ON-SITE PROGRAM

RENO-SPARKS CONVENTION CENTER
OCTOBER 12-15, 2017
Welcome to the 81st PCSO Annual Session in beautiful Reno-Tahoe. I am thrilled to see all of you here to enjoy the camaraderie of our PCSO membership, high-quality educational program, and entertaining social events. We have worked diligently in the planning of this meeting to ensure there is a little something for everyone — from the invigorating speaker line-up to cutting-edge products and technology in the exhibit hall to multiple opportunities to connect, relax, and explore this spectacular area. This has been a productive year for the PCSO, as we had set a goal to live up to our meeting theme of “elevating to new heights”. Our annual session in Reno-Tahoe is indeed the pinnacle of delivering on that promise.

I want to take a moment to thank our many sponsors for their financial support and partnership at this meeting. Our programs, social events, and exhibit hall are enriched by your assistance and collaboration, also making it feasible for more members and staff teams to attend. If you are given the opportunity, I would encourage you to thank our sponsors in person for their patronage to our PCSO community.

A special thank you is due to the 2017 Annual Session Planning Committee chaired by Dr. Ron Wolk. He was supported by an outstanding team of program chairs, including Dr. Steve Dugoni (Doctor Program), Dr. Kurt Stormberg and Ms. Carol Eaton (Staff Program), Ms. Christine Townsend (Staff Roundtable), and Dr. Frank Beglin (Local Arrangements). Our committee was backed by a dedicated and hard-working PCSO staff including: Callie Castro, Executive Director; Darrin Crittington, Meeting Manager; DJ Haman, Exhibit Hall Manager; and Lisa Hertlein, Executive Assistant. I am honored to have worked with this phenomenal group of people. The commitment and dedication from each and every one of them has been truly amazing.

We have the perfect combination of colleagues, exhibitors, and speakers here with us in Reno to truly make this a fantastic meeting. Enjoy the lectures, spend time in the exhibit hall, network with PCSO colleagues, celebrate at the Casino Royale Welcome Party sponsored by 3M, and take some time to realize all that Reno-Tahoe has to offer. I certainly appreciate all of you for taking time out of your busy schedules to be here with us and to celebrate our elevating to new heights.

Dr. Paul Kasrovi
PCSO President
UPON ACCEPTING THE AWARD

I am very honored to receive the PCSO Annual Session Honoree Award. The past recipients have been my role models throughout my career. I would like to thank the PCSO Nominating Committee and Board of Directors. I was shocked when PCSO president, Paul Kasrovi, called me to let me know I had been selected to receive this award.

When I was a young orthodontist, my father, Dr. Arthur Dugoni, taught me the importance of giving back to our profession. I have been fortunate to be able to give back to specialty organizations such as the PCSO, AAO, and the American Board of Orthodontics.

I enjoy working in my private practice, teaching at Pacific, and volunteering for our specialty organizations. I teach at Pacific on Wednesdays and this is my favorite day of the week because I get to interact with the residents and fellow faculty members.

During the last eight years, it has been my privilege to represent the PCSO as Director of the American Board of Orthodontics. I have enjoyed working with the other directors to help orthodontists achieve board certification. Thank you to the PCSO for allowing me this opportunity.

I would like to thank everyone who has helped shape my career in orthodontics including the faculty at the University of Pacific Dugoni School of Dentistry, members of my study club, members of the Northern California Angle Society, the current and past directors of the American Board of Orthodontics, and of course my father who is my inspiration. I also want to thank my wife Lisa and my children, Emily and Patrick, for allowing me to devote so much of my time to my profession.

2017 AWARD RECIPIENTS

2017 PCSO ANNUAL SESSION HONOREE

This award is given to a PCSO member who has demonstrated outstanding leadership and professional qualities and who has given unselfishly of his or her time and talent to promote the association and the orthodontic profession.

DR. STEVEN DUGONI

Dr. Steven Dugoni is the oldest of seven children and the only one of his siblings who pursued a career in dentistry like his father, Dr. Arthur Dugoni.

Dr. Dugoni received his Bachelor’s degree from Santa Clara University. He then attended Tufts University School of Dental Medicine in Boston where he met his wife, Lisa. In 1979, he returned to San Francisco to complete his orthodontic training at the University of the Pacific, Arthur A. Dugoni, School of Dentistry.

