



## 2003 ...The Year of Engagement

It is an honor and a privilege to share the experiences and accomplishments of this past year with you. We at The Masters Circle are so proud of our expanding company, escalating membership and leadership influence within the chiropractic profession.

This has been the **“Year of Engagement”** for us. We have focused on better engaging our team and training them to higher levels of skill. Hundreds of hours of refinement, teaching, educating, and empowering has gone into putting together what we truly consider an All-Star team of professionals committed to quality service to both our members and our profession.

Part of our mission has been to better utilize this team of professionals to more intensely engage our membership. This has resulted in better service, more membership contact, a higher level of connection and, quite frankly, the feedback from our members has been superb.

This year Larry, Dennis and I have engaged at a significantly higher level as well and the results speak for themselves. The Masters Circle is growing and expanding and I intend to document that for you in this Annual Report.

“Clarity empowers and confusion paralyzes” has been a theme of ours all year and we are extremely clear about our mission and purpose which has allowed us to accomplish all of our yearly goals.

**Our primary responsibility as we see it is to “Raise the Standards and the Consciousness of the Chiropractic Profession.” To elevate the self-esteem and expand the self-image of our members until they intentionally create their ideal practice and superlative life.**

Our function has been and will continue to be to help Doctors of Chiropractic transform themselves into confident, congruent, philosophically sound, clinically competent doctors who not only have tremendous skill in practice management, leadership qualities, people skills and personal development, but who know that **“who they are always determines how well what they do works.”**

We have recognized that our beloved profession suffers from an “Identity Crisis” and we are extraordinarily proud of our contribution to the future of successful chiropractors as we have introduced and excelled at the **Identity-Based Model** as a hallmark of our company.



In fact, our **Identity-Based** approach to serving our membership has caused our company to continue to grow and expand. Once understood, this model resonates with all Doctors of Chiropractic regardless of which Chiropractic College they have graduated from, how long they have been in practice or what style of practice they choose to utilize. It feels right to all because it is right for all as **the Identity component has been the missing link for all Doctors of Chiropractic to succeed at a higher level.**

We are on track for 25% growth of our company this year and fully anticipate another 25% growth next year or more. There is clearly a buzz about The Masters Circle because we consistently produce results, because of our unique contribution to our profession and because of our standards of excellence in everything we do.

The results are in! This year, Masters Circle members attracted 100,000 new patients, collected over \$180,000,000 and gave 3,800,000 adjustments with dignity, class and professionalism. This is impact and this is the power of a community of like minded, caring and competent individuals who are passionate about chiropractic.

**The Masters Circle is the only Chiropractic Personal Development and Practice Building Company that has 13 thoroughly trained, highly competent, energetic and caring chiropractic consultants on staff who work with and serve hundreds of Doctors of Chiropractic each and every week.**

## **Our Club Membership**

Last year we made an important decision to shift from a “no-contract” membership to requiring a bigger commitment from our members by asking for either a 15 month or a 27 month agreement. We expect full engagement from our members and have realized that having an agreement facilitates this.

We are proud to tell you that in less than one year we have over 90% of our members contracted while we continue to honor the selected members who prefer not to. The value of this decision has been crystal clear...**we have attracted a much more committed individual who understands that removing practice symptoms may only take a few more months, but practice healing takes at least two to three years of dedicated work.** This has engaged our new members and has produced better results.



## Our Ideal Member

In our attempt to help you maximize your Masters Circle experience and to assist you in fully engaging with us, please allow me to share with you the qualities and characteristics of our **Ideal Member**...

- ◆ They are committed to personal growth; they consistently invest in themselves and know that this is the most important investment that they can ever make. They state manage themselves on a regular basis, keep their energy extraordinarily high and consistently follows through on their goals and projects.
- ◆ They set goals, do their daily affirmations, meditate and visualize their success. They keep a success journal, adjust specifically, regularly do re-exams, hire, train and... motivate their all-star team of CAs and Associates.
- ◆ They are adaptable and welcome change; they make distinctions and realize that life is a series of learning lessons. They are connected to the information age with an up to date high powered computer system with email capability in the office and at home.
- ◆ They keep their practice statistics and more important, they keep their word. They are responsible and passionate. They read **The Masters Guide** and consistently study to maximize their skills. They share their monthly **MasterTalk** and **Secrets to Creating the Practice of Your Dreams** Newsletter with their staff immediately after they have finished listening to and reading them. Every month they read **MasterMemo** to know what is happening at The Masters Circle and what is about to occur for them in the future. Afterwards, they debrief with their team to find what they have learned, what changes they are committed to making and to find out how they think and process information.
- ◆ They become big brothers and sisters to other chiropractors...and they assume a leadership role in the profession. They refer students to chiropractic colleges as well as support their Alma Matter. They join chiropractic organizations and give back to their profession.
- ◆ They work on themselves every single day in their quest to become more attractive and magnetize into their lives the people, places and circumstances that make their lives magical. They put themselves into environments and



circumstances that expand their self-esteem and regularly avoid anything that could weaken or minimize their self image and self worth.

