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New Mexico Chiropractic Association™

Serving the Profession since 1947

WE INVITE YOU TO JOIN US!!!!
New Mexico Chiropractic Association 2012 Annual Convention
May 4 - 6, 2012, Sandia Resort & Casino, Albuquerque, NM

Dear Potential Exhibitors,

The New Mexico Chiropractic Association is proud to announce that it will be presenting its **2012 Annual Convention at the Sandia Resort & Casino, Albuquerque, New Mexico**. We hope you will join us for this event and welcome your participation!!

There will be a golf tournament on Friday morning and we hope many of you will participate. It is a great one-on-one time with the doctors, in addition to being a lot of fun! Details and cost will be forthcoming closer to the time of the Convention. Let me know if you are interested!!

Enclosed with this letter are a Registration Form, Exhibitor Layout, a 2012 NMCA Professional Associate Membership, and an Advertiser/Sponsorship Options form. If you plan on bringing a large display, pick a spot against a wall and be aware that you will need two spaces (20% discount on second space). No large displays will be accepted in the middle of the room. Please provide three choices in order of preference, as they will be filled on a first come/first served basis on the date I receive your registration form. The area for our vendors is really great and we are sure you will find it more than adequate for your displays! Reserve your booth now with full payment due by March 15, 2012! There will be no refunds after April 1, 2012!!

Sandia Resort & Casino has reserved a **block of rooms** for us at the **extremely reasonable rate of \$189** per night, which is a fabulous price for this facility!! You can make your reservations by calling 505-798-3930 or 877-272-9199. We suggest you make your reservations early to take advantage of the discounted room rate that will be held until April 3, 2012.

We have **three sponsorship opportunities available** and listed on the registration form. In return for sponsoring one of the events, we offer **10 to 15 minutes to address the entire group of attendees during the convention**, professional placards placed on tables and on hospitality suite door, special mention numerous times during the convention to all attendees when announcing events, special listing in the NMCA Convention Program, and a great deal of appreciation from the New Mexico Chiropractic Association and chiropractors. If you **become a 2012 member of the NMCA for \$150**, a 5% discount will apply to your table reservation.

Once again this year, the NMCA has chosen to have over an hour-long break on Friday afternoon with refreshments in the exhibitor area.



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We hope you will join us at our 2012 Annual Convention! We look forward to meeting those of you that we have not met and to seeing again those of you that have been with us in the past!! Please feel free to contact me with any questions at Jaeni13@aol.com, 505-828-1128 by fax or 505-280-0689 by phone. The NMCA accepts Visa, Master Card, AMX and Discover for your convenience in reserving your space. Thank you for your consideration and I look forward to hearing from you!

With warm regard,

Jaeni Aarden
Executive Director

Don't forget to visit our Website at www.nmchiro.org!!



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NEW MEXICO CHIROPRACTIC ASSOCIATION 2012 ANNUAL CONVENTION VENDOR REGISTRATION FORM

Name _____ Business _____

Address _____

City _____ State _____ Zip Code _____

Telephone: _____ Fax: _____ E-Mail: _____

*I would _____ like to become a 2012 business member of the NMCA at a cost of \$150.
Please see Membership, Exhibitor & Sponsorship/Advertiser Options Enclosed!!!*

I would like to reserve _____ number of tables at \$525 each (reduced to \$475 if you register by 03.15.12) for the NMCA 2012 Annual Convention. A 5% discount applies for NMCA membership no matter when you register. If you reserve more than one space, the second space will qualify for an additional 20% discount.

Please provide three choices from enclosed layout, in order of preference, as they are given on a first come/first serve basis. Choice # 1 _____ Choice #2 _____ Choice #3 _____

I AM INTERESTED IN SPONSORING ONE OR MORE OF THE FOLLOWING EVENTS INDICATED BY INITIALING IN THE BOX PROVIDED FOR FULL SPONSORSHIP OR INITIALING AND PROVIDING AN AMOUNT IN THE BOX FOR PARTIAL SPONSORSHIP.

EVENT	FULL SPONSORSHIP (Initial Amount Indicated)	PARTIAL SPONSORSHIP (Indicate Amount & Initial ~~ Minimum \$400.00)
Friday, May 4, 3:50-5:10 p.m. Hors d'oeuvres w/Exhibitors	\$1,600	
Saturday, May 5, 12 Noon Luncheon	\$8,000	
Friday & Saturday Evenings Hospitality Suite	\$1,600	

Total Amount of Remittance: \$ _____.