Dr. Dugoni has been in private practice for 36 years. He also teaches at the University of the Pacific, Arthur A. Dugoni, School of Dentistry. Dr. Dugoni began his teaching career as an Assistant Clinical Professor of Orthodontics in the Early Treatment and Orthognathic Surgery Clinics at the University of the Pacific, where he is now director of the Early Treatment Clinic and Adjunct Clinical Professor of Orthodontics. His favorite day of the week is Wednesday when he teaches the orthodontic residents.


Dr. Dugoni is a member of the Edward H. Angle Society and the College of Diplomates of the American Board of Orthodontists. He is also a fellow of the American College of Dentists and the International College of Dentists.

Dr. Dugoni has been a member of the Peninsula Orthodontic Research Group for over 25 years. It is study club comprised of 14 orthodontists who meet quarterly to critique orthodontic cases and discuss practice management.

Dr. Dugoni is Past President of the San Mateo County Dental Society, the Pacific Coast Society of Orthodontists, and the Northern California Component of the Edward H. Angle Society. He is the Immediate Past President of the American Board of Orthodontics.

Dr. Dugoni received the PCSO Award of Merit in 2012 and the University of the Pacific Medallion of Distinction Award in 2016.

Dr. Dugoni and Lisa have been married for 38 years and have two children, Emily and Patrick. His favorite pastimes are reading, traveling, golfing, exercising at the gym, and spending time with his family.
2017 PCSO AWARD OF MERIT

Established in 1987, the Award of Merit recognizes and honors an orthodontist or paraprofessional who has made significant contributions to the specialty over a number of years.

MS. JILL NOWAK

Jill Nowak fulfilled the role of PCSO Executive Director from 2008 until 2016. Working alongside officers, board and committee members, and delegates, Ms. Nowak oversaw the administration of the PCSO. Supporting the Board of Directors, Ms. Nowak assisted the PCSO to update its brand and website, expand programming for new and younger members, evolve strategy to focus on current critical issues, and adopt a more sophisticated budget process and investment approach. Ms. Nowak is proud of the fact that PCSO built its reserves without increasing member dues during her time with the society. She most appreciated the opportunity to assist such a variety of committees and task forces with charges as varied as screening candidates for AAO Trustee to reviewing columns for the PCSO Bulletin to planning events at the PCSO Annual Session and other meetings.

Ms. Nowak is a Certified Public Accountant and Certified Association Executive who has worked for non-profit organizations the majority of her career. After working for a number of arts, educational, and charitable organizations, Ms. Nowak joined the AAO as Director of Finance and Administration in October, 2006. When AAO Services Inc. launched its association management service in 2008, Ms. Nowak was one of the first AAO employees to assume additional responsibilities as PCSO Executive Director. Applying the many lessons learned in this role, Ms. Nowak achieved the designation of Certified Association Executive in 2010.

Currently the Chief Financial Officer of The Missouri Foundation for Health, Ms. Nowak is responsible for oversight of its $1.2 billion portfolio, the management of an annual grants budget of $50 million and all financial, human resources, IT and administrative functions of the organization. The Foundation’s mission is to improve the health of Missourians by ensuring access to health education and care, building supportive communities, and reducing violence and toxic stress.

Ms. Nowak lives in St. Louis with her husband, Dave and daughter Maritt who accompanied her to many PCSO meetings and events. Dave is the Executive Vice President of the St. Louis Metropolitan Medical Society and Maritt is a senior at Boston University studying International Relations and Diplomacy.

UPON ACCEPTING THE AWARD

Thinking back to one year ago—and what I thought was my last PCSO Annual Session—I never imagined that I would be invited to attend this year. And to be invited to receive the PCSO Award of Merit is truly an honor. As PCSO Executive Director, meeting the Award of Merit recipient was a highlight of each year. The men I met were accomplished, dedicated, and humble. While at first glance I have little in common with most of the past Award of Merit recipients and our paths to this point in our lives have certainly varied, I know that we all share a love of the PCSO and its members.

