

Year In Review and..... Going From Good To Great

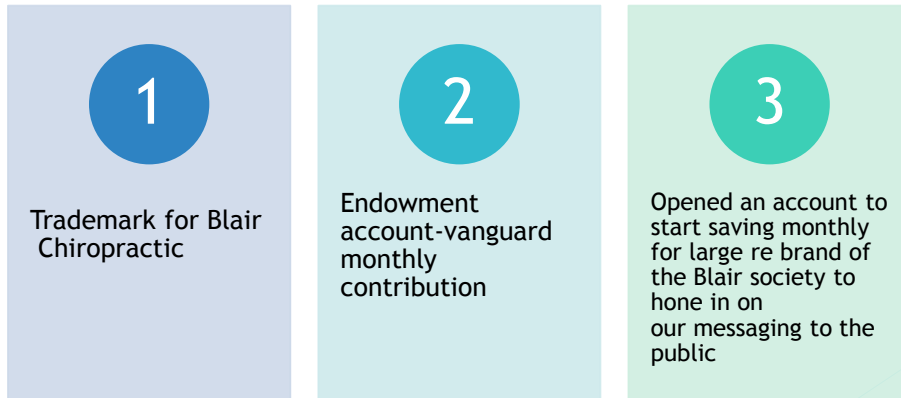


- ▶ 32 nd Blair Upper Cervical Chiropractic Society Annual Conference, 2018
- ▶ Nashville, TN
- ▶ Dr. Drew Hall



Oct. 24-26th, 1986 1st Blair Annual Convention Lubbock Texas

Blair initiatives that have been completed



Completed separation of Blair entity and websites that correlates to each entity.

Public Facing-Patient Facing

www.blairchiropractic.com

Doctor Facing- Student Facing

www.blairtechnique.com

Almost Completed 1,2,3,4th tier of Automation For The Blair Site

▶ Prospective New Patient Opt Ins

Which trigger opt in forms for prospective new patients are now automatically being delivered to doctors emails on their website profiles based on proximity of prospective new patient. You will no longer be getting contacted by Traci so PLEASE CHECK your email to make sure you are NOT missing new patient leads.

▶ New Doctor members

Automated emails will be triggered educating them about the information that can be found on the site- from practice building videos, equipment, and Q and A on technique trouble shooting

▶ New Student members

Automated emails acquainting them with the Blair technique and where to find information that can help with their technique development

▶ New graduated students

Will get automated emails that will help them with their transition from student to doctor and help keep them connected to the Blair society and hopefully coax them to become dues paying members which as you know has benefits that far outweigh the costs.



Blair Website Statistics- Driving New Patients Into Member Offices

Opt in	Impressions	Page Clicks
Opt in prospective email leads are on the order of 4-6 a day	15000 per day	750 a day



New promotional video for student clubs completed

Why Blair? What is Blair?

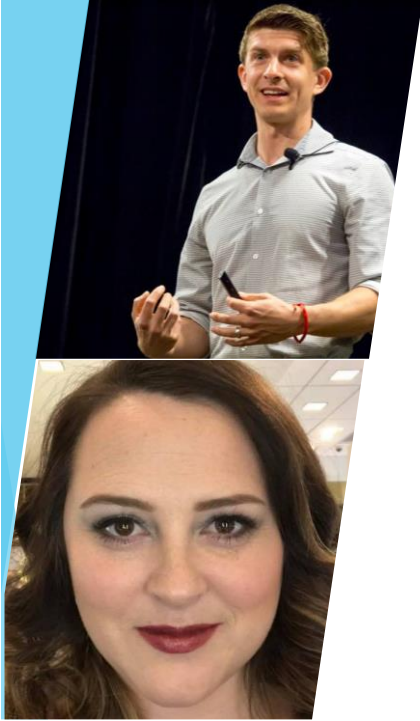


Thank you to Liz Hoefer-it will be shown later in the weekend



National acknowledgements

- ▶ Ian Bulow
- ▶ Raising the Bar at Sherman
- ▶ Responsible for many of the students here at annual
- ▶ Dennis Campbell life west
- ▶ Plugging away at Life teaching Blair



National Acknowledgements

- ▶ Josh Grey- membership
- ▶ Student Board member making an impact

- ▶ Liz Hoefer
- ▶ Taught multiple Blair Seminars in Nor Cal
- ▶ Promotional Video Completed

International Growth

“Have a Blair chiropractor in every community of the world”



Jeff Hannah

Scanning book
Growing reach of
Blair in Australia



Jake Hollowell

Continues to teach CBCT
Teaching Blair in Brazil
growing Blair in South
America



Traci Jones-The Driver

- ▶ Traci Jones- continues to push society forward, crushing conference numbers
- ▶ Driving all of our initiatives to completion as directed by board
- ▶ WORKHORSE!!!

What does it take to be like the greats?

BJ Palmer
Dr. Blair
Dr. Muncy
Dr. Forest

You must master:
Philosophy
Science
Art
To Be Great

stop
wishing.
start
doing

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Always bear in **Mind**
that your own resolution to
Succeed
is more important than any one thing.

- Abraham Lincoln (1809 - 1865)



Philosophy is the engine that
makes the wheels turn!
HOW DEEP IS YOUR CONVICTION?

▶ **The BJ Palmer Research Clinic**

Chiropractic Clinical Controlled Research Vol. 25

**Do you have conviction for the principle?
BJ DID!**

▶ **Epilepsy case**

24 years old

5 grand mal seizures a day for 17 years

Phenobarbital meds

▶ **Diabetes Cases**

Dr. William G Blair

Born 1932 in Oklahoma,

Dx with asthma at 9 Months old. In his youth he was told he would probably not live past 20.

Attended college in Oklahoma and was told he needed to move to a more favorable climate and chose El Paso TX.

Got to Dr. Halstead HIO Palmer trained with immediate relief

Felt something was missing with HIO analysis because of failure cases. His analytical mind came up with asymmetry as evidenced by 2000 x-rays. Spent numerous nights til 10 pm developing the Blair x-rays and Blair adjustments

Dedicated his Life to increasing percentages and specificity of analysis and correction

Analyzed 2000 sets of x-rays to come up with asymmetry figures



Honoring some of the OLD GUARD-DIRECT LINK TO BJ PALMER

▶ Dr. Muncy

- ▶ Kept Blair technique alive after Dr. Blair's Passing
- ▶ His families health recoveries created unstoppable faith in the UC principle
- ▶ Dr. Muncy worked 6 days a week seeing 350 people every week and never ever would cut corners on precision and accuracy
- ▶ Stroke Case dedication



Dr. Tom Forest, A Living Legend

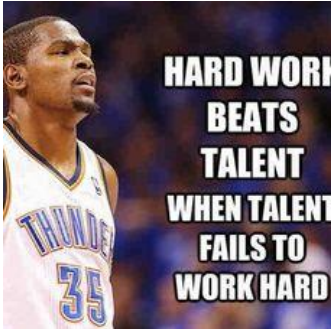


Dr. Forest has taught over 250 Upper Cervical seminars over the past 30 years

Morning Ritual
FOCUS-DEDICATION
INSPIRATION

Has flown to Palmer to teach for free for 25 years
Taught at life west for the past 10 years

Tom has written the weekly newsletter for the past 15 years



It' imperative to have great mentors

- ▶ People that hold a high standard that inspire you to be better than your current place
- ▶ I am still haunted by Dr. Muncy if I cut corners in the office. We all need someone who fears us into holding a STANDARD

What You Should Be Doing Now To Go From Good To Great?

1. Read green books
2. Chiropractic clinical controlled research
3. Volume 18
4. The glory of going on
5. The bigness of the fellow within - especially the first chapter "The story of that extra something"



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Going From Good To Great Cont...

- ▶ If you haven't had the UC miracle in your life get it by osmosis..
- ▶ Shadow those who are great
- ▶ I had the opportunity to shadow Dr. Muncy, Dr. Kuhn, Dr. Forest
- ▶ Those experiences gave me more than just my own recovery to hang my hat on.
- ▶ REAL PEOPLE TELLING YOU REAL STORIES OF HOW THEY LIVES WERE TRANSFORMED BY THE LAW
- ▶ Seeing is believing

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Creating Daily Rituals

“ BJ I'd give my life to adjust like you!”
 “Bj Said I did”

- ▶ To Be Great you Must be dedicated to your craft
- ▶ Commit to daily practice- athletes do it why aren't you?
- ▶ Commit to weekly reading of green books and harnessing the innate philosophy handed down to us by our forefathers
- ▶ Commit to reading research on pub med that supports your education of your patients

▶ **MOST IMPORTANTLY PRACTICE YOUR CORRECTIONS-YOU** ARE ONLY VALUABLE TO YOUR PATIENT IF YOU CAN CLEAR THEIR UPPER NECK SUBLUXATIONS.

At the Core Of Upper Cervical-PHILOSOPHY “That Extra Something”

- ▶ What you sow you reap- as a man thinketh so shall he becometh. These are NOT empty words and it is this deep vitalistic understanding that our belief and faith are the ethereal part of life and your thoughts and beliefs have a direct impact on the results that happen in your office. DEVELOP AN UNSHAKEABLE BELIEF IN THE POWER THAT LIES DORMANT IN YOUR MIND AND HAS THE POSSIBILITY TO BE TRANSLATED INTO PHYSICAL REALITY THROUGH YOUR PRECISE CHIRORPACTIC ADJUSTMENT IN TRANSFORMING THE LIVES AND HEALTH OF YOUR PATIENTS.
- ▶ Intent of thoughts mixed with precision adjusting is the adjustment with
- ▶ “THAT EXTRA SOMETHING”

Becoming the Best We Can- Carrying the Torch for the Next Generation

Its up to us to not lose Bj Palmer’s Vision we must stay right side up in an upside-down profession and world

Commit to stepping up your upper cervical chiropractic game!!!!!!!!!!!!!!!!!!!! TODAY -NOW !

Promoting Blair at Chiropractic Colleges
Blair Pitch Video To Garner Interest in Our College Campuses!

BIG THANK YOU TO DR. LIZ HOEFER