Please make your check payable to NMCA and mail it with this registration form to P. O. Box 21100, Albuquerque, NM 87154 or fax to (505) 828-1128. If paying by credit card, please provide the following information:

Visa # _____ MC # _____

Discover # _____ Expiration Date _____ CVV _____

Signature _____ Date _____



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*Look forward to having you
with us in 2012!!!*



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PROFESSIONAL ASSOCIATE MEMBERSHIP and/or SPONSORSHIP/ADVERTISER OPTIONS

2012 MEMBERSHIP APPLICATION: _____ RENEWAL _____ NEW MEMBER

PLEASE PRINT

Name _____

Business Name _____

Office Address _____

City _____ State _____ Zip _____

Office Phone () _____ Fax () _____

E-mail _____

Applicant's Signature _____

Date _____

MEMBERSHIP DUES & Packages: (All dues are calendar year.)

Please Circle Your Choices on the Reverse Side of this Document ~

Please Place Your Total Here \$ _____

I am paying by Credit Card (please circle): Visa AMX MC Discover

Card No. _____ Exp. Date _____ CVV _____

Please be sure address above is billing address for your credit card. Thank you!

Please fax to 505-828-1128 or mail with credit card information, check or money order to:

NMCA, P. O. Box 21100, Albuquerque, NM 87154

P.O. Box 21100 • Albuquerque, New Mexico 87154 • 505-280-0689



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2012 NMCA Membership, Exhibitor and Advertiser/Sponsorship Options

- I. Professional Associate Membership in NMCA ~~ \$150
- II. Logo on Home Page of Website & Shopping Page Connected to Your Website ~~ \$240/year
- III. One Convention Booth ~~ \$525
- IV. Speaking at Convention for 15 minutes to majority of attendees ~~ \$400 minimum
- V. One (1) e-mail for information/advertisement on list serve each month ~~ \$240/year
- VI. NMCA Print Journal (Three (3) per year ~~ March, July & November ~~ mailed to all active DCs in NM)
 - a. Back Cover ~~ \$400
 - b. Inside Front & Back Covers ~~\$350
 - c. Full Page ~~ \$300
 - d. Half Page ~~ \$250
 - e. Quarter Page ~~ \$200

A 10% discount will apply to numbers II, IV, V, and VI above if you become a Professional Associate member of the NMCA and a 5% discount will apply to your convention booth.

Visit our website at www.nmchiro.org!!



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NMCA 2012 ANNUAL CONVENTION

May 4 - 6, 2012

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NMCA is Proud to Announce its Speakers for 2012

Dr. Dan Murphy, DC ~ Nutrition. Dr. Murphy graduated magna cum laude from Western States Chiropractic College in 1978 and has more than 30 years of practice experience. He received his Diplomate in Chiropractic Orthopedics in 1986. Since 1982, Dr. Murphy has served as part-time undergraduate faculty at Life Chiropractic College West, where he is currently teaching classes to seniors in the Management of Spinal Disorders. He is also on the post-graduate faculty of several other chiropractic colleges. Dr. Murphy has taught more than 1,250 post-graduate continuing education seminars, including classes all over the world. He is a contributing author on numerous books and has written a quarterly column in the American Journal of Clinical Chiropractic with more than 68 columns appearing to date. Dr. Murphy has been honored by many awards in his career including Chiropractor of the Year, Post-Graduate Educator of the Year, Pediatric Chiropractor of the Year, and The Carl S. Cleveland, Jr., Educator of the Year. He was also President of the International Chiropractic Association from 2003 to 2009. For more information, visit Dr. Murphy's web site at www.danmurphydc.com.

