



**SCHEDULE**  
**(FINAL), Overton Hotel & Conference Center, Lubbock, TX**

**Friday, March 29**

8 a.m.-6:30 p.m. Registration  
9-11 a.m. **General Session #1 (2 CE hours)**  
***Integrating Social Media into Your Practice***  
Mark Sanna, DC, FICC  
Sponsored by Breakthrough Coaching

11 a.m.-7 p.m. **Exhibit Area Open**  
11 -11:30 a.m. **Lunch, Exhibit Area**  
11:30 a.m.-1:30 p.m. **General Session #2 (2 CE hours)**  
***Documentation, Coding and Billing to STOP Denials***  
Kelli Moore, MCS-P, CCCPC  
Sponsored by The Collection Coach

1:30-1:45 p.m. **Break, Exhibit Area**  
1:45-2:15 p.m. **Marketing Program: Find, Convert, Retain: The Power of Digital Marketing for Your Practice,**  
Ali Nikoopour  
Sponsored by ChiroMatrix

2:15-4:15 p.m. **General Session #3 (2 CE hours)**  
***Diagnosis and Management of Common Shoulder Injuries,*** Manuel Duarte, DC  
Sponsored by Foot Levelers

4:15-4:30 p.m. **Break, Exhibit Area**  
4:30-6:30 p.m. **General Session #3 – CONT'D (2 CE hours)**  
6:30-7:15 p.m. **Kickoff and Welcome Reception**  
Sponsored by Bergquist Law Firm, Parker University & Texas Chiropractic College

7:15-8 p.m. **TCA District 3 Meeting, Sponsored by Tek-Medical**

7:30 a.m.-6:30 p.m.  
7:30-8 a.m.  
7:30 a.m.-4:30 p.m.  
8-10 a.m.

9 a.m.-12:45 p.m.

10:15-10:45 a.m.  
10:45 a.m.-12:45 p.m.  
12:45 p.m.-2 p.m.

2-2:15 p.m.

2:15-2:30 p.m.  
2:30-4:30 p.m.

2:30-4:30 p.m.  
4:30-4:35 p.m.  
4:35-6:30 p.m.

7:30-8 a.m.  
7:30-8 a.m.  
8-10 a.m.

10-10:15 a.m.  
10:15 a.m.-12:15 p.m.  
**12:15 p.m.**

**Saturday, March 30**

**Registration**  
**Breakfast, Sponsored by Tek-Medical**  
**Exhibit Area Open**  
**General Session #4 (2 CE hours)**  
***Nutritional Considerations for Optimal Sports Performance***  
Ron Grabowski, DC  
Sponsored by SpectraCell Laboratories  
**Advanced Training for CAs and Staff**  
Kelli Moore, MCS-P, CCCPC  
Sponsored by The Collection Coach

**Break, Exhibit Area**  
**General Session #4 CONT'D (2 CE hours)**  
***Lunch & State of Chiropractic in Texas Update***  
TCA Executives and Lobby team  
Sponsored by Bergquist Law Firm  
**Presentation: The Chiropractic Retirement Plan**  
Sponsored by Tax Favored Benefits

**Break, Exhibit Area**  
**General Session #5 (2 CE hours)**  
***TBCE Required Hours,*** Larry Montgomery, DC  
**Advanced Training for CAs and Staff - CONT'D**  
**Break**  
**General Session #5 (2 CE hours)-CONT'D**

**Sunday, March 31**

**Registration**  
**Breakfast**  
**General Session #6 (2 CE hours)**  
***Disc Herniation Classification and Imaging of Spinal Degeneration,*** Steve Gould, DC  
Sponsored by NCMIC

**Break**  
**General Session #6 (2 CE hours)-CONT'D**  
**Conference Adjourns**