- ♦ They educate and empower their patients on every single visit. In fact, they recognize that patient education is even more important than patient care.
- ♦ Taking great care of themselves is a high priority as they get adjusted regularly, eat well, exercise often and constantly show up with great energy and a better attitude.
- ♦ It is very obvious to them that **“who they are determines how well what they do works.”** They take ownership of their **“BE”** so that they frequently manifest into their lives exactly what they want.
- ♦ They are emerging leaders who are committed to empowering those around them and work at influencing everyone they come into contact with.
- ♦ Service is at the heart and soul of their existence and they regularly demonstrate how unconditionally loving they are. They recognize that judging drains their energy.
- ♦ Working with a coach or a mentor is a must for them since they know that success leaves clues. They recognize that their practice always reflects who they are and when they are strong, their practice will grow as a result.
- ♦ They take risks, always think win-win and realize that having balance in their life is vital. Their self-esteem is growing daily and they love having fun.

By increasing our own attractiveness, we as a company, continue to develop as we resonate with Ideal Members like this, so we constantly work on ourselves and on our company to improve our services and to continue to attract the best quality members.

Let us remember that success, health and happiness come from within and we must tell the universe exactly what we want or get what is left over. Our Ideal Member makes the conscious decision to be action oriented, to be decisive and knows that success is their birthright.



## Member Code of Standards

To get the most out of your Masters Circle experience, please recognize that there will be certain things you can expect of your consultant, and certain things your consultant can expect from you. This "**expectation management**" helps us work together for the best possible results.

As a member, please make sure to:

**1. Work on YOU everyday.** This is an identity-based process, and that means that who you are determines how well what you do works. You must be willing to take a look at yourself and notice the weaker areas so you can work on building resources to handle them. Inner success always precedes outer success.

Some of the tools we teach are: affirmation, visualization, goal-setting, resource-building, meditation, anchoring, reading books, listening to tapes and CDs, masterminding, exercising, and lifestyle design. Learn which of these techniques work best for you, and develop habits of excellence.

This applies not only to your office, but how you show up in your life. Notice what you have been tolerating and raise your standards – be neat, be timely, get up early, create a morning routine that empowers you for the day, have a great attitude, and institute health and wellness habits in your own life if you don't already have them. Your practice is you, so work on yourself so you have the capacity to improve your practice.

**2. Follow through on whatever is asked of you by your coach.** Be accountable. Keep a Success Journal of what you work on together, so you always have it handy when you speak. Keep your appointments on a timely basis, do your assignments, send in your statistics within the first five days of each month (the first of the month is best!), read **The Masters Guide**, sign up for and dial into PODs (small learning communities), plan to attend all four seminars, write your goals and read them frequently -- in short, act responsibly on your own behalf, and do what you need to do. Be honest, give us feedback, and ask for help in areas you need support. Be responsive and willing to change.



**3. Just like with patients who experience the most benefit from your care when they commit to long-term care, similarly you will find that there is a cumulative impact of your Masters Circle membership.** This is a process that may take some time, so choose goals and outcomes that match up to your current membership status. Work diligently with your coach to identify weaker areas that may be holding you back so you can develop the resources to better handle them. Adjust your expectations accordingly and stay actively engaged by planning well financially, philosophically and emotionally.

**4. Plan your seminar schedule in advance.** Set up your calendar a year in advance by arranging for your flights early (the fares will generally be lower when you book them early) and reserving your hotel rooms. Remember to



clear your schedule and book your activities around your seminar dates. Bring your staff – it's worth the investment to build your team and have everyone on the same page. If you cannot attend a seminar in your base because of a date conflict, plan ahead so you can

catch the same seminar in another base. Seminar is a time to meet new people, make new distinctions, and vibrate at a higher level, so your attendance will expand your concept and vision while you are working on improving your procedures. Many members report record breaking days, weeks, and months following seminar.

**5. Develop good business acumen.** Manage your money well. Save some and donate some too. Save for taxes out of every deposit. Learn to anticipate problems and act quickly to create solutions. Use our whole team to help you learn how to run a smart business. Choose professionals to help you – an accountant, an insurance advisor, a financial planner, and an attorney, as well as your Masters Circle consultant, to round out your team of experts. Also, use exercises like the Financial Master Plan and the Six P's to guide yourself toward good habits and clearly defined outcomes.

**6. Get into the habit of stretching yourself and taking more and bigger action.** Be willing to take some risks with your time, energy and capital. Develop more confrontational tolerance, and clarify your beliefs, values and key behaviors of excellence. Show up better more consistently and be driven by your purpose rather than your sense of comfort or discomfort. Have



positive expectancy and avoid arguing for your limitations. You expect your patients to stay, pay and refer, and we expect that of you as well. Be an Ideal Member and you'll get better results.

**7. We expect regular communication with you by consultations, PODs, seminars, as well as email and statistical analysis.** Every member is served as an individual, with a specifically designed custom-tailored approach, so help us help you by complying, giving us necessary feedback, and staying fully engaged. We also expect you to listen to **MasterTalk** and read your monthly newsletters. It's very important that you let us know if you have some need that isn't being addressed so we can handle it immediately. Our intention is to affirm your good decision to become a member and to continue expanding your use of our services throughout your career.

## Consultant Code of Standards

This year we established our Code of Standards for both our members and our consultants and feel this "form of agreement" is essential for better engagement and more consistent results. As you read through these standards, you will see, first hand, the level of excellence we expect and require from our team and from our members.



