

The Pettibon System™

Proven spine and posture correction

An Update on Gator Notes

On April 25th, Dr. Burl and I met with Dr. Tom Andrews and the team leader and programmer for Gator Notes. We got the disappointing news that the program could not be delivered on time—unforeseen personnel problems brought development to a snail crawl. That problem is fixed, and Gator Notes is now moving forward at warp speed!

We also have invested another \$57K because the financial projection was not congruent with the needs that accumulated as the program advanced. I do not open our checkbook for that amount of money without it being justified. It was. I am totally on board with Dr. Tom and the team.

We are very excited by what will be offered. Compared to the way we started, we now have a Secretariat racehorse winner at the gate! Scott Coleman, the leader of the project, says that only Duke University's program can be compared to Gator Notes. Duke University's program costs \$350K a copy. Find out the amazing difference in price when you read Dr. Tom's update below.

Be patient. We appreciate your continued support and enthusiasm. We are confident that you will feel the wait was well worth it!

Gator Notes Nears the Finish Line

By Thomas M. Andrews, DC

Purpose Brings Joy

"Our purpose is hidden in our joy, our inspiration, our excitement. As we act on what shows up in our life our purpose shows up."

—James King

Gator Notes was conceived almost five years ago in my living room as I was attempting to develop some kind of quick and easy way to apply The Pettibon System in my office. (I discovered later that this may be a great application for helping our students to learn The Pettibon System quickly and easily, and apply it in their offices just as easily as I had.)

A very good friend of mine had developed an electronic traveling card, and shared with me how an application like this could be developed for my office. I started out on a simple spreadsheet; and over the next several thousand hours of development, and as I learned more and more about algorithms and formulas, I got more and more excited about the possibilities that could be realized through this endeavor. I began to understand that the purpose of this program may indeed be larger than a simple application in my office, and I realized that what we were working on just may revolutionize our profession.

You Have To Think Big To Be Big

"High achievement always takes place in the framework of high expectation.

Newsletter

May 2007

Volume 3, Number 5

From Sharon Freese-Pettibon,
President of Pettibon System, Inc.

Register for Both Scoliosis Courses and Save \$300!

We now teach the application of The Pettibon System to patients with scoliosis in two courses: Scoliosis I and Scoliosis II. The former course covers the same content that Dr. Morningstar has taught for the past three years. The latter course covers new, advanced material. Register and pay for both, and you can now save \$300!

Each course costs \$525. If you plan on taking both courses, register and pay up front for both and your cost is reduced from \$1,050 to \$750.

Scoliosis I will be held in Dallas, Texas, June 2-3. Register today!

Scoliosis I Course Locations & Dates:

Dallas, TX	June 2-3
Denver, CO	August 25-26
Toronto, ON	September 22-23

Scoliosis II Course Locations & Dates

Dallas, TX	July 21-23
Denver, CO	September 15-16
Toronto, ON	October 13-14

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You'll always hit what you aim for in the long run. So why not aim high?"

—Author unknown

We started getting bids on this project over two years ago. We spoke with at least five different organizations that had programs already in use (names unmentioned), and they wanted nothing to do with what I was proposing. Their feedback: Great idea but too complex to do. (Sidebar: One of these companies is now claiming to have the same thing but cheaper. No way! I've checked it out.)

We also had bids from India/Pakistan with programmers in Vietnam and New Zealand, and had several other companies look at our concept. We decided on the Phoenix-based company, Li'l Red Fox. The important thing to know about this is that Scott Coleman (owner of Li'l Red Fox) has been a chiropractic patient for over 20 years, so in addition to his programmer's point of view, he understands the "being a Pettibon patient" side of things. This is experience that cannot be trained or explained to someone not familiar with a Pettibon office. Scott is also the past HIPPA Compliance Officer for the State of Arizona, Mental Health Records—a fact that cannot be underestimated. He and his team's contributions to this project have been immense.

When Li'l Red Fox bid on this project (March 2006), it was estimated that it would take 40,000 to 60,000 lines of code to develop 12 screens in a period of three to six months. These screens would involve the application of a few hundred algorithms and formulas, based off a few hundred variables. Li'l Red Fox was a little off on the initial estimate—within six months we were at 360,000 lines of code and 24 screens. Last month, we topped 715,000 lines of code with 34 screens. These screens reference over 1,400 algorithms and formulas which are fed from over 15,000 variables that each of us encounter daily in our offices. It would not surprise me if we topped ONE MILLION lines of code this month. As a comparison, we are now bigger than Microsoft Excel. Gator Notes is huge and incredibly powerful!

We continually see things we want to add and incorporate into Gator Notes. We have two log books running simultaneously. Log Book #1 lists features that must be incorporated now, before release, so that you can defend what you did and why you did it on a daily basis. Log Book #2 contains really cool features we are going to add later.

There Is a Good Side to Every Situation

OK, so here we are:

First: We are over budget and way over our time line. We were not able to deliver as we had promised, and for that I sincerely apologize. It has been difficult at times, to say the least. Thank you, Dr. Burl and Sharon, for your backing. To all our Beta participants, all the participants in our demos, and our future clients: Thank for your patience and understanding.

Second: We are more excited about this project now than we ever have been. Sure, we have made some mistakes. Who doesn't? Have we learned? Absolutely! Are we ready for more joy, inspiration, and excitement in our lives? For sure! Bring it on!

"If you had a choice between having an experience or taking the money the

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experience would have cost you, what would you choose?”

—Fred DiDomenico, DC

Here's my answer to Dr. Fred's question: "I'll take the experience."

Could we have released this earlier? Yes. Could we have been making money over the past six months, instead of investing more into the project? Sure, if we wanted to. Would it have been good enough? Yes, but our entire focus is to produce a superior product that we all can truly be proud of. We are close. Stay with us.

What Are the New Timelines?

We will be finishing the second Beta Testing within the next 50–70 days, with our next set of installs scheduled for this coming August. We already have a waiting list developed for installs, so if you are interested, call now to reserve your spot.

Are We Still Doing Demos?

We will be doing another round of demos in July. For those of you who have already done demos with us, it might not be a bad idea to do another one. In the last 60 days, things have changed considerably in the way the program functions. We have made it easier to use, sleeker, and faster, based on your input earlier in the year.

What's the Cost?

We have a special Pre-Release discount price of only \$395 per month. A deposit of \$1,185 is required to reserve your date for installation. After Beta is completed and we are ready for full release, the price will be going up. (For those of you locked into the Beta Testing Group, you got the deal of the century!)

Unlike many other companies, we do not charge for training. Installation will be easy enough for you to do it yourself. And we sell the hardware to you at cost—we don't add a penny—so you only get exactly what you need.

If you have questions on pricing or any other aspect, or if you want to schedule a demo for your office, call me at (480) 213-9941. You may also e-mail me at DrTomAndrewsDC@aol.com.

Have a great day and thanks again for your patience.