

Celebrate Chiropractic

*Highway to Health
Summer Tour -2011
Aug 19-20*

It's summer. Time to get away... and spend the weekend getting high on chiropractic and just relaxing.

Join us Friday evening, August 19th, in Appleton WI as we celebrate chiropractic with Dr. Billy DeMoss, founder of the Dead Chiropractic Society and CALJAM, the yearly music festival and seminar program that is lighting up the chiropractic profession.



Dr. Billy DeMoss ~ Phyllis Frase

Billy D will rock your world with a rip roaring presentation Friday evening, August 19 at the Paper Valley Hotel in Appleton, WI.

Saturday morning there will be a special presentation for staff (and doctors) with Phyllis Frase, Internationally renown staff trainer and practice development coach.

Later, you can go for a walk to the local farmers market, catch a free concert, or just walk by the Fox River and enjoy a beautiful summer day in Wisconsin – all while inspired again about chiropractic.

The Apple Valley Hotel is a deluxe resort on the north side of Lake Winnebago in Central WI, located next to the beautiful Fox River. With many amenities, it is a great family destination as well as nice for those who just want to get away from it all.

Date, Time, Location

Friday, August 19, 7-10pm

Dr. Billy DeMoss: "Highway to Health Tour"

Saturday, August 20, 8-10am

Phyllis Frase: "How to Be A Rock Star C.A."

Paper Valley Hotel

333 W. College Avenue, Appleton WI 54911

Hotel Reservations: 1-800-394-7046 US/Canada Toll-free

Telephone (920) 733-8000



Cost of Admission

Dr. Billy DeMoss: PM&A active client: \$25/per person, non-active PM&A client, just \$35/per person.

Ms. Phyllis Frase – PM&A active client – no charge, non-active PM&A client: \$25/ per person.

Fees double at the door. Space limited so register now. To register-visit: <http://pmaworks.com/observations/?p=1490>

Sponsored by **Petty, Michel & Associates** and **Chiropractic Motorcycle Riders**

www.pmaworks.com



www.chiromotorcycleriders.com



PETTY MICHEL  ASSOCIATES
PRACTICE DEVELOPMENT

Register Now

**Highway to Health Summer Tour 2011
Seminar Registration**

Online at: <http://pmaworks.com/observations/?p=1490> or
fax form to 877-868-0909
(No cover sheet required.)

**Special Referral
Reward Program**
Refer a colleague and you'll be
entered to **WIN** one of two
awesome prizes:
Two Tickets to CalJAM
(value \$594.00)
Or
A \$250 Gas Card

Clinic Name _____ Telephone Number _____ Referred by: _____

Fees

- Highway to Health - Dr. Billy DeMoss - Active Client – Doctors and Staff - \$25.00/per person
- Highway to Health - Dr. Billy DeMoss - non-active client – Doctors and Staff - \$35.00/per person
- How to be a Rock Star CA - Phyllis Frase – Active Client – no charge
- How to be a Rock Star CA - Phyllis Frase – non-active client - \$25.00/ per person

Method of Payment: Visa American Express MasterCard Check # _____

Credit Card # _____ Expiration Date _____

Name on Card _____ E-mail: _____
(All information is confidential and never shared.)

Billing address of card: _____

Street _____ City _____ St. _____ Zip _____

Tell us who from your team is coming with you:

_____	_____
_____	_____
_____	_____
_____	_____

We look forward to seeing you!

Growing and Developing Practices since 1988

Petty, Michel & Associates, PO Box 170882, Whitefish Bay, WI 53217 ~ www.pmaworks.com ~ 888-762-8808