*Front Row: Dr. Alan Rouso, Dr. Michelle Turk, Dr. Larry Markson,  
Dr. Bob Hoffman, Dr. Janice Hughes, Dr. Elisa Zinberg  
Back Row: Dr. Shelly Levine, Dr. Jeff Culbert, Dr. Brett Axelrod,  
Dr. Dennis Perman, Dr. Dennis Antoine, and Dr. Frank Gilbert  
Missing from photo: Dr. Paul Inselman*

1. The Masters Circle consultants commit to **servicing you, our members, by delivering Identity-Based Personal and Professional Development services.** We combine cutting edge strategies with our revolutionary identity-based model. As coaches and role models, we live and work with high standards to maximize your experience.

2. Since our members count on us to help them elevate their vibration, we **show up consistently with high energy.** We are ministers of encouragement, and we must also be strong and command respect. We are fine communicators and expert listeners. We ask insightful questions that guide members' evolution, based on their outcomes and dreams. We exhibit a tasteful and creative sense of humor. We are passionate and enthusiastic.



3. We are **responsible in our management of members**, checking and replying to e-mails and returning calls promptly, keeping our notes current, and reviewing and sending your statistics efficiently.
4. We are **proactive and we develop excellent organizational skills**. We are timely and detail-oriented, and we maintain present time consciousness. We are clear on our goals, and we read and take action on them daily.
5. When interacting with our members, we are **loving, responsive and non-judgmental**. We honor the Inner Wisdom in all those we serve, and we act respectfully, thoughtfully and ethically. We confront effectively and with rapport. We anticipate problems and stay flexible enough to find solutions.
6. We remember and **exemplify our higher purpose**. We remain grateful and forgiving. We are congruent servant leaders, ready to help chiropractors grow great practices and great lifestyles.

## Branding The Masters Circle

As you can see, we are fully engaged in raising the standards and the consciousness of the chiropractic profession. This past year we authored articles that appeared in almost every major chiropractic publication sharing our message and influencing colleagues worldwide.

We also took a new and innovative approach to our marketing and advertising as we regularly placed ads in most major publications branding our name, our seminars and our services to the entire profession.

This past year, we released numerous timely and important press releases that also got published in chiropractic publications covering every corner of the profession.

In the last calendar year, members of The Masters Circle team have had the privilege and honor of speaking at the Parker Seminars, Palmer Lyceum, the Cleveland Conferences, the California

CHIROPRACTIC IN ACTION!

The energy. The sparks. The power. Never before has such an electrifying collection of Chiropractic superstars and internationally renowned celebrities come together in such a dynamic arena as The Masters Circle 2003 SuperConference.

Legendary speakers, trailblazing Chiropractic experts, and our profession's most esteemed and accomplished practicing Chiropractors share the future's most innovative concepts, presented in a concise and exciting format guaranteed to inspire and lead you to places you never thought possible.

Immerse yourself in the bounty of your life's possibilities brought to light by the acclaimed Dr. Wayne Dyer as you discover "The Power Of Intention." Allow Wayne to show you how to use this power to create an unbelievable practice. Dr. Dyer is the #1 Self-Help author of all time, who is devoted to Chiropractic and he is a personal friend of The Masters Circle.

Share the unmatched wisdom of Jack Canfield, co-author of Chicken Soup for the Chiropractic Soul with Mark Victor Hansen. Jack's presentation, "The Ten Steps to Peak Performance," is the same one he regularly presents to the CEOs of Fortune 500 companies. This presentation easily translates to every Chiropractor's vision for success.

Dr. Larry Markson, Bob Hoffman and Dennis Perman are joined by twelve extraordinary Chiropractic Masters for three intensely compelling days, destined to be a milestone in every attendee's personal and professional life.

SUPERsize your practice and your life at The Masters Circle 2003 SuperConference!


THE MASTERS CIRCLE  
SUPERCOnFERENCE

Chiropractic In Action  
Step Into Our Circle  
Las Vegas  
November 6-8, 2003

Guest Speakers:

Dr. Larry Markson • Dr. Wayne Dyer  
Dr. Bob Hoffman • Jack Canfield  
Dr. Dennis Perman • Dr. Janice Hughes  
Dr. Guy Reikeman • Dr. Rick Markson  
Dr. Patrick Gentempo • Dr. Brett Axelrod  
Bill Eateb • Dr. Jeff Culbert  
Dr. Eliza Zinberg • Dr. Carol Ann Malizia  
• Dr. Alan Rousseau

Call for registration and information 1-800-451-4514  
or register online at [www.themasterscircle.com](http://www.themasterscircle.com)



BE DO HAVE  
MUST



Chiropractic Association Annual Convention and numerous Foot Levelers Seminars.

We have done “preview seminars” in locations throughout the United States such as Arizona, Ohio, Connecticut, Los Angeles, Minnesota-St.Paul, Las Vegas, San Diego, Long Island, Binghamton New York, New Jersey, Idaho, Virginia, Oregon, Massachusetts, Washington and Canada.

## **Ask And You Shall Receive**

This year we held two **Focus Groups** with our members at our home office in Lake Success, NY. At each focus group meeting, we carefully selected a wide range of our members. We had new members and seasoned veterans from both high volume practices and small but growing practices as well as members who are growing rapidly and members who have plateaued.

The focus group participants were made to feel comfortable in a non-recorded, positive and nurturing environment which enabled them to express their opinions to the questions asked. We began the session by pre-framing the group on the core concepts: to discover what the membership enjoys, what they would like to change, how they have grown, their feedback on our coaching model, and their thoughts for creating an even better future.

The purpose of these Focus Groups were to develop a body of knowledge about the needs of the membership and how to best serve them as we revolutionize our coaching model, as well as the future direction of the company and the profession. We received informative feedback on key questions such as, are we really delivering the services they need and what we can do in the future to provide even better services.

The qualitative feedback we received was extremely valuable and there was an increasing appreciation of what these groups contributed. Overall, the groups were increasingly responsive as the sessions progressed. It brought out spontaneous reactions and ideas and let us assess group dynamics and organizational issues. The group became more engaged, shared openly and at times, emotionally. All members participated in discussion and interest levels were high.

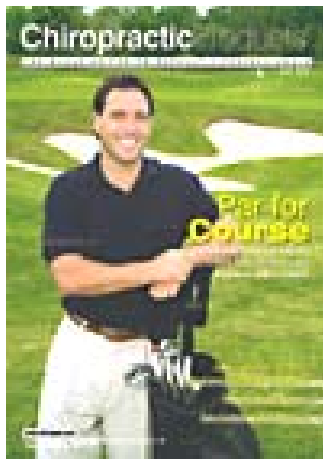


Members commented that they feel like we are listening and giving attention to their needs. They admired our forecasting and vision for the future, our energy field and clarity, and will model these qualities in their own lives and practices. The most important discovery was that our members want to be held more accountable by their coaches.

## The Winners Circle

During this past year we witnessed a dramatic change in the focus and membership of our Winners Circle group. **Our membership doubled to over 100 members and we shifted its intent from personal development to advanced citizenry and development of the future leaders of the chiropractic profession.**

Members of this selected group are offered a concierge level of service, fabulous guest speakers, practical real life training, and a higher vision for themselves and the profession.



*Winners Circle member,  
Dr. Andy Mowry as the cover &  
feature story for the July, 2003  
issue of Chiropractic Products*

Members of The Winners Circle are the most compliant, most focused, most committed to growth, most willing to change, most balanced, and clearly the highest achievers in the entire program, if not in the entire profession.

For Larry, Dennis and I, it is such a joy to work with this group and to watch them truly “get it” and blossom right in front of our eyes. Every year at SuperConference, these doctors hold their own invitation only cocktail party and invite select members of the MVP program who they would want to join their ranks and become new Winners Circle members.

We anticipate another 25-30% increase in growth this upcoming year as we continue to expand the base of advanced citizens for the chiropractic profession.



## Our College Connection Program

In 2003, we championed our **College Connection Program** as a result of our decision to better serve the future generations of chiropractors. Allow me to share the five crucial components to this most important program.

### 1. Ten (10) SuperConference Scholarships

The Masters Circle has offered the opportunity to reward 10 senior students from every chiropractic college by inviting them to participate in The Masters Circle 3<sup>rd</sup> Annual SuperConference.

The Masters Circle waived the customary \$295 SuperConference Registration Fee and provided all seminar related materials at no cost to the students that the college administration selects. Some colleges were generous by providing the 10 recipients with a \$500 cash scholarship to offset travel and lodging expenses. Since we offered this exact scholarship to 17 chiropractic colleges and each was granted 10 scholarships valued at \$295 each, we at **The Masters Circle, in essence, donated over \$50,000 to invest in the future of our profession.**

Our objective was to give the students a preview of the impact when 2000 or more professionally attired and successful Chiropractors and their staff gather together, and to provide them with an incredibly powerful program that is designed to put them on the right track when they open their own practices.

During the seminar, we gave each student a complimentary copy of our 38 page booklet entitled, **“Opening a Practice: Blueprint For The New Chiropractor”** to help them transition to field practice and increase their chances for success.

### 2. A “Distinguished Guest” Invitation

Every chiropractic college President with their spouse or significant other was invited to attend the SuperConference as our Distinguished Guests. It was our hope that they would enjoy reconnecting with graduates from their own college, socialize with fellow college presidents, as well as other industry leaders and officers of our three national political organizations.

We also invited faculty members or key administrators from their college who they thought would benefit from this SuperConference experience.



### 3. Library Donation

We made a substantial donation of our personal development and practice building products to every college library. This \$792 value includes a copy of our 340 page text book, **The Masters Guide for the 21<sup>st</sup> Century Chiropractor**, and 6 other audio-visual albums and products that will provide the students with a wealth of reference material pertaining to how to succeed in practice and elevate their pride in being a Doctor of Chiropractic. **The total value of the donation for our future was in excess of \$13,400.**

### 4. MasterTalk Subscription

The College Connection Program also includes a subscription to our monthly, one-hour audio-magazine called “**MasterTalk.**” It is to be placed in the school library so students can have direct access to this timely collection of 6-8 minute vignettes featuring a wide variety of subject material, an interview with a Chiropractic superstar and a 10 minute “trio” presented by my two partners, Drs. Larry Markson and Dennis Perman, and I.



**We are currently recording a CD specifically designed as a gift for each and every one of the graduating students. It will acknowledge their special needs at this crucial time in their career and provide them with all the information they need make a successful transition from student to practitioner.**

### 5. College Speakers Series

Each year we receive regular calls from chiropractic colleges requesting that we send someone to their campus to speak to their students. Sometimes this is for major events like annual Homecomings and at other times it is for talks from field practitioners or management consultants during the regular curriculum.

