



NATIONAL SEMINAR

2025

September 27-28

KANSAS CITY

Sheraton Crown Center
2345 McGee Street
Kansas City, MO 64108

YesPinnacle.com

Onsight Contacts and Helpful Links

Dr. John Nab | Executive Director

918-863-5128

Your point of contact for any onsite event issues, urgent needs, or questions during the seminar.

Anna Hess | Director of Events, Membership, and CA Excellence

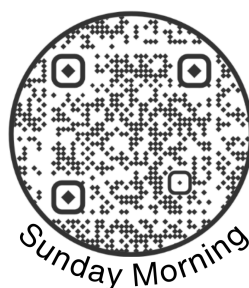
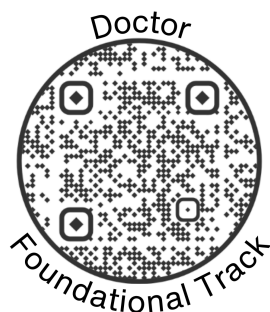
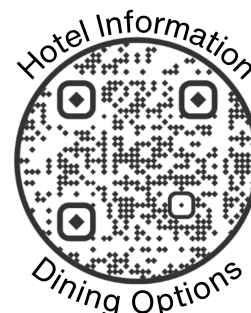
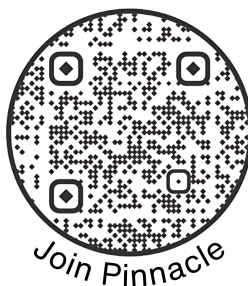
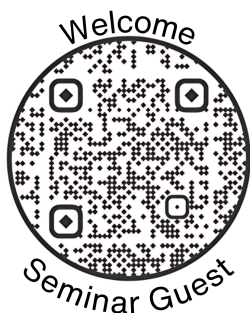
918-863-7994 | Anna@YesPinnacle.com

Available for general inquiries, event logistics, or information about joining Pinnacle Chiropractic System.

Dr. Courtney Acton | Growth + Outreach Team

517-242-9729

Here to assist in coordinating social connections, including lunch and dinner plans throughout the weekend.



National Session Agenda

Saturday, September 27th, 2025

8:30-9:30	Registration Crown Center Exhibit Hall at the Sheraton Crown Center Introduction to Pinnacle – Dr. Scott Farley <i>Dr. Joe Vondra and Dr. Tim Erickson</i> <i>Dr. Drew Biggs</i> <i>Dr. Whitney Fandel Olatunji</i> <i>Dr. Josh Whitmore</i> <i>Dr. Chad Eagy and Dr. Jeff Faimon</i>		
9:30-9:40			
9:40-10:20			
10:30-11:10			
11:20-12:00			
12:00-2:00	Lunch		
12:00-2:00	Lunch & Learn		
2:00-2:20	Counseling for Doctors and C.A.s - Main Conference Room		
Focus Groups	FOUNDATIONAL DR Main Conference Room	PEAK D.C. Chouteau Room	FOUNDATIONAL CA Empire Room
2:30-3:05	Consultation & Exam <i>Dr. Eric Eickhorst</i>	Growth <i>Dr. Tyler Gaines</i> <i>Dr. Haley Neese</i> <i>Dr. AJ Hernandez</i>	Exhilaration <i>Lindsey Mumaw, C.A.</i> <i>Lisa Maddox, C.A.</i> <i>Erika Johnson, C.A.</i>
3:15-3:50	ROF & Daily Visit <i>Dr. Scott Risley</i>	Shatter The Ceiling Mindset & Habits of 400+ <i>Dr. Morgan Seubold</i> <i>Dr. Matt Herres</i>	All The Jobs We Should Be Doing <i>Karina Leon, C.A.</i> <i>Noemi Santiago, C.A.</i>
4:00-4:35	The Power of the Adjustment <i>Dr. Carl Cleveland III</i>		
4:40-5:00	Awards – Main Conference Room		
5:00-6:00	Reception – Crown Center Exhibit Hall		

Sunday, September 28th, 2025

	Main Conference Room
8:30-9:30	Building A Referral Practice What Do I Do Now? with Q&A <i>Dr. Teresa Larson & Dr. Jennifer Knobbe</i>

Highlights

Pinnacle is dominated by imaginative doctors who maintain a consistent, positive vision of the future.