Dr. Arti Prasad, MD, FACP ~ Team Based Approach and Integrative Medicine in Primary Care: The Past, Present and the Future. Dr. Prasad, Center for Life's founding Executive Director, is the founding Section Chief of Integrative Medicine at the University of New Mexico's Health Science Center and has recently been promoted as the Interim Chief of the Division of General Internal Medicine. Dr. Prasad is a Professor of Internal Medicine at UNM and holds an adjunct clinical professorship at the Arizona Center for Integrative Medicine, University of Arizona. She graduated from this program in November 2003 as an Associate Fellow under the direction of Dr. Andrew Weil. Under her able leadership, UNM HSC is now a member of the national Consortium of the Academic Health Centers for Integrative Medicine. Dr. Prasad grew up in India, has a lifetime of experience with Natural, Ayurvedic, and Integrative medicine, and practices compassion based holistic and Integrative medicine. Dr. Prasad has received high recognition by her peers during her medical career, including the Dean's Award of Distinction for Outstanding Faculty Performance, one among many other notable accomplishments.

Dr. James Winterstein, DC ~ History, Professional Progress, Challenges and Future of the Chiropractic Profession. Dr. James Winterstein is a 1968 graduate of National University of Health Sciences. He completed his residency in diagnostic imaging in 1970 and became a diplomate of the American Chiropractic Board of Radiology in May of 1970. Dr. Winterstein has served the chiropractic profession in various positions including as President of the American Chiropractic College of Radiology, President of the Council on Chiropractic Education, Secretary of the Association of Chiropractic Colleges, Secretary of the American Academy of Chiropractic Physicians and President of National University of Health Sciences for the past 25 years. Dr. Winterstein has been a member of the Board of Directors of the Federation of Illinois Independent Colleges and Universities for the past 22 years and also serves as a board member for Alternative Medicine Integrated Inc. He is a participant in many professional venues and a prolific author.



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Dr. Marty J. Hall, DC, DACNB ~~ *Diversified Adjusting Technique.* Dr. Hall is a 1984 graduate of Texas Chiropractic College and is a board certified chiropractic neurologist through the Carrick Institute with specialty training and certification in electrodiagnostics. His research has been published in both JMPT & ACC-RAC. Dr. Hall had a private practice up until 2006 and continues to consult with attorneys and insurance companies. He has had teaching positions in basic science/neuroscience, clinical and chiropractic sciences. He is currently an associate professor in the department of techniques and philosophy at Parker University. For the last 5 years, Dr. Hall has taught Diversified technique & Flexion/Distracton both manual and automated.

Dr. Edward Altman, DC ~~ *Nutritional Reflexology, Manipulation Pearls!* Dr. Altman received his doctorate from New York Chiropractic College, where he graduated as valedictorian in 1977. His pre-medical studies took place at Hunter College in New York. Dr. Altman practiced Chiropractic for 30 years in South Florida. He also taught Biology, Orthopedy, Endocrinology and Myology at Seminar Network International School of Massage. As a developer of a Myofascial Release Technique, Dr. Altman also provided license renewal credits.

Dr. Robert Jones, DC, APC ~~ *Regenerative Injection Therapies in Primary Care Practice.* Dr. Jones has been a chiropractic physician since October of 1989 when he graduated from Palmer College of Chiropractic Davenport. Dr. Jones comes from a family of DCs, both parents, wife and brother are graduates of Palmer College Davenport. Dr. Jones has practiced most of his career in an integrated setting with other doctorate decreed physicians. He spent six years on quality control committees and re-credentialing committees within the insurance industry. Dr. Jones has held numerous and appointed political positions within state and national associations and is currently President of the NMCA.

Dr. Michael A. Pendleton, DC-APC, CCSP, DACNB ~~ *Key Components to A Good Neurological Examination.* Dr. Pendleton received his Doctor of Chiropractic degree from Palmer College of Chiropractic in 1991. In 1992, he received his CCSP and in 1996 he received a Diplomate in Nuerology both from Logan College. Dr. Pendleton has his certification in Impairment ratings, a Diplomate in Electro-Diagnostics and a certification in Advanced Practice. He has been in practice in New Mexico since 1990 and has been the owner of his own practice since 1993. Dr. Pendleton has held numerous offices with the NMCA, including President from 2003 to 2005 and was awarded "Chiropractor of the Year" in NM in 2005. He is a member of the NMCA, ACA, ACA Council on Nuerology, and ACA Council on Sports Injuries and Physical Fitness.