I’m so pleased to be with the PCSO leadership and members again this year. As PCSO Executive Director, I wrote many promotional pieces for nine PCSO Annual Sessions. Of course, the continuing education benefit and the location were a big focus of these pieces. But so, too, was the opportunity to connect with colleagues and share an experience with people with whom you felt a kinship. How fortunate to now personally live what I wrote about and feel the warmth of respected colleagues, valued mentors, and very dear friends. I’ve enjoyed every single PCSO Annual Session, but Reno 2017 will always hold a special place in my heart.

As I look ahead to when my career wraps up, I can say with certainty that my “PCSO years” will be my favorite ones. I remember the many times a PCSO member shared the sentiment that he or she is part of the “best profession in the world”. I wholeheartedly agree and express deep and sincere gratitude that you have allowed me to be a part of it as well.
PAST AWARD RECIPIENTS

PAST ANNUAL SESSION HONOREE AWARD RECIPIENTS

2016 ▲ Ken Fischer, DDS
2015 ▲ Lili K. Horton, DMD, MS
2014 ▲ Howard L. Hunt, DDS
2013 ▲ Ronald P. Wolk, DMD, MS
2012 ▲ Robin Jackson, DDS, MS
2011 ▲ Robert Varner, DMD
2010 ▲ Norman Nagel, DDS, MS
2009 ▲ Gary Baughman, DDS
2008 ▲ Dale Rhoney, DDS
2007 ▲ Gerald D. Nelson, DDS
2006 ▲ Charles Wear, DDS
2005 ▲ Donald Joondeph, DDS
2004 ▲ Terry McDonald, DDS
2003 ▲ Robert Kuhn, DDS
2002 ▲ Vincent Kokich, DDS
1999 ▲ Donald Poulton, DDS
1998 ▲ Harry Hatasaka, DDS
1997 ▲ Alton Moore, DDS
1996 ▲ Robert Rickets, DDS
1995 ▲ Terrance Root, DDS
1992 ▲ Oliver Choy, DDS
1990 ▲ Gene Brain, DDS
1989 ▲ Arthur Dugoni, DDS
1988 ▲ David Turpin, DDS and Ronald Koster, DDS
1987 ▲ Past Presidents
1986 ▲ Ketchum Award Winners
1982 ▲ Robert Payne, DDS
1981 ▲ Richard Railsback, DDS
1980 ▲ Clu Carey, DDS
1978 ▲ Emery Fraser, DDS and Paul Lewis, DDS
1976 ▲ Cecil Steiner, DDS and Cecil Neff, DDS
1971 ▲ Fred West, DDS and Eugene West, DDS
1970 ▲ Charles Tweed, DDS and Spencer Atkinson, DDS

PAST AWARD OF MERIT RECIPIENTS

2016 ▲ Patrick K. Turley, DDS, MSD, MEd
2015 ▲ John E. Grubb, DMD, MS
2014 ▲ Greg Huang, DDS, MSD
2013 ▲ Robert E. Varner, MD, MS
2012 ▲ Steven Dugoni, DMD, MSD
2011 ▲ Dale Rhoney, DDS
2010 ▲ Richard McLaughlin, DDS
2009 ▲ Earl Johnson, DDS
2008 ▲ George Payne, DDS
2007 ▲ Thomas Mulligan, DDS
2006 ▲ David Hatcher, DDS
2005 ▲ Gary Baughman, DDS
2004 ▲ Roy Gunsolus, DDS
2003 ▲ Rodney Dubois, DDS
2002 ▲ Gerald Nelson, DDS
2001 ▲ Arthur Dugoni, DDS
2000 ▲ Donald Joondeph, DDS
1999 ▲ Phillip Rollins
1998 ▲ Harold Bergh, DDS
1997 ▲ Terry McDonald, DDS
1996 ▲ Richard Simms, DDS
1995 ▲ Donald Tuverson, DDS
1994 ▲ Gene Brain, DDS
1993 ▲ Eugene West, DDS
1992 ▲ Joseph Gryson, DDS
1991 ▲ David Turpin, DDS
1990 ▲ Richard Railsback, DDS
1989 ▲ Harry Dougherty, DDS
1988 ▲ Jack Rathbone, DDS
PAST LIFETIME ACHIEVEMENT AWARD RECIPIENTS

