservations required~

Saturday, August 24

- 8:00 a.m. Exhibit Hall opens
Registration continues
- 8:00-8:30 **Annual Business Meeting**
- 8:30 **Unlocking the Fountain of Vitality: Knowledge for Lifelong Wellness & Longevity Strategies**
Featuring: Dan Murphy, D.C.
- 8:30-Noon **Risk Management & Ethics in Chiropractic Practices**
Featuring: Tim Richardson, J.D.
- 9:00 **Uplevel your Practice**
Featuring: Kim Klapp
- 10:00-10:30 **Tour of Exhibits**
- Noon-1:30 **Lunch on your own**
- 1:30- DC/CA program continues
- 1:30 **21st Century Approach to Musculoskeletal Conditions- The Gut-Joint Connection**
Featuring: Robert Silverman, D.C. MS, DABCN, DCBCN, CNS, CSCS, CIISN, CKTP, CES, HKC, FAKTR
- 3:00-3:30 ~refreshment break~
- Tour of Exhibits**
- 3:30-6:00 DC program resumes/concludes
- 4:00 CA program concludes

Saturday, August 24

Break Out Sessions:

- 1:30-6:00 **CPR Renewal Course**
Featuring: Ronald McMorris, D.C., ATC

- 6:30-9:30 **50th Anniversary Celebratory Party At Ringside inside Sullivan’s Steakhouse**
~reservations required~

Sunday, August 25

- 8:00 a.m. Exhibit Hall opens
37th Annual Prayer Breakfast
~reservations required~
- 8:30-10:30 **Chiropractic Management of the Patient with Complex Spinal Complaints & Current Trends in the Management of Sports-Related Concussions**
Featuring: William Moreau, D.C., DACBSP, FACSM
- 10:30-11:00 ~refreshment break~
Tour exhibits
- 11:00 -12:00 DC program Resumes
- 12:00-12:30 Hotel Check out
- 12:30–3:30 DC program resumes/concludes

Special Events



CAL Golf Outing*

**Friday,
August 23rd
1:00 p.m.**

*Santa Maria Golf Course
18460 Santa Maria Parkway*

**reservations required*



CAL Bourbon Tasting*

**Friday,
August 23rd
5:30 p.m.**

**reservations required*



CAL Wine Tasting*

**Friday,
August 23rd
5:30 p.m.**

**reservations required*

Special Events



CAL Annual Meeting*

**Saturday,
August 24th
8:00 a.m.- 8:30 a.m.**

**Election of state-wide officers
& representatives in odd-
numbered districts*



50th Anniversary of Chiropractic Licensure in the State Celebratory Party

**Saturday
August 24th
6:30–9:30 p.m.**

At Ringside (inside
Sullivan's Steakhouse)
*reservations required



37th Annual Prayer Breakfast

**Sunday,
August 25th
8:00 a.m.**

***Sponsored by
Lee and Chad Nugent of
Nugent Investments***

*-complimentary-
reservations required*

GOLF

Come tee it up on August 23, 2024 at the beautiful Santa Maria Golf Course. Designed by Robert Trent Jones, Sr. and a member of the prestigious Audubon Golf Trail, Santa Maria Golf Course is built on 150 acres of rolling terrain, featuring 18 lakes and two natural waterways. This 18-hole course measures 6,969 yards in length from the championship tees and features sand bunkers, exquisite Bermuda fairways and mature oaks.

Come test your skills at our 4 person team scramble. Tee times begin at 1:00 p.m. Space is limited so register early!

Time & Place:

*Friday, August 23, 2024
1:00 p.m.*

Fees: \$100 per person

Santa Maria Golf Course

*18460 Santa Maria Parkway
Baton Rouge, LA 70810*

*Fees include:
Green Fee & Cart
practice green*

*Team = 4 person Scramble
Enter as a team or individual and your
team will be assigned by CAL*



note: No metal spikes allowed and a collared shirt must be worn

Bourbon Tasting



Come make your taste buds jump for joy as you join us for a delicious bourbon tasting. Get ready to sample a variety of premium bourbons from different distilleries and mingle with fellow bourbon enthusiasts. Whether you're a seasoned bourbon connoisseur or just starting to explore the world of bourbon, this event is perfect for anyone looking to enjoy some great drinks and company. Don't miss out on this unique opportunity to savor some fine bourbons and learn about their history.

