

2009

**Jersey City, NJ Seminar Agenda  
Practice Management Weekend**



**FRIDAY, AUGUST 28**

1:00PM – 3:00PM	<b>“Tic” on the Trails (for Doctors and Spouses only) Join us for an outside walk &amp; talk session with Dr. Plasker and The Family Practice Team</b>
4:00pm – 7:00pm	<b>Vendor Forum</b>
6:00pm	<b>Registration</b>
7:00 pm – 9:00 pm	<b>Opening Session The Master Marketing Plan for Fitness, Nutrition and Chiropractic Growth Dr. Eric Plasker</b>

**SATURDAY, AUGUST 29**

8:30am – 10:00am <b>Session I</b>	<b>DCs</b> <b><u>Successful Teams</u></b> Organizing your team for quantum leap growth	<b>CAs</b> <b><u>Successful Teams</u></b> Clarify roles, goals and accountability. Efficiency Systems to remove capacity blocks and streamline procedures.
10:30am- 12:00pm <b>Session II</b>	<b>DCs</b> <b><u>Multi-Doctor Practices</u></b> The dos and don'ts of leveraging your vision and increasing your income with a multi-doctor practice.	<b>CAs</b> <b><u>High Integrity Retention Strategies</u></b> that keep your Practice operating and growing effortlessly.
12:00pm – 2:00pm	<b>Lunch on Your Own</b>	
2:00 pm – 3:30 pm	<b>Group Session</b>	<b><u>Family Practice Marketing</u></b> Implementing a high integrity, low cost marketing plan
4:00 pm – 5:00 pm	<b>Closing Session</b>	<b>Creating an Immediate and Lasting Action Plan</b> Dr. Eric Plasker

**The Westin Jersey City Newport Reservations: 800-325-3535**  
Room Rate - \$189 per night under The Family Practice  
Pre-arranged shuttle service from the airport is available  
<http://www.starwoodhotels.com/westin>