The Masters Circle has a faculty of 13 outstandingly successful DCs who have built substantial and significant practices and also act as coaches/consultants to our membership.

The consultants and practitioners from The Winners Circle regularly travel to colleges to assist students in understanding the “real world” of



Chiropractic while answering all their questions in a clear and concise manner. Students find these presentations both informative and motivating and our Winners Circle doctors love giving back to the next generations of doctors of chiropractic.

Dr. Janice Hughes, a consultant with The Masters Circle and Director of the Practice Leadership Division of The Palmer Institute for Professional Advancement, heads the coordination of this long overdue and vital Speakers Program. It is our intent to have our consultants and Winners Circle members speak at all chiropractic colleges on a regular and frequent basis to educate, empower and engage the future generations of our beloved profession.

The Masters Circle has over the past 23 years played an important role in raising the standards and consciousness of our field practitioners. We strongly believe that students are the cornerstone of our profession and we are dedicated to helping them grow strong, service oriented, ethical, and clinically competent Chiropractic practices.

## **Stay Connected Program**

This year we also initiated our “**Stay Connected Program**” which is a way for our alumni to stay engaged with our culture, our standards and our team. Every month, those alumni who subscribe to this valuable service receive **MasterTalk, Secrets to Creating the Practice of Your Dreams Newsletter, MasterMemo** and **The Chiropractic Clipping Service** each quarter. The feedback has been superb as these colleagues of ours love the monthly connection, information and motivation to stay centered, energized and powerful.

## **Expanding Our All-Star Team**

Our company has grown exponentially as a result of our focus on maximizing our members’ growth and experience, and utilizing our Identity-Based model to empower our members. In fact, we continually hear about the “buzz” regarding The Masters Circle.

This past year we added to our magnificent team Stephanie Basil, who is our Director of Seminars; Amy Koch, who is responsible for our Marketing; and Brenda Browne, who is a key administrative assistant supporting the seminar division and the special projects.



In addition, we have hired and trained three exceptional new consultants to increase our capacity to best serve our members. Joining our family this year are Dr. Frank Gilbert, Dr. Brett Axelrod and Dr. Paul Inselman. Each have superior practices and offer our team a wide range of professional expertise and success wisdom. They have each gone through extensive training to prepare them to serve the varied needs of our membership. We are excited about the expertise and passion that these highly talented individuals bring to our coaching team.

## **Moving To Our New and Expanded Office**

By years' end, we will be moving into our new facility as we have outgrown our home office. This is an excellent challenge to have as we need to increase our capacity and quite frankly, we have run out of space for new staff at our Lake Success office.



We will be growing from our current 3400 square feet office into a new and improved 5700 square foot office. Using the latest technology, we have completely designed the new office in Jericho, New York for speed, efficiency and productivity.

**Our new address will be:**

**100 Jericho Quadrangle, Suite 140, Jericho, New York 11753**

## **Our State of the Art Website**

**Lake Success, New York – July 17, 2003** – The Masters Circle unveiled a revolutionary, one-of-a kind Chiropractic website. Complete with audio and video streaming, its user-focus approach guides Chiropractors to achieving the practice and lifestyle of their dreams.

The Masters Circle strives to serve Chiropractors with the ultimate experience on the Internet. Months of extensive research and development have been employed in order to deliver a top-notch, value driven website. The Masters Circle was led to an internationally acclaimed website developer and one of the leading web design bureaus in America, Elliott Goykhman, President of ELRO Corporation.



ELRO Corporation has extensive experience in developing cutting-edge websites for many Fortune 500 companies. Their list of clients includes such companies as LEGO, Nestle, Spar, Stadium Automall, Unilever and many others. Their global appeal and progressive style combined with The Masters Circle vision for the future of Chiropractic created a masterful cyber-connection between Chiropractors and the Internet.

“We chose ELRO Corporation on the strength of their reputation and their expertise in web development,” Dr. Bob Hoffman, President of The Masters Circle said. “It turned out to be an excellent decision, because we’ve been extremely satisfied with their professionalism and incredible creativity. We look forward to our continued relationship, as we continue to expand our website to best serve the Chiropractic profession.”



Currently in its rolling out stage, [www.themasterscircle.com](http://www.themasterscircle.com) offers an endless abundance of universal information valuable to chiropractors today. A combination of audio and video clips, tips of the month, products, and a bookstore linked to Amazon.com is only a glimpse of things to come.

Future phases of work include a one-of-a-kind mind library consisting of audio clips from some of the most respected names in chiropractic provides a culmination of the most significant topics discussed in the industry. This website will be a sophisticated network of information pertaining to The Masters Circle and Chiropractic.

Also coming up in the near future, members of The Masters Circle will have exclusive privileges as part of their continued devotion to their growth and development with The Masters Circle. They will be able to generate statistics, apply for online continued education, register for PODS and other special benefits. “We’re excited about how the new website benefits our members and adds real efficiencies to our organization,” said Dr. Larry Markson Co-founder and CEO of The Masters Circle.



The possibilities are infinite and the new website is designed to grow with the changing needs of chiropractors worldwide. The Masters Circle deserves applause for innovation and creating a universal approach to personal and professional growth for chiropractors.

We live in the Information Age and realize how critical it is to stay in touch with our members and potential future members – all of whom have come to expect a steady stream of information. The internet is virtual, and we can use it in a wide variety of ways to enhance your life and your practice.

## New Products To Assist Our Members Growth

The Masters Circle launched 7 fabulous new products this past year. Each was created or selected to fulfill a need that the majority of our members require and will benefit from. Each has been test marketed. Each will grow your practice from the inside out when utilized properly.

1. **Breaking Through To Ultra Success**

A 6-cd compilation featuring the best of Drs. Markson, Hoffman, and Perman highlighting principles of success, empowerment secrets, goal setting, effective patient retention and referral methods. Learn the difference between a good practice and a great practice using the 80/20 principle.



2. **There Has Never Been A Better Time To Be A Chiropractic Patient**

This remarkable new CD-Rom consists of 42 PowerPoint slides that outlines practical health care trends and vividly displays the popular press documentation necessary to emotionally engage and educate patients, causing them to choose long-term Chiropractic care and to commit to the Chiropractic lifestyle. Dr. Bob Hoffman created this especially for patient education, Health Care Orientations, and community lectures.



3. **The 10 Keys To Longevity**

This PowerPoint CD-Rom documents the ten common denominators to improve the quality of lives, increase our chances for longevity and guarantee our success. It will prepare today's DC for the upcoming boom created by caring for the geriatric patient.



4. **20+ New Patients In One Shot**

These are Dr. Larry Markson's favorite new patient acquisition action steps. In fact, if done correctly, a Patient Appreciation Dinner (PAD) is almost guaranteed to produce 20+ New Patients In One Shot! This album contains a DVD of a live PAD and an instructional manual.



5. **The Ultimate Chiropractic Success Manual**

Packed with timeless principles of success, Chiropractic philosophy, personal growth, leadership skills, healing techniques, practice management tips and plain old inspirational and motivation messages. Uncover Dr. Bob Hoffman's "Secrets of Creating the Practice of Your Dreams."





#### 6. It's All About You

3 extraordinary cds that will transform your thinking. Drs. Markson, Hoffman, and Perman share concepts such as "It's All In Your Head" and "Your Office Is Waiting For A Leader To Show Up" and "Your Practice Is You." They share the methods to create a vision for your life and the tools you need to succeed beyond your wildest expectations.



#### 7. Attitudes And Actions For The Evolving Chiropractic Assistant

The first CA training album of its kind that inspires, teaches, motivates and sparks enthusiasm in CAs. 6 educational and empowering cds featuring the leading experts in practice management and CA training. Every practice should have this ultimate training tool for your current and future staff so that you can create your ultimate All-Star team.



In addition, this year we created strategic alliances with other companies who have developed sensational products and procedures that have all been time tested to assist any Doctor of Chiropractic growth and success.

## 2003 Award Winners

At each seminar from January to September, we honor an outstanding member with the prestigious **Chiropractor of the Quarter Award**. Three members from the Midwest base, three from the West coast base and three from the East coast base were honored and acknowledged this year.

This year's recipients are all extraordinary individuals who are growing both personally and professionally. These doctors all made significant changes in their procedures, thinking, energy, focus and attitude and have the practice statistics to prove it.

All of these doctors have in fact become Ideal Members of The Masters Circle and we are very proud of them. Allow me to introduce the 2003 award recipients to you:

#### **January 2003 – Dr. Ron Schmidt (Tracy, CA)**

Ron exemplifies the meaning of an engaged member. This past year his PVA went up over 26%. Ron utilized many of our products to grow his practice from the inside-out.

#### **February 2003 – Dr. Greg Goffe (Dayton, OH)**

Greg has experienced exponential growth. This past year his PVA went up over 82%, his office visits went up 25%, and his collection rate is currently 93% and climbing.

**March 2003 - Dr. Frank Gilbert (New York, NY)**

In addition to being one of our newest consultants, he has maintained his practice growth trends. New patients, office visits, services, income and PVA have all increased considerably over the past year.

**April 2003 - Dr. Tom Thompson (Monroe, WI)**

Tom is the epitome of our Ideal Member. As a Winners Circle member now for 4 years, he has made major transitions in his life and practice. With a collection rate of over 94% and his new patients up 29% you can see why he was our April 2003 Doctor of the Quarter.

**May 2003 - Dr. Murray Galbraith (Temecula, CA)**

Murray is another fine example of the standards of excellence we expect from our members. His PVA has maintained levels of over 70% and his income is up 35%. He consistently applies the methods and tools from our products to achieve these powerful results.

**June 2003 - Dr. Ronda Bachenheimer (East Meadow, NY)**

In the past year, Ronda has diligently worked on herself and her practice. She provides exceptional service to her patients (services up over 50%) and her community has recognized her for years as an ethical, loving, and exceptional Chiropractor. This year, we also welcomed Ronda as a new member of The Winners Circle.

**July 2003 - Dr. Bryan Strother (New Buffalo, MI)**

Bryan's volume has doubled since he first became a member back in 1999 and recently added a new associate to the practice to expand his capacity. Even while he was renovating his office, his new patients were up over 70%. Bryan is truly a focused, creative, and well-balanced Chiropractor.

**August 2003 - Drs. Robert and Kristine Taylor (Klamath Falls, OR)**

Robert and Kristine, with less than a year in The Winners Circle, have increased their office visits by over 56% and their income is up over 88%. This sensational husband and wife team have a real love and passion for Chiropractic and consistently work on their personal and professional development.

**September 2003 - Dr. William Wallace (Bernardsville, NJ)**

Bill is another incredible Chiropractor who is extremely devoted to his patients and community. He devotes much of his time to reading, listening to cds to enhance



his life and his practice. He has made significant increases in his practice, but most of all in his life. In fact, Bill has a model Masters Circle practice.

## Chiropractors Of The Year



In addition, every year at our annual SuperConference, we award our Chiropractic of the Year for each of our three seminar bases and our International Chiropractic of the Year for the one individual who most exemplifies the principles, passion and purpose of The Masters Circle.

**Our Midwest Chiropractor of the Year is Dr. Kari Swain.** Kari has had an extraordinary year as she built a beautiful new office, hired a wonderful new associate and significantly increased her vision and capacity to regularly adjust over 3000 patients a month. Her new patients are up by 72%, her PVA is over 100 and she is very involved in her community and the chiropractic profession.

**Our West Chiropractor of the Year is Dr. John Wisman.** John's practice is up 63% so far this year. His PVA is up over 60% and he consistently demonstrates superb leadership skills in The Winners Circle. This year, John has single handedly opened up the country of Thailand to the chiropractic profession. He is responsible for having our profession become licensed for 30 million people.

**Our East Chiropractor of the Year is Dr. Stacey Marshall.** Stacey has grown dramatically both personally and professionally this year. She completely renovated and redecorated her beautiful office that consistently cares for more than 2000 patients a month. Her PVA is over 100 and she has a collection percentage of 96%. In addition, she frequently speaks on behalf of The Masters Circle, teaching doctors how to properly implement our UCCAFF program. She is a role model of excellence.

**Our International Chiropractor of the Year is Dr. Rick Markson.** Rick has a stunningly beautiful practice that is a model of efficiency as he does everything we teach in The Masters Circle. He is the President of The Broward County Chiropractic Society, teaches for Thompson seminars in numerous locations every year, speaks at our annual SuperConference and is an emerging leader of our beloved profession. Rick is what "advanced citizen" is all about.



## Continuing Education At Our Seminars

We decided to undertake a bold new direction with our ten annual seminars by organizing with Life Chiropractic College West to offer continuing education license renewal credits. We launched this process at the third quarter/summer seminars and had 200 of our members participate.

This is yet another innovative way to serve our members. It has been our experience to listen to the needs and wants of our members as they are in need of CE credits and wanted to travel less by taking them at our program. The feedback has been sensational. It has helped us enormously as we go through the learning curve by partnering with the experts at Life West.

## Groundbreaking Female Chiropractic Event Ends With Resounding Applause

From Oregon to Texas to Manhattan they came—female Chiropractors seeking insights into how to “free up” their life while “firing up” their practice. At the closing session of this premier event presented by The Masters Circle, the buzz of energy was palpable. And the results evident as participants still exhilarated from the final moments of the **“Being Proud of Your Female Energy”** presentation, hugged, exchanged cards and congratulated each other on the discovery of their newly found connection.

According to featured speaker Dr. Elisa Zinberg, the event, which took place at the Teaneck Marriott, was “an incredible experience for Chiropractic women. It feels terrific to be a part of this groundbreaking program. The women were hungry for it, and the female energy is exhilarating.”

The one-of-a-kind program was custom designed to address the unique challenges and opportunities for the female Chiropractor, to bring together women of like interests and goals in a safe and nurturing environment. Dr. Zinberg believes that one of the most life-changing results of the event will be that the women will embrace and capitalize on their uniquely feminine traits formerly thought of weaknesses in a professional environment.

“Women’s ‘inclusive’ style of management, their hi-touch method of leadership—these qualities can be profoundly powerful in the practice of Chiropractors,” continued Dr. Zinberg. “This experience has been all about building a balanced life and a successful practice by being true to their uniqueness.”



Dr. Janice Hughes, author and coach known for her ability to lead clients into a life of “WOWNESS” credits the event as “the beginning of women taking their destined place in Chiropractic.”

“Women are the future of our profession,” she stated, and referred to statistics and trend data as proof. “Today, only 30% of practicing Chiropractors are women. By 2010, it is anticipated that more than 45% of all practicing Chiropractic will be female.”

One highlight of the workshop was the unveiling of “Seven Indisputable Qualities of Successful Women.” “Manifesting Your Ideal Image” and “Balancing Practice and Life” were also among the day’s presentations.



*Dr. Laura Silva, Dr. Elisa Zinberg, and Dr. Janice Hughes*

After an informal lunch where each attendee was given a single long-stemmed white rose, Dr. Laura Silva, daughter of Silva Mind Control Method Founder, Jose Silva, and intuitive techniques expert, addressed the group with her “You Can Have it All!” session. Clearly, to hear the feedback and the comments presented at the microphone by participants, the message was heard, taken to heart, and embraced as the due right of every practicing female Chiropractor.

The debut of FREE UP YOUR LIFE - FIRE UP YOUR PRACTICE represented another trailblazing event for The Masters Circle. With dozens of long-stemmed white roses waving in the air as the event came to an end, it became evident that lives had been touched and going forward, female Chiropractors across the nation will play increasingly important roles in the practice of Chiropractic. And their journey of discovery, bonding and celebrating their unlimited possibilities will be a continuing theme throughout their careers.

## **Total Solution™ Seminars**

We have been blessed with a sensational Strategic Alliance with The Chiropractic Leadership Alliance and as a result, our senior consult, Dr. Alan Rousso attends every Total Solution™ seminar. This past year Alan has participated in and attended seven different programs.

Many of our members attended these seminars as well and loved connecting with Alan. In addition, it gives us an incredible opportunity to influence the thinking



and behavior of Doctors of Chiropractic worldwide. Since a universal principle shows us that what goes around always comes around, we attract approximately 75 new Masters Circle members every year from Total Solution™ as a result of giving out of our abundance.

## **Look Who's Talking**

We were thrilled to bring to our stage this year tremendous speakers, educators and motivators to educate and empower our members and guests. Extremely talented and wise presenters sharing their wisdom and experiences pushed our members to grow from the inside-out.

This year we were blessed with Dr. Dennis Nikitow, Dr. Gerry Clum, Dr. Reggie Gold, Dr. Janice Hughes, Dr. Bruce Lipton, Ms. Laura Silva, Mr. Jack Canfield, Mr. Bill Esteb, Dr. Alan Rousso, Dr. Elisa Zinberg, Dr. Michelle Turk, Dr. Brett Axelrod, Mr. Wayne Dyer, Dr. Guy Riekeman, Dr. Carol Ann Malizia, Dr. Rick Markson, Dr. Patrick Gentempo, Mr. Richard Flint and Dr. Robert Cooper.

We feel that it is vital to bathe our members in the contemporary and cutting edge information and assist them in becoming the best version of themselves since “who you are determines how well what you do works.” To this end, we are committed to bringing in the best talent both inside and outside our profession.

## **Special Exhibitors And Vendors**

This year at our prestigious SuperConference we organized for the first time to have a spectacular vendor area to promote the products and services we recommend to our members. This vendor area is complete with its own energy field as we will have some of the best adjustors and healers working with our members.

At the 2003 SuperConference we had 22 different exhibitors demonstrating a variety of ways to help our members grow ethically and honestly. They include American Financial Advisors, Biotics Research Corporation, Brican Corporation, Chiropractic Economics, Chiropractic Leadership Association (CLA), Chiro Secure, Chiropractic Wellness & Fitness Magazine, Davlen Associates, Eckard Tables, Foot Levelers, GMP Fitness, Health Visions, HNA Computers, Interactive Health, Life College of Chiropractic West, MGTV Marketing, National Directory of Chiropractic, Palmer College of Chiropractic, Patient Media, Physician Services, Quick Notes, and Visual Odyssey.

## SuperConference Sponsors

This was the first time that we had sponsors for our SuperConference. We selected four outstanding companies that have served the chiropractic profession at the highest level for many years. These four companies have the ethics, standards and integrity that is congruent with The Masters Circle.

We are proud to announce that Foot Levelers and Kent Greenawalt, American Financial Advisors and Kelly and Paul Auslander, Biotics Research Cooperation with Daryl and Dennis Deluca and Chiropractic Leadership Alliance with Dr. Patrick Gentempo are this year's corporate sponsors. The Masters Circle is fortunate to have strategic alliances and relationships that are so strong that these incredible individuals and companies ask to underwrite a monumental event like the SuperConference.





## Summary Of Another Successful Year

We are so very proud of our member's accomplishments, the fabulous effort put forth by our all-star team, and in all that we accomplished this year. Leadership is all about the ability to influence and we are certain that we influenced the chiropractic profession this past year.

**Last year, we hosted the Voices of Chiropractic Influence and this year we ARE the Voices of Chiropractic Influence.**

We believe that much of our continuous success comes from our values, our standards of excellence and our beliefs. **Clearly inner success always precedes outer success.** Let us remember that success is a mindset, an attitude and a consciousness.

Success does not come to us, it always comes FROM us. We laser focus our resources and attention on maximizing who our members are, removing subluxations in their beliefs and attitudes so that they can lead themselves to accomplish greater levels of their potential.

**It is obvious that our formula works based on how well are members are doing and how much our company continues to grow. We understand very clearly that the trap door to success only swings inward.**

The Masters Circle is healthy, adaptive and growing. Larry, Dennis and I have come from three very different models within the chiropractic profession, but have put aside our egos and differences to create a model for unity and have shown you what is possible.

We have never considered ourselves as a practice management company. In fact, the term offends us as we see a much bigger vision for what we do. We are life coaches, teaching success principles and personal power. We raise the standards and consciousness of the chiropractic profession.

Our members are our family so we're involved when they are getting married, have children, opening their new offices, hiring staff, dealing with sickness and death, prosperity consciousness, paying down debt, attracting new patients, producing the miracle results that chiropractic is famous for, educating and empowering others, partnerships, purchasing additional practices and becoming model of excellence for the communities and families to follow to name just a few.



The future is extremely bright. All documentation from within and from outside the chiropractic profession points to the wellness model of healthcare and that is what we teach and that is how we coach our members...in a wellness model.

There has never been a better time to be a chiropractor and there has never been a better time to be a chiropractic patient. We are so very excited to continue to work with our members for years to come and attract the individuals who are desirous of personally and professionally growth that will join our expanding family.

We are honored, privileged and blessed to call you our family and to be invited into your lives. Thank you for allowing us to guide you. Together, we make chiropractic the health care system of choice worldwide.



**For more information about The Masters Circle, please call 1-800-451-4514 or visit our website at [www.themasterscircle.com](http://www.themasterscircle.com)**