Our purpose is to train and support doctors and their offices in achieving their goals and dreams for their ideal office and life.

We train world-class career Chiropractic Assistants.

Formed by sponsors, membership is by invitation.

Pinnacle practices carry **15% to 25% overhead**, compared to the national average of 60%.

More Than Seminars

We are your information base and support system.

- 5 national sessions each year for doctors and their staff
- Over 100 local regional sessions annually
- Private counseling available on Saturday afternoons
- Unlimited phone and text counseling

Membership Resources

- The Blue Books Foundational material, including Consultation and Report of Finding
- User friendly, state-of-the-art Forms and Patient Handouts
- Invitations to local and national Seminars and Events
- Special pricing and discounts
- Access to the most successful chiropractors and chiropractic offices in the world

All agreements are **handshake contracts**.

Management and hotel fees are **100% tax deductible**.

Membership Options

With the average chiropractic case worth \$1,400, just one new patient each month more than covers your investment.

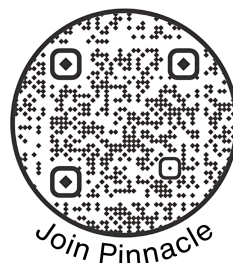
Full Member <i>New Membership</i>	Alumni Member <i>After 2 years of Full Membership</i>	1st Year Doctor <i>In practice less than 12 months</i>	Student Member <i>Join before graduation</i>
\$799/month or \$7999/year	\$499/month or \$4999/year	\$399/month or \$3999/year	\$399 to join Then upon graduation \$100/mo months 0-6 \$399/mo months 7-24

Your Membership in Pinnacle unlocks access to ready-to-use resources, growth opportunities, and the support of hundreds of the most positive people on the planet.

- **Attendance at all sessions** for doctor and staff
- **Blue Books** and **Training Videos** that teach Pinnacle's foundational systems
- **Unlimited Counseling** for practice growth, strategy, and overcoming challenges
- **Floor Plan Analysis** to improve your office design, efficiency, and patient flow
- **Exclusive Small Group learning experiences** led by expert doctors who actively practice the Pinnacle system
- Library of **Practice Forms** and **Patient Handouts**
- **Signal** App groups and private **Facebook** groups provide real-time support, accountability, and encouragement for doctors and staff between seminars.

We're so confident that you'll love having Work | Life balance, the ability to help more people, and caring doctors who show you how; that we never lock you into a contract.

Handshake Contracts. Always.



National Seminar Schedule

2025

Nov 8–9 | Jacksonville, FL

Hyatt Regency Jacksonville

\$199 (Single/Double); reserve before Oct 16, 2025. *Booking requires a non-refundable deposit equal to one night's room and tax.*

2026

Jan 17–18 | Phoenix, AZ

Hyatt Regency Phoenix

\$279 (Single) \$289 (Double); reserve before Dec 29, 2025.

Sep 19–20 | Kansas City, MO

Kansas City Marriott Downtown

\$259 (Single/Double); reserve before Aug 20, 2026.

Apr 25–26 | Dallas, TX

Hyatt Regency Dallas at Reunion

\$229 (Single/Double); reserve before Apr 2, 2026.

Nov 7–8 | Atlanta, GA

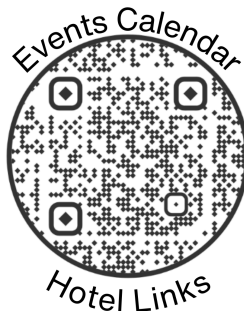
Grand Hyatt Atlanta

\$229 (Single/Double); reserve before Oct 9, 2026

Jun 27–28 | Chicago, IL

Hyatt Regency O'Hare in Rosemont, IL

\$155 (Single/Double); reserve before Jun 5, 2026.



Growth Opportunities

2025

Double Diamond

Oct 16–19, 2025 | Los Cabos, Mexico

Hosted by **Dr. Jennifer Knobbe**, \$6,999.