Dr. Thomas A. Rogowsky, DC, DIBAK, DCBCN ~~ *Basic Applied Kinesiology (AK).* Dr. Rogowsky received a BS in Industrial Engineering and a BS in Psychology from the University of Illinois in 1972 and a Doctor of Chiropractic from NY Chiropractic College in 1981. He is a member of the American Chiropractic Association, New Mexico Chiropractic Association and the International College of Applied Kinesiology. Dr. Rogowsky achieved diplomate status in the ICAK in 1989 and is the immediate past chairman of the ICAK. He has taught the basic applied kinesiology course in Atlanta, Portland, Seattle, Phoenix, Dallas, Kansas City and Santa Fe. He presented an original paper at the first Clinical Kinesiology/Applied Kinesiology Research Symposium in 1993. He has taught his own work in advanced applied kinesiology at seminars in New York, New Mexico and Texas. He toured with the Martha Graham Dance Company as its chiropractor and applied kinesiologist and toured and worked backstage with other NY based dance companies in this same capacity. He was the recipient of the "ICAK Research Paper of the Year" award in 2001. He was a sponsor of the Wild Oates Bike Race Team for three years and treated many members of the team. Dr. Rogowsky received his diplomate in nutrition in 2010.

Dr. Forrest Wayne Goforth, DC ~~ *Introduction to Pettibon System.* Dr. Goforth received his Doctor of Chiropractic Degree from Palmer Chiropractic College Davenport in December of 1970. In 1971, Dr. Goforth



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started a private practice in New Mexico in 1971 in Deming, moved to Gallup in 1976 and has been in practice there to this date. Since that time, he has become a Thompson chiropractic adjusting system Certified Instructor, Pettibon Spinal Biomechanics Certified Instructor, Board Certified in Addiction and Compulsive Disorders and has studied Spinal Bio-Physics Analysis and Application, Whiplash Trauma, Para-vertebral Soft Tissue Rehabilitation, Osseous Corrections and Stability, Myofascial Release Therapy, Applied Neurology, Nutritional Physiology, Torque Release Technique and Auricular Therapy Technique. Dr. Goforth has been a member of and held many positions in the NMCA, including President in 1981-1982, and a member/chair of the NM Board of Chiropractic Examiners between 1999 and 2005. He has been active in the International Chiropractic Association (ICA) and been a member since 1971.

Dr. George R. Simmons, DC, APC ~~ Graston Technique. After receiving a Bachelor degree from Grand Valley State College in Michigan, Dr. Simmons attended Life Chiropractic University in Marietta, GA, graduating in 1982. Dr. Simmons moved to Albuquerque, New Mexico in 1983 and began a Chiropractic and Natural Medicine practice. He has received post graduate training and certifications in Chiropractic Orthopedics and Primary Care Integrated Medicine. He is a Fellow of the American Association of Chiropractic Physicians and the American Association of Integrated Medicine and a Diplomate of the College of Physicians of the American Association on Integrated Medicine. He is a member of the American Chiropractic Association and New Mexico Chiropractic Association. He is Advanced Practice – Certified by the New Mexico Board of Chiropractic Examiners and has been involved in the development of the advanced practice program and of the formulary for the New Mexico advanced practice chiropractic physicians. He is a certified practitioner of Graston Technique and FAKTR methods of instrument assisted soft tissue mobilization. He is a certified practitioner of Frequency Specific Microcurrent therapy. Dr. Simmons currently maintains chiropractic practice at the University of New Mexico Center for Life, integrated medicine center, credentialed through the UNM School of Medicine as doctor of chiropractic medicine within the department of internal medicine.

*Join us for another fabulous event where you can get your CEUs through some great education, have access to some wonderful exhibitors, visit with your colleagues, and have some FUN!!!
See you all at the Convention in 2012!!!*

Sandia Resort & Casino

30 Rainbow Road, NE, Albuquerque, NM 87113
877-272-9199 or 505-798-3930

A block of rooms has been reserved by the NMCA until April 3, 2012 ~~ so, make your reservations early to be sure to have a room!! Rooms will be \$189 per night. Be sure to mention that you are part of the NMCA event!!

- . There will be enough room for approximately 36 vendors with easy access for every spot!! Booths will be assigned on a first-come/first-serve basis. Contact NMCA for additional details at 505-280-0689 or by e-mail to Jaeni Aarden, NMCA Executive Director, at jaeni13@aol.com!!