2014  ▲ Vincent G. Kokich, Sr., DDS, MSD (posthumously)
2012  ▲ Donald Joondeph, DDS, MS
2011  ▲ David Turpin, DDS, MS
2010  ▲ Terry McDonald, DDS, MS
2007  ▲ Arthur Dugoni, DDS
2006  ▲ Lawrence Andrews, DDS

IN MEMORIAM

▲ Sheldon Baumrind
▲ Blaine S. Clements
▲ William E. Dahlberg
▲ William E. Gray
▲ Ronald D. Haug
▲ Wayne M. Hopp
▲ Ronald W. Koster
▲ Eric L. Loberg
▲ Jack G. Mann
▲ Peter G. Notaras
▲ John Sebanc
▲ David E. Willian
▲ Wayne L. Zeiger

▲ LAKE TAHOE SUNSET
VisitRenoTahoe.com
**ENRICHMENT EXPERIENCES**

**FRIDAY, OCTOBER 13, 2017**

**NEW & YOUNGER MEMBER LUNCHEON**

12:00 - 1:30pm  E1-3

- Network with colleagues and leaders.
- Gain valuable insight into financial and transition issues facing younger orthodontists.
- Enjoy the posterboard awards presentation.

Ticketed event (no fee). Tickets at Registration (Hall 3 Lobby).

**SATURDAY, OCTOBER 14, 2017**

**COMPONENT BREAKFASTS**

7:00 - 8:30am  Atlantis Casino Resort Spa

Arizona  Emerald C

Ticketed event ($35). Purchase at Registration (Hall 3 Lobby).

California  Grand 1

Ticketed event. By invitation only.

Nevada  Grand 2

Ticketed event (no fee). Tickets at Registration (Hall 3 Lobby).

Washington  Emerald B

Ticketed event ($20). Purchase at Registration (Hall 3 Lobby).

**SCIENTIFIC POSTERBOARD DISPLAYS**

12:45 - 1:45pm  Exhibit Hall, Hall 3

Interact with posterboard authors to discuss their displays.

A special thank you to our judges:

- Dr. Greg Huang  
  University of Washington
- Dr. Jae Park  
  A.T. Still University
- Dr. Glenn Sameshima  
  University of Southern California
- Dr. Siddharth Yora  
  University of British Columbia

Posters on display during all open exhibit hours.

**SATURDAY, OCTOBER 14, 2017**

**STAFF ROUNDTABLE LUNCHEON**

12:30 - 2:00pm  E1-3

Ticketed event ($40). Purchase at Registration (Hall 3 Lobby).

Elevating to New Heights the New Patient Exam Experience; 20 Steps to the New Patient Exam

Christine Townsend, Marcel Orthodontics
Debbie Best, Consulting Networks

Elevating the New Patient Phone Call to New Heights

Janet Niermeyer, Marcel Orthodontics

Elevating Flexible Financing to New Heights; Faster Treatment Times and Extended Financing

Kim Morphis, Marcel Orthodontics

Elevating Patient Records to New Heights. What Does My Doctor Need to See?

Jennifer Feronso, Marcel Orthodontics

Invisalign...Elevating Adult Conversion to New Heights: Tactful Ways for the Chairside Assistant to Promote Adult Treatment to Parents

Cerissa Ferguson, Align Technology

Elevating Social Media Marketing to New Heights

Ryan Zwiefelhofer, Sesame Communications

Elevating Digital Marketing to New Heights

Amy Sanford, Sesame Communications

Elevating Engagement with Your Practice with VIDEO Marketing; UTUBE, Website and FB LIVE!

Beth Leach, Practice Retriever

Elevating the Patient’s Experience to New Heights; Providing the “WOW” Experience Every Time!

Jessica Johnson, Carson City Orthodontics

Elevate Phase 1 to New Heights. “Developing Arch Width with Maxillary Expansion Appliance and Mandibular Lingual Arch.”