Double Diamond

Nov 20–23, 2025 | Los Cabos, Mexico

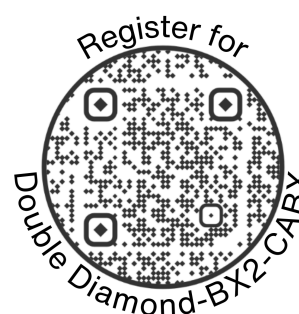
Hosted by **Dr. Eric Eickhorst**, \$9,000.

Beyond Xtreme 2

Dec 4–7, 2025 | Rio Grande, Puerto Rico

Hyatt Regency Grand Reserve Puerto Rico

Limited spots available. All-in and BX2 members are welcome.



2026

Double Diamond

Feb 19–22, 2026 | Los Cabos, Mexico

Hosted by **Dr. Joe Vondra** in a luxury private villa, \$7,499

Limited to six spots. All-In and Double Diamond members are invited. Advance registration is required.

CABX: CA Beyond Xtreme

Feb 19–22, 2026 | Cancun, Mexico

All-inclusive *Hyatt Ziva Cancun, Mexico*

All-In and CABX member offices are invited. Advance registration is required.

Double Diamond

May 21–24, 2026 | Belize

Hosted by **Drs. Clark & Brenda Byroad** on a private island in Belize, \$10,499

Limited to six spots. All-In and Double Diamond members are invited. Advance registration is required.

Double Diamond

Oct 15–18, 2026 | Cabo, Mexico

Hosted by **Dr. Adam Meylor** in a luxury private villa, \$7,499

Limited to six spots. All-In and Double Diamond members are invited. Advance registration is required.

What I Wish I Knew Then

Dr. Joe Vondra | Sparks, NV

775-336-9023

If they can do it, so can I

- There is no silver spoon. No one is born with 'it'

Confidence looks like arrogance to the insecure

- And boy was I insecure

The more certain person will influence the less

- But this is not about control

You have got to get yourself FREE

- Probably nothing more important than this

It's all there right there for you, but no one will hand it to you

- Above all, seek wisdom. Remain a student
- Be willing to look foolish. Embarrassment is the key to entry
- *Average players want to be left alone. Good players want to be coached. Great players want to hear the truth.* – Nick Saban

Be gentle with yourself

- This is not an overnight type thing

Be a nice, likeable, agreeable person

- This is not a fight
- No one likes a 'know it all'
- Show appreciation everywhere, to everyone

This is your expression. Your contribution to humankind. Work on being GREAT at it

- Hint- you're gonna need more reps

Get clear on these 3 things

- What you want
- Why you want it
- And most importantly- Who do you want to BE?

Authenticity Attracts

- No flattery. Be specific with your compliments and praise
- Accept contradictions in yourself. It's not about being one thing! *i.e.* I can be social yet need solitude

People want what we have to offer!

- Chiropractic is more accepted by the public (and other providers) now more than ever!

If you want your practice to change, your life to change, YOU must change

- Can people really change?

Pinnacle Kansas City National Seminar

Dr. Tim Erickson | Naperville, IL

630-415-9118

D.T.Y.T.S.

Dr. Drew Biggs | Duncan, Ok
580-305-2009

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4 SIGNS

1. DISAPPOINTED

You think you're responsible for the _____ (instead of the delivery).

2. TIRED

You think time off recommendations are _____ (instead of minimum).

3. UNFULFILLED

You think fulfillment comes from _____ (instead of giving).

4. UNDISCIPLINED

You forgot your _____ (your mission, vision, & purpose).

THE DETOURS

LOVE OTHERS

REST & VACATION

GIVE

KNOW WHY

Reflect:

Which of the four signs do you drift toward most often?

What practical step will you take this week to ensure you D.T.Y.T.S.?

Who can help hold you accountable when you start taking yourself too seriously?

Boss Mom

Dr. Whitney Fandel Olatunji | Park Ridge, IL
815-866-9754

Approximately 50% of all students in chiropractic college are female

Approximately 25% of all practicing chiropractors are female

- Why do they leave the profession?
 - Work / Life Balance -
 - Motherhood
 - No Professional Support System
 - Long Hours
 - Physicality
 - Lack of female mentorship
 - Financial Pressure
- What's the best thing money can buy? → Freedom
 - Freedom buys you time
- How do you define success?
 - Hint: It's not a number

Boss Mom

/bôs măm/

noun

*A bad*** woman who raises businesses and babies.*

Pinnacle Kansas City National Seminar

Dr. Josh Whitmore | Overland Park, KS

913-424-9141

Pinnacle Kansas City National Seminar

Dr. Chad Eagy | Powell, OH

567-204-1218

It's not where you're At, It's where you're Going

Dr. Jeff Faimon | Omaha, NE

402-850-7902

Where I've Been –

Chiropractic IS the Vehicle –

Will You Allow Your Mind to Open –

The Artist Within –

Begin to Take Action; Be Responsible for its Outcome –

You Can Follow a Guide –

Where Do You Want to Go –

Doctor Counseling Questions

Main Conference Room | 2:00 PM – 2:20 PM

How long have you been in practice?

At what volume weekly are you currently practicing?

List your three largest consistent challenges.

Where do you feel like your largest trap door may be currently within your practice?

Are you coachable?

Are you happy and fulfilled with your practice?

Notes

C.A. Counseling Questions

Main Conference Room | 2:00 PM – 2:20 PM

How long have you been a CA?

Are you a one or two CA office?

What are your three largest challenges?

What does *Michelin Star Service* mean to you?

How do you give that level of service now?

What can you do differently on Monday to exemplify *Michelin Star Service*?

Notes

Growth

Dr. Tyler Gaines | Castle Rock, CO
405-625-6786

Growth

Dr. Haley Neese | Carroll, IA
712-210-6654

You are not doing this alone.

- These are God's patients, not yours.
- There's a reason they walked into your office.
- *How can I serve better?*
- Physical and mental exhaustion doesn't mean you're not built for this.
- Normalize talking about it.

Only 10% of the U.S. population visits a chiropractor annually. 48-50% of U.S. adults have seen a chiropractor at some point in their lives, with 14% doing so in the last year.
WE HAVE SO MANY MORE PEOPLE TO HELP!!

Live the **Go-Giver** Laws (by Bob Burg & John David Mann)

The Law of Value: Your true worth is determined by how much more you give in value than you take in payment.

The Law of Compensation: Your income is determined by how many people you serve and how well you serve them.

The Law of Influence: Your influence grows when you place others' interests first.

The Law of Authenticity: The most valuable gift you offer is yourself, shown through genuine care.

The Law of Receptivity: To give effectively, you must be open to receiving.

Growth often starts with changing how you show up, not how much more you do.
Progress = tiny, intentional shifts repeated daily.

Growth does not mean more people. It means more purpose.

Growth

Dr. AJ Hernandez | Las Vegas, NV

702-327-5861

Communication 101: Building Confidence and Certainty

Dr. Morgan Seubold | Roland, OK
479-221-3901

Success is a decision

We are who we are because of:

- The choices we make
- The habits we develop
- The people with whom we associate
- The risks we take
- The compliments we make
- The way we treat people
- The way we listen and learn
- The way we decide to do what's right

Act as if

- Chiropractic works!
- You're capable of helping the body to heal any and everything
- That every person in your community will come to you for a chiropractic adjustment
- All the other professionals in your area, are going to refer to you
- That all your patients are going to get better and tell everyone about you
- That you'll be incredibly successful at what you do
- That chiropractic will change the future in health care
- Every new patient will accept care and pay in full

"The only things that stand between a person and what they want in life are the will to try it, and the faith to believe it's possible." – Rich DeVos

Engaged Daily Visit Communication

Dr. Matt Herres | Pasco, WA

509-948-4276

Once you have made your ROF recommendations, I would like us all to evaluate our daily visit talk.

You can be engaged and nurture a care plan on the daily visits, or you can more easily sabotage the ROF recommendations as well.

Nurture

- Let's check your back.
- Ligaments are starting to stretch in a good way.
- The vertebrae are moving, just a matter of time before you notice it.
- You're starting to stand up easier, let's keep the momentum moving forward. I'll see you tomorrow
- I can tell by the smile on your face that things are improving.
- That's what you needed.
- We'll have you training for the marathon in no time.

Sabotage

- Talking about tight muscles ("I must need a massage")
- Over celebration of the first signs of improvement. (Think low positive)
- Asking how they are doing?
 - o (Evaluate why you say this)
 - o (It leads you to more of a pain-oriented practice, which will have your patients self-releasing from care as soon as they begin to feel better.
 - o Better to let them know how they are doing.

Words I like to use

- Angry, (as I'm palpating the hot spot), "It's angry today."
 - o Communicate at a level a 5-6th grader can understand easily.
- For stability: It's right on the knife's edge, whether this is going to hurt or flare up.

Tools that I've recently seen to help keep patients more engaged and aligned with their treatment plan.

- Joe Vonda: discussing the percentage of improvement by comparing the visit number. Visit 6 = 25% improved. Visit 12 = 50% improved, and so on.
- Erik Eickhorst: From a Daily Visit presentation, I noted how he discussed the improvements in ligaments and vertebrae with each patient.
- My story

Exhilaration

Lindsey Mumaw of Dr. Jennifer Knobbe's Office | Ankeny, IA

Definition: to make one feel very happy, animated, or elated.

Synonyms: happiness, thrill, euphoria, being a world class Pinnacle CA

H-

A-

P-

P-

Y-

"Use positive words. Good results will occur. Remember, mighty oaks come from tiny acorns. If your mind is cluttered with several little negatives, they will join forces and become a big negative." (BB foundational 1, Page 9)

"If you can change it, change it. If you can't change it, change the way you think about it."

One of the most powerful things in your possession is your perspective.

Exhilaration In A Chiropractic Office

Where Healing Meets Hope

Lisa Maddox of Dr. Scott Berman's Office | Front Royal, VA

Exhilaration: A feeling of excitement, happiness, or elation.

-What do you think of when you hear the word, exhilaration?

-How does a Pinnacle office manifest exhilaration?

Hope

- Where there is none
- Relief from pain

Restoring

- Physically
- Neurologically
- Emotionally

Empowering

- To take health into their own hands- nutrition, stretching, posture.
- No pills, no surgeries.
- No longer a bystander in their own health

Witnessing

- Transformation

Office environment

- Warm welcome
- Friendly faces
- Confidence in staff/Doctor

Inspiration and Celebration

“The power that made the body, heals the body.”- BJ Palmer

“Look well to the spine for the cause of disease”- Hippocrates

From Anxiety to Exhilaration

Erika Johnson of Dr. Heidi Pickering's Office | Lutz, FL

- Don't Be Afraid of Making a Mistake! - Mistakes are part of growth - The faster you fail, the faster you learn.
- Remember These 3 Things:
 1. You are a ROCKSTAR!
 2. Your doctor and patients believe in you
 3. Your office is a better place with you in it
- Don't Be Intimidated By Your Mistakes, Be Excited About Your Growth!

Checklist 101
All Of The Things We Should Be Doing
Karina Leon of Dr. Joe Vondra's Office | Sparks, NV

Checklist 101

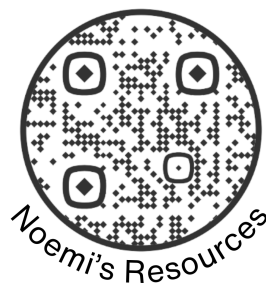
All Of The Things We Should Be Doing

Noemi Santiago of Dr. Janet Horton's Office | Des Plaines, IL

- We live in a world driven by productivity, efficiency, and the constant pursuit of goals. But how do we keep track of it all? - **a checklist.**
- **Why such a specific routine? One reason: time.** - to avoid unnecessary back-and-forth and keep mornings as efficient as possible.
- Creating and setting up an effective checklist takes time and effort. It's not just about writing things down it **requires testing, adjusting, and constantly refining.**
- **Be a better version of yourself every day.** That doesn't happen automatically. It happens job by job, task by task, and habit by habit.

Reflection Questions:

1. What is one way YOU stay organized?
2. What is one thing that needs improvement in your office and how **can you** improve it?
3. What makes your office different from others?



Top 25 Doctors

Dr. Jeffrey Bach	Dr. Janet Horton
Dr. Jordan Bell	Dr. Clint Jackson
Dr. Wendy Brakhage	Dr. Dan Kennedy
Dr. James Bridges	Dr. Zach Kucera
Dr. Ron Burnett	Dr. Chase Malhiot
Dr. Brenda Byroad	Dr. Sam Mark
Dr. Chad Eagy	Dr. Adam Meylor
Dr. Tim Erickson	Dr. Angie Meylor
Dr. Jeff Faimon	Dr. Pierre Quiroz
Dr. Whitney Fandel	Dr. Morgan Seubold
Dr. Justin Grabouski	Dr. PJ Vanderhurst
Dr. Andy Heiser	Dr. Joe Vondra
Dr. Matt Horak	

Top 15 Future Phenoms

Dr. MiaBach	Dr. Hyatt Frost
Dr. DrewBiggs	Dr. Tyler Gaines
Dr. Zak Bloom	Dr. Haley Neese
Dr. Alyson Cramer	Dr. Tunde Olatunji
Dr. Daniel DeLorimiere	Dr. Chris On
Dr. Kendall DeLorimiere	Dr. Lizbeth Quiroz
Dr. Michael DiGregorio	Dr. Josh Whitmore
Dr. Liz Fisher	

Top 10 Chiropractic Assistants

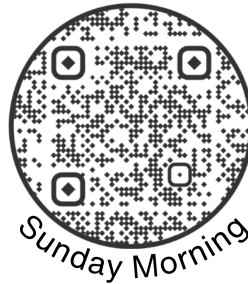
Nohemy Catalan	Lindsey Mumaw
Katie Hammer	Jasmine Nekolite
Taylor Kopcho-Roberts	Lexi Serediuk
Karina Leon	Stacey Snyder
Lisa Maddox	Desaree Steely

Building A Referral Practice, and What Do I Do Now?

Dr. Teresa Larson | Lincoln, NE | 402-525-7795

Dr. Jennifer Knobbe | Ankeny, IA | 515-802-6044

Sunday morning class is held in the main conference room 8:30 AM - 9:30 AM.



Notes

Join The Daily Challenge

The Daily Challenge, delivered through the Signal app, provides a quick boost of Pinnacle-focused encouragement each day. You'll receive a short video with positive, practical insight designed to keep you aligned, motivated, and on track between seminars.

Jacksonville Doctor Leaders

Dr. Scott Risley

Dr. Paula Wiese

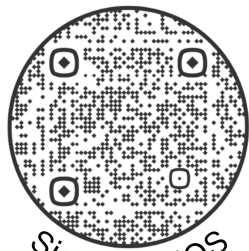
Dr. Britt Batchelor

Dr. Chris On

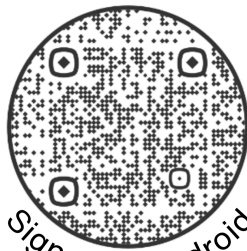
Dr. Haley Neese

Thank you to our **Jacksonville CA Leaders!**

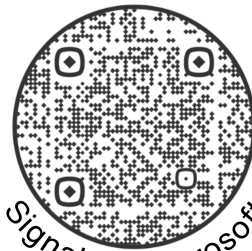
Get the app, then connect with your community!



Signal for iOS



Signal for Android



Signal for Microsoft



Doctor Group



CA Group

Thank you and Survey

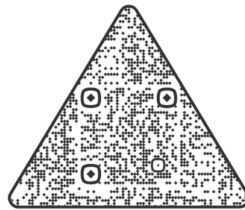
Thank you for coming to Kansas City! We hope you found this weekend valuable and informative.

We are always working to be better for you and your feedback is important to us. Please scan the QR code below to complete our survey and share your thoughts.

Thank you in advance!

-Pinnacle Chiropractic System

Dr. John Nab, Executive Director
918-863-5128
DrNab@YesPinnacle.com



Seminar Feedback

Notes

Notes