Friday, August 23, 2024

BR Marriott

5:30 p.m.

Ask for location at CAL registration desk



COST: \$75 per person

Wine Tasting

Come join in a delightful sensory overload of aromas and bouquets of various wines. This wine tasting will take you to Italy, Chile, Washington State, and California. It will take you from the inexpensive, to the expensive side of wines but all are quality wines. You would easily have to spend \$400 to try each of these wines. Information is a Basic Wine 101 class that you can dazzle your friends with your knowledge of wine. The experience will be one that you won't forget.

Friday, August 23, 2024

5:30 p.m.

BR Marriott

Ask for location at CAL registration desk

Cost: \$75 per person





50th Anniversary Celebratory Party

Saturday, August 24, 2024

6:30p.m. - 9:30 p.m.

Ringside (Inside Sullivan's Steakhouse)



*Come join us for a party to celebrate the 50th year of Chiropractic Licensure in the State of Louisiana. Enjoy hors d'oeuvres, two free drinks (cash bar afterwards) and listen to **live music** play
So put on your boogie shoes and let's all celebrate and have a good time*

Cost: \$40 per person

Continuing Education for the DC

Caring for the Newborn: The Art of Being Exceptional

Presented by Ron Castellucci, ACP, D.C.

Friday 9:00 a.m. – 5:00 p.m.

In this presentation, Dr. Castellucci will introduce advanced muscle palpation techniques, visual analysis, examination, patient interaction skills and gentle adjustments for the newborn. Dr. Ron will be discussing the etiology of the subluxation in the newborn population including common causation. In this hands-on practical application seminar, he will demonstrate visual analysis techniques for the infant and discuss related biomechanical dysfunction and associated findings. He will demonstrate leg check procedures and discuss interpretation of various findings. He will discuss the neurology supporting advanced muscle palpation, expected muscle response and clinical findings and demonstrate the analysis of select paraspinal muscles. Dr. Castellucci will also discuss/demonstrate select adjustive techniques adapted from Gonstead and diversified.



“Lost Vagus Nerve” Function-Stress Balancing & Brain-Gut Wellness

Presented by Dan Davidson, D.C.

Friday 9:00 a.m. – 5:00 p.m.

Without a functional health therapy focus, patients may be gambling with their health. All forms of stress including gravity posture stress can create a cascade of autonomic nervous system imbalance. Research continues to reveal the key role the vagus nerve plays as the brain-gut bridge. Attendees will learn patient messaging for neuroplasticity and the Flow Motion Effect with focus on a Peak My Health patient plan...empowering patients to be self-care smart with lifestyle health habits.

Sponsored by:



Risk Management and Ethics in Chiropractic Practices

Presented by: Tim Richardson, J.D.

Saturday 8:30 a.m. – Noon

Mr. Richardson will be discussing several issues that arise in chiropractic offices and how to address them. Topics of discussion will include: Ethical and Legal billing practices; Agreements with attorneys. Treating the client fairly/understanding the criminal ramifications. Letters of protection: are you really protected? Recent changes in legislature. Timing of filing claims and what is the real cost of the medical bill. Surprise billing. Workplace violence and Ethical Conduct with patients. Board of Examiners Actions. Recent collection efforts by health insurers. Recent trends in auto insurers refusing to pay full value of claims and what can be done. Treating patients injured in a different state: does it really matter? This is a discussion you will not want to miss.



Unlocking the Fountain of Vitality: Knowledge for Lifelong Wellness & Longevity Strategies

Presented by: Dan Murphy, D.C.

Saturday: 8:30 a.m. – 6:00 p.m.

In this presentation, Dr. Murphy will advocate optimizing structure and function through a poly-therapeutic intervention program that develops superior clinical outcomes. He will succinctly drive home key concepts. Topics range from Chiropractic Care, inflammation, fatty acids and leaky gut, excitotoxins, glycosylation, mitochondria and melatonin. He will discuss what nutrients are related and most deficient in modern America. He will also discuss the nutrients that are sufficient in youth but not as we age, and therefore should be supplemented.



Sponsored by:



21st Century Approach to Musculoskeletal Conditions-- The Gut-Joint Connection

Saturday 1:30 p.m.- 6:00 p.m.

Presented by Robert Silverman, D.C., MS, DABCN, DCBCN, CNS< CSCS, CIISN, CKTP, CES, HKC, FAKTR

In chiropractic care, many patients are seen with joint disorders. Some of the most common musculoskeletal conditions have an autoimmune component to their etiology that may account for their relentless progression and difficulty in treatment. Dr. Silverman will define the role of dietary and gut-related pathogens as triggers or exacerbators of joint disorders. He will also discuss how gut-related antigens from bacteria, oral pathogens and food proteins can play a role in multiple joint disorders, including joint tissue inflammation, tissue autoimmunity and tissue degeneration. Wellness protocols for the 3 phases of care for Small Intestinal Bacteria Overgrowth and the role of the gut microbiota in the initiation and progression of osteoarthritis along with the science behind safe and effective fasting and its health benefits will be discussed. In this incisive presentation you will gain insight into the prophylactic use of nutrition to support joint integrity and maintain healthy motion.

Sponsored by:



CPR Class

Presented by: Ronald McMorris, D.C., ATC

Saturday 1:30 p.m. – 6:00 p.m.

Studies have shown that over 350,000 people suffer sudden cardiac arrest outside of a hospital setting each year. Being able to perform CPR may save a life. However, according to the American Red Cross Scientific Council, CPR skill retention declines within a few months of initial training – and continue to decline as time goes by. In addition, the council found that less than half of the course participants can pass a skills test one year after training. This means that just one year into your two-year CPR certification, you may not remember how to help when you're needed the most. Also there have been many changes in the way CPR is performed. Are you up-to-date on the new way to perform CPR? If not this class is for you. Dr. McMorris will present the compression only CPR method. He will explain what it is and how it came about. Afterwards, participants will be practicing CPR for adults, children, and infants on mannequins. A certification exam will be given at the end of the class and participants will be mailed their certification card.

COST: \$50/person – Space is limited so register early!

Chiropractic Management of the Patient with Complex Spinal Complaints & Current Trends in the Management of Sports-related Concussions

Presented by William Moreau, D.C., DACBSP, FACSM

Sunday 8:30 a.m. – 3:30 p.m.

Dr. Moreau brings forth an unparalleled wealth of clinical experience spanning over four decades in the field of evidence-guided chiropractic sports medicine, marking a distinguished career dedicated to enhancing patient well-being and recovery. In the first part of his presentation, he will be delving into current standards of care of less commonly encountered disorders of the spine. Through engaging instruction, he will discuss management strategies for the craniocervical and thoracolumbar regions and will shed light on the intricacies of vascular injury related to these regions, thereby ensuring practitioners are equipped to mitigate potential complications effectively.

In the second part of his presentation, Dr. Moreau will discuss current information and practical clinical skills relating to the evaluation and management of concussion including the evaluation of the cervical spine and the evidence-guided incorporation of chiropractic care in selected concussion patients. He will demonstrate and introduce the hands on applications of the Standardized Concussion Assessment Tool (SCAT 6), and help participants to recognize postural orthostatic tachycardia syndrome and the emphasis of cervical spine examination specific to concussion. Also, he will review how to determine clearance decisions for individuals with sports related concussion to safely return to participate in sports and the implementation of chiropractic care and corrective exercise recommendations for individuals with cervicogenic sports related concussion.

Sponsored by: 



Chiropractic Assistants Program



Saturday, August 24, 2024 9:00 a.m. – 4:00 p.m.

Uplevel Your Practice

Kim Klapp will present a high-intensity session for CAs to help them become empowered to make a difference in your practice and community. Your team will learn the most up-to-date strategies for getting more of what you want in your office: referrals, retention, collections and compliance. This program will help your CAs improve the flow of both patients and money into your practice for above-down, inside-out growth.

The success systems that Kim teaches will help your CAs attract more new patients, connect better to your existing patients and provide exceptional service. Your team will be excited about helping to build your practice, rather than viewing it as more work, getting overwhelmed by change, and becoming stressed out. Join Kim to find out the fun way to reach higher levels of excellence.

This seminar will focus on mindset, communication strategies, new patient experience, second visit keys, front desk, office systems and teambuilding.

While managing and working for First Choice Chiropractic since 1995, Ms. Klapp founded and became the Director and Coach of Assistants for Chiropractic Excellence (A.C.E.) in 2000, which provides quality CA coaching and training via monthly online courses. Kim has spoken for many chiropractic universities, colleges, companies and associations. She is the author of Office Systems Reference Guide and has been published in numerous chiropractic publications including Dynamic Chiropractic, Today's Chiropractic, Chiropractic Economics and Lifestyles. She is the recipient of various awards such as the Michigan's Chiropractic Council's Distinguished Contribution Award and President's Award.

Meet the speakers



Ron Castellucci, ACP, D.C., is a clinical science professor at Sherman College of Chiropractic. His life-long mission is inspiring chiropractors and students to have more confidence when caring for babies. He is a national and international lecturer at chiropractic symposiums and teaches chiropractic care for children worldwide as an instructor for the International Chiropractic Pediatric Association. Dr. Castellucci teaches a unique analysis and adjusting system using gentle contacts while working with the natural biomechanics of an infant spine. Dr. Ron has developed Muscle Palpation techniques for the pediatric spine and designed an elegant spinal analysis tool known as the Touchpoint scan. In addition to his passion for chiropractic and teaching, Dr. Ron is actively involved in serving his home community. He is on the advisory board of the Carolina Mountain Land Conservancy which is dedicated to protecting the natural resources in Western North Carolina.



Dan Davidson, D.C. is a second generation chiropractor who has experienced firsthand the great benefits of chiropractic his entire life. Coming from a chiropractic family has given Dr. Dan a lifelong wellness perspective on health that he is passionate to share with his patients. After graduating from Valparaiso University in Indiana with a double major in vocal music and Christian Education, he graduated with Magna Cum Laude honors at Palmer College of Chiropractic in Davenport, IA. He has spent the last 37 years helping patients regain their health in the Roanoke Valley. He has been selected as the “Top Doc” Chiropractor multiple times in the Roanoker Magazine by a survey of other health professionals. He has also been honored with the “Best Bedside Manner” Gold Award from patients in the Our Health Magazine Survey. Known locally as the singing chiropractor, he is also the founder of the Artsy Paparazzi photography, the My Ukulele Club, the Roanoke Valley Alive and Well Coalition, and is the author of over 20 books.



Dan Murphy, D.C. graduated magna cum laude from Western States Chiropractic College in 1978. He received his Diplomate in Chiropractic Orthopedics in 1986, and now has more than 45 years of practice experience. Dr. Murphy is a part-time, undergraduate faculty member at Life College West in California, currently teaching the “Management of Spinal Disorders” and “Spinal Pathology Neurology” . He has taught over 2,020 post-graduate continuing education classes and has been the author of several publications. He has won several awards including Post-graduate Educator of the year (ICA), Chiropractor of the Year (ICA and Chiropractic Biophysics), Alumni of the Year (University of Western States), and a Lifetime Achievement Award (IAFNR).



Tim Richardson, J.D. is a dynamic speaker and lawyer located primarily in and around the New Orleans area. Since 2001 when he graduated from Loyola University School of Law in New Orleans, he has served as Assistant General Counsel for the Louisiana Sheriff's Association, is a commercial business, personal injury, product liability and medical professional liability litigator. Mr. Richardson is licensed in all Louisiana State and Federal District and Appellate Courts. Mr. Richardson is also involved in Real Estate Developments and is the Manager/Member in excess of 16 Limited Liability Companies.

Meet the speakers



Robert Silverman, D.C., MS, DABCN, DCBCN, CNS, CCN, CSCS, CIISN, CKTP, CES, HKC, FAKTR is a chiropractic doctor, clinical nutritionist, international speaker and author of, “Inside-Out Health: A Revolutionary Approach to Your Body,” an Amazon No. 1 bestseller in 2016. His extensive list of educational accomplishments includes six different degrees in clinical nutrition, and is a certified strength and conditioning specialist, and a NASM-certified corrective exercise specialist. Dr. Silverman also maintains a busy private practice as founder of Westchester Integrative Health Center in New York. He is a seasoned, dynamic, and engaging health and wellness expert on both the speaking circuit and within a wide variety of media outlets. He has appeared on FOX News Channel, FOX, NBC, CBS, CW affiliates as well as The Wall Street Journal and News Max. He is also a frequent published author for Dynamic Chiropractic, JACA, Integrative Practitioner, MindBodyGreen, Muscle & Fitness, ACA News, Chiropractic Economics, and The Original Internist and Holistic Primary Care Journals. He is also on the advisory board for the Functional Medicine University and is a Diplomate with American Clinical Board of Nutrition and a Diplomate with Chiropractic Board of Clinical Nutrition.



Ronald McMorris, D.C., ATC is a graduate of Texas Chiropractic College. He is owner of Elite Chiropractic in Walker and Albany, the owner of Cam Wellness Center, and co-owner of Ace Physical Therapy. He is the team chiropractor for various Livingston Parish Schools, is on the School Board for Livingston Parish, is on the Board of Regents’ at Texas Chiropractic College, is a member of the Louisiana Board of Chiropractic Examiners Peer Review Committee, and was a board member of CAL From 2017-2021. Dr. McMorris is a licensed Athletic Trainer, a Certified Chiropractic Sports Physician, is certified in dry needling and is an American Heart Association CPR & AED instructor. Additionally he served as an instructor for the American Chiropractic Board of Sports Physicians from 2008-2012. He was also awarded the Small Business of the Year award in 2016 from the Livingston Parish Chamber.



William “Bill” Moreau, DC, DACBSP, FACSM is a well known Doctor of Chiropractic specializing in sports medicine, particularly renowned for his expertise in post-concussion care. Dr. Moreau currently is the CEO of the NeuroSport Spine and Concussion Center, serves as the CMO at the University of Western States, is a professor for the Southern California University of Health Sciences, is an Associate Professor at the University of Western States, is the founder of distance-based educational platform, DConline, an American Chiropractic Board of Sports Physicians BOD/Advisor, Palmer Chiropractic College Sports Education Coordinator, a member of the Palmer College of Chiropractic, the Southern California University of Health Sciences, and the Western States Chiropractic College Postgraduate Faculty, and is a Fellow with ICA. Dr. Moreau also worked with the Olympic and Paralympic teams where he served as Team USA CMO during the Rio 2016 Summer Games, the PyeongChang 2018 Winter Olympic Games, as well as serving as Medical Director for the London 2012 Summer Olympic Games and the Sochi 2014 Winter Olympic Games. He is also a Diplomate of the American Chiropractic Board of Sports Physicians, been appointed to the Pan American Sports Organization (PASO) and has presented more than 500 lectures around the world.

EXHIBITORS

Bonvenu Investment Services
Capitol Imaging Services
ChiroHealth USA
Concierge Chiropractic Group
Disc Centers of America
EZ BIS
Foot Levelers, Inc.
INDIBA
Majestic Medical Solutions
Medical Max, LLC
Merchant Preferred Zero
Prime Kinetix
Nutri-West
Texas Chiropractic College
The Joint
TRI-STATE Medical

Location: Baton Rouge Marriott, 5500 Hilton Ave., Baton Rouge, LA 70808. Room rate: \$134 S/D, available through 8/7. For reservations, call (800) 228-9290 and mention the code CHICHIA for a king, CHICHIB for a double.

CE Credits: CAL has applied for 49 hours of CE credits in Louisiana, Alabama,, Mississippi, Texas, and South Carolina. (22 max hours can be obtained at the convention)

Cancellations: In order to receive a refund (less processing fee), notice of cancellation must be received 7 days prior to the event.

Registration Form: CAL Annual Convention

CAL, 10636 Timberlake Ave., Baton Rouge, LA 70810 (fax: 225-769-5563)

Pre-registration fees: (After 8/7/24, add \$30 per DC/\$20 per CA)

CAL member. . . \$299 One Day member..\$199 CAL Member CA...\$125
Non-Member.....\$350 One Day non-mbr..\$249 Non-mbr's CA..... \$150
CPR Certification.....\$50 Bourbon Tasting....\$75 Wine Tasting....\$75
Celebratory Party.....\$40 Golf Outing.....\$100

Prayer breakfast: Complimentary. Registration required.

Names _____

Address: _____

City _____

Office phone _____

Email: _____

attending DC program _____

attending CA program _____

attending CPR Class _____

attending Prayer Breakfast _____

attending Bourbon Tasting _____

attending Wine Tasting _____

attending Celebratory Party _____

attending Golf Outing _____

Payment information:

Check enclosed.

Charge to my account:

Circle one: VISA MC AMEX

Card# _____

Exp. Date: _____ CVV _____

*If credit card billing address is different than office address, please include card billing address

For Golf Outing:

Please indicate shirt size _____

Name of Golfer & Handicap: _____

If participating as a team for golf, please list other members on team:
