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TLC's 2026 Annual Strategic Planning Seminar

Plan for Your Natural State of Growth: ROI

Crowne Plaza · Princeton, NJ · Friday, September 18, 2026

10:30 - 11:00	REGISTRATION	
11:00 - 12:00	Class I ~ Amphitheater Room "New Patient Momentum: Driving Sustainable Growth" With Dr. Jen DePice & Dr. Dean DePice	
12:00 - 12:15	BREAK	
12:15 - 1:00	Class II ~ Amphitheater Room "Planning Expansion & Renewal Cycles" With Mandi Larsen	
1:00 - 1:15	BREAK	
1:15 - 2:00	Class III ~ Amphitheater Room "Technology at Every Touchpoint: The New Standard for Practice Growth" With Rafael Moreno & Sarah Weaver	Class III ~ Einstein Room "Whiteboards to Wall Calendars: Making Growth Visible" With Mandi Larsen
2:00 - 2:15	BREAK	
2:15 - 3:00	Class IV ~ Amphitheater Room "Attracting Families, Caring for Generations" With Dr. Ashley Genthner & Dr. Terri Bonner	
3:00 - 6:00	DINNER BREAK	
6:00 - 7:00	Class V ~ Amphitheater Room "Celebrate Chiropractic: A Multigenerational Birthday Experience" With Dr. Mary Connors, Dr. Burke Larsen & Mandi Larsen, Dr. Nate Sikora & Team, Dr. Jason Feltz, Dr. Greg Martin, Dr. Scott Martin	
7:00 - 7:15	BREAK	
7:15 - 8:15	Class VI ~ Amphitheater Room "Legacy in Motion" With Dr. Jen DePice & Dr. Dean DePice	



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7:30 - 8:45	PRAYER MEETING & EXERCISE	
8:45 - 9:45	Class VII ~ Amphitheater Room "Positioned for Growth: Building a Brand Patients Commit To" With Dr. Ryan Weaver & Sarah Weaver	
9:45 - 10:00	BREAK	
10:00 - 10:45	Class VIII ~ Amphitheater Room "Train, Align, Thrive: The Quarterly Team Training" With Dr. Ashley Genthner	Class VIII ~ Einstein Room "Pack the Practice: Running a PAD" With Dr. Cathy Gurman
10:45 - 11:00	BREAK	
11:00 - 11:45	Class IX ~ Amphitheater Room "Research, Plan, Execute: Outside Talks" With Dr. Stephen Genthner	Class IX ~ Einstein Room "Capturing Patient Testimonials & Stories on Demand" With Victoria Allen & Will Ford
11:45 - 1:00	LUNCH · HELD IN THE WATERFRONT ROOM	
1:00 - 1:45	Class X ~ Amphitheater Room "The Referral Ask: Turning Every Appointment into More" With Dr. Stephen Genthner	Class X ~ Einstein Room "Beyond the Practice Walls: Community Events & Screenings" With Dr. Jen DePice
1:45 - 2:00	BREAK	
2:00 - 2:45	Class XI ~ Amphitheater Room "Capacity & Scheduling New Patients" With Dr. Dean DePice	Class XI ~ Einstein Room "The Power of the Google Review: Building & Protecting Your Online Reputation" With Dr. Jen DePice
2:45 - 3:00	BREAK	
3:00 - 4:00	Class XII ~ Amphitheater Room "Turn Up the Volume: What Top Practices Do Differently" Interactive Q&A Panel: Dr. Ryan Weaver, Dr. Stephen Genthner, Dr. Ashley Genthner, Dr. Len Siskin, Dr. Cathy Gurman, Mandi Larsen	