Tammy Tran, Mashouf Orthodontics
SCHEDULE AT A GLANCE  |  THURSDAY, OCTOBER 12, 2017

7:00am - 5:00pm  Registration Open  Hall 3 Lobby

DOCTOR PROGRAM  |  BONUS DAY

1:15 - 3:00pm

How to Run a More Profitable Practice  
Mr. Andrew Tucker

Introduction by: Dr. Frank Beglin
Opening Remarks by: Mr. Craig Scholz, Ortho2
Sponsored by: Ortho2

DOCTOR PROGRAM  |  BONUS DAY

3:30 - 5:00pm

What Young Orthodontists Need to Know: Transition, Trends & Consolidation  
Mr. Chris Bentson

Introduction by: Dr. Frank Beglin
Sponsored by: 3M Oral Care and PCSO

NAME BADGE AND TICKETS

PLEASE WEAR YOUR BADGE AT ALL TIMES FOR ADMISSION TO CONVENTION EVENTS

- Doctor and Staff registration include admission to sessions and the Exhibit Hall. Spouse/guest registration includes admission to the Exhibit Hall only.
- Additional tickets to the social events may be purchased at the PCSO registration desk while supplies last.

DOWNLOAD THE PCSO MOBILE APP

THE PCSO MOBILE APP IS AVAILABLE FOR DOWNLOAD IN ITUNES, GOOGLE PLAY, AND IN AN HTML5 WEB-BASED VERSION FOR WINDOWS ON MARKETPLACE HUB.

FIND EVERYTHING YOU NEED TO KNOW ABOUT PCSO:

- Annual Session schedule and information
- Activity feeds related to lectures, activities, and topics
- Links to the PCSO Bulletin, NewsWire, and Facebook
## Schedule at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>7:00am - 6:00pm</td>
<td>Registration Open</td>
<td>Hall 3 Lobby</td>
</tr>
<tr>
<td>7:00 - 8:00am</td>
<td>Conference Breakfast (Complimentary for all registered attendees.)</td>
<td>Ballroom Registration Lobby</td>
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<tr>
<td>8:00 - 8:15am</td>
<td>PCSO Welcome and General Assembly</td>
<td>C1-3</td>
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### Doctor Program

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 - 9:45am</td>
<td>Revisiting Developing Malocclusions: When “Early” is the Right Time</td>
<td>C1-3</td>
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<tr>
<td></td>
<td>Dr. Eustáquio Araújo</td>
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<td></td>
<td>Opening Remarks by: Dr. Paul Kasrovi</td>
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### Staff Program | Clinical and Administrative

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:15 - 9:45am</td>
<td>Live Life Smiling™: Elevate Your Game</td>
<td>C4/D1-3</td>
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<tr>
<td></td>
<td>Dr. Anil Idiculla</td>
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<td></td>
<td>Opening Remarks by: Dr. Kurt Stormberg</td>
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<td></td>
<td>Doctors Welcome</td>
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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>9:00am - 5:00pm</td>
<td>Exhibit Hall Open</td>
<td>Hall 3</td>
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<tr>
<td>9:45 - 10:30am</td>
<td>Break</td>
<td>Hall 3</td>
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### Doctor Program

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10:30am - 12:00pm</td>
<td>President’s Lecture</td>
<td>C1-3</td>
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<tr>
<td></td>
<td>Bone Anchored Midface Protraction Followed by Upper Arch Distalization:</td>
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<td></td>
<td>Horizontal and Vertical Changes</td>
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<td></td>
<td>Dr. Hugo De Clerck</td>
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<td></td>
<td>Introduction by: Dr. Paul Kasrovi</td>
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### Staff Program | Clinical and Administrative

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<thead>
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<tbody>
<tr>
<td>10:30am - 12:00pm</td>
<td>The POWER OF ONE — You Make the Meaningful Difference</td>
<td>C4/D1-3</td>
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<tr>
<td></td>
<td>Ms. Sheila Bell and Ms. Lori Garland Parker</td>
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<td>Time</td>
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<tr>
<td>12:00 - 1:30pm</td>
<td>Conference Lunch <em>(Complimentary for all registered attendees.)</em></td>
<td>Hall 3</td>
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<tr>
<td>12:00 - 1:30pm</td>
<td>New &amp; Younger Member Luncheon <em>(Ticketed event; see page 6 for details.)</em></td>
<td>E1-3</td>
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<td></td>
<td>Sponsored by PCSO and CAO</td>
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<tr>
<td>1:30 - 3:00pm</td>
<td>DOCTOR PROGRAM</td>
<td>C1-3</td>
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<tr>
<td></td>
<td>Lips Rule: The Functional Esthetic Dental and Skeletal Requirements for Beautiful Lips</td>
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<td><em>Dr. Michael Gunson</em></td>
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<td>1:30 - 3:00pm</td>
<td>STAFF PROGRAM</td>
<td>CLINICAL</td>
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<td>Track Them, Engage Them, Start Them!</td>
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<td>Utilizing Technology to implement an Effective Observation Program!</td>
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<td><em>Dr. Dan Bills</em></td>
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<td>1:30 - 3:00pm</td>
<td>STAFF PROGRAM</td>
<td>ADMINISTRATIVE</td>
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<td></td>
<td>Elevating Production &amp; Lowering Overhead</td>
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<td><em>Ms. Edwina Wood</em></td>
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<tr>
<td>3:00 - 3:30pm</td>
<td>Break</td>
<td>Hall 3</td>
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<tr>
<td>3:30 - 5:00pm</td>
<td>DOCTOR PROGRAM</td>
<td>C1-3</td>
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<tr>
<td></td>
<td>Sleep Apnea: Screening and Treatment Options for Children and Adults</td>
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<td><em>Dr. Rose Sheats</em></td>
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<tr>
<td>3:30 - 5:00pm</td>
<td>STAFF PROGRAM</td>
<td>CLINICAL</td>
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<tr>
<td></td>
<td>Now We Have All the Technology to Make Us Super-Efficient...</td>
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<td>Do We Have the Team?</td>
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<td><em>Dr. Tom Marcel</em></td>
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<tr>
<td>3:30 - 5:00pm</td>
<td>STAFF PROGRAM</td>
<td>ADMINISTRATIVE</td>
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<tr>
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<td>Re-ignite Dental Referrals!</td>
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<td><em>Ms. Nancy Hyman</em></td>
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<tr>
<td>6:00 - 10:00pm</td>
<td>WELCOME PARTY – CASINO ROYALE</td>
<td>Registration Lobby</td>
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<td>Sponsored by 3M Oral Care</td>
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</tbody>
</table>
Schedule at a Glance

7:00am - 5:00pm
Registration Open
Hall 3 Lobby

7:00 - 8:30am
Component Breakfasts *(Ticketed event; see page 6 for details.)*
Atlantis Casino Resort Spa
- Arizona
- California
- Nevada
- Washington

7:30 - 8:30am
Conference Breakfast *(Complimentary for all registered attendees.)*
Ballroom Registration Lobby

8:45 - 9:00am
PCSO General Assembly
C1-3

9:00am - 5:00pm
Exhibit Hall Open
Hall 3

DOCTOR PROGRAM

9:00 - 10:30am
Clinical applications of 3D Imaging in Orthodontics
*Dr. Martin Palomo*
C1-3

11:00am - 12:30pm
Global Diagnosis – A New Vision of Dental Diagnosis and Treatment Planning
*Dr. William Robbins*
C1-3

STAFF PROGRAM | CLINICAL AND ADMINISTRATIVE

9:00 - 10:30am
The View from the Top
*Ms. LeeAnn Peniche*
C4/D1-3

11:00am - 12:30pm
Mastering Retention
*Dr. Neil Kravitz*
C4

11:00am - 12:30pm
The Schedule Warrior
*Ms. Debbie Best*
D1-3
12:30 - 2:00pm
Conference Lunch (Complimentary for all registered attendees.)
Hall 3

12:45 - 1:45pm
Scientific Posterboard Displays (See page 6 for details.)
Hall 3

12:30 - 2:00pm
Staff Roundtable Luncheon (Ticketed event; see page 6 for details.)
E1-3

DOCTOR PROGRAM

2:00pm - 3:30pm
Clear Aligner Therapy – Managing ClinCheck – Macro to Micro
Dr. Clark Colville
Sponsored by Invisalign
C1-3

STAFF PROGRAM | CLINICAL

2:00 - 3:30pm
The Evolution of an Amazing Team Culture
Dr. Scott Law
C4

STAFF PROGRAM | ADMINISTRATIVE

2:00 - 3:30pm
Management that Makes a Difference!
A Measurement for Success in Your Practice
Ms. Liz Conforti
D1-3

3:30 - 4:00pm
Break
Hall 3

DOCTOR PROGRAM

4:00 - 5:30pm
The Need for Speed: Separating Biology from Biomechanics?
Dr. Chung Kau
C1-3

STAFF PROGRAM | CLINICAL

4:00 - 5:30pm
Elevating Difficult Situations: Turning Complaints into Opportunities
Dr. Tito Norris
C4

STAFF PROGRAM | ADMINISTRATIVE

4:00 - 5:30pm
So You Think You Know Social Media?
Ms. Beth Leach
D1-3

5:30 - 6:30pm
Alumni Receptions
Emerald Ballroom | Atlantis Casino Resort Spa
- A.T. Still University
- Loma Linda University
- University of the Pacific
- University of Washington
7:00am - 12:00pm  
Registration Open  
Hall 3 Lobby

7:30 - 8:30am  
Conference Breakfast (Complimentary for all registered attendees.)  
Ballroom Registration Lobby

DOCTOR PROGRAM

8:30 - 10:00am  
Orthodontics in 5D: Optimizing Treatment Efficiencies and Outcome  
Dr. Sunil Kapila  
C1-3

STAFF PROGRAM | CLINICAL AND ADMINISTRATIVE

8:30 - 10:00am  
KABOOM!: The Method Used By Top Dentists for Explosive Marketing Results  
Ms. Wendy O’Donovan Phillips  
C4/D1-3

10:00 - 10:30am  
Break  
Registration Lobby Ballroom

DOCTOR PROGRAM

10:30am - 12:00pm  
Computer Guided Treatment Planning and Customized Appliances  
Dr. Dan Grauer  
C1-3

STAFF PROGRAM | CLINICAL AND ADMINISTRATIVE

10:30am - 12:00pm  
Elevate Your Level of Care – With 50 Shades of Bray:  
Taking Your Practice to a Top Level of Service  
Ms. Rosemary Bray  
C4/D1-3

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How to Run a More Profitable Practice

INTRODUCTION BY: DR. FRANK BEGLIN
OPENING REMARKS BY: MR. CRAIG SCHOLZ, Ortho2

Sponsored by Ortho2

Learn how to survive and prosper to attract more new patients and boost case acceptance rates. You will also learn how to adjust fees in this increasingly competitive orthodontic market. Learn how to increase practice efficiency and control practice overhead costs, including staffing. More importantly, you’ll learn how to translate these profits into secure wealth through automatic savings plans using conservative investment strategies.

LEARNING OBJECTIVES:
- Increase marketing effectiveness.
- Boost case acceptance.
- Reduce overhead to maximize profits.

Mr. Andrew Tucker

Andrew Tucker is an associate with John K. McGill & Co., Inc. He is a licensed attorney in the state of North Carolina and has been admitted for practice before the United States Tax Court. He is also a Certified Financial Planner™ (CFP®).

At the McGill & Hill Group, he now brings his rich experience of tax and business advising exclusively to the dental profession.

Prior to joining the McGill & Hill Group, Andrew practiced law as a tax and wealth planning attorney, where he counseled high-net-worth individuals on sophisticated tax planning and wealth preservation strategies. Before practicing law, Andrew served as a financial planner for tech entrepreneurs in the heart of Research Triangle Park in Raleigh-Durham, NC where he advised entrepreneurs on tax strategies for rapid-growth companies.

Andrew is a graduate of North Carolina State University with degrees in Political Science and Public Communications. He also holds a Juris Doctor from Campbell University, where he was a Wiggins Scholar and the recipient of the Norman Adrian Wiggins Estate Planning Award for excellence in the field of tax and estate planning. Andrew also holds a Masters in Trust and Wealth Management, with honors, from Campbell University. Andrew is a member of the American Bar Association and the North Carolina Bar Association.

What Young Orthodontists Need to Know: Transition, Trends & Consolidation

INTRODUCTION BY: DR. FRANK BEGLIN

Sponsored by 3M Oral Care and PCSO

Whether you are a resident, new graduate, or have been out for several years practicing, this data-driven lecture will provide insights to carry home. The presentation will describe the current orthodontic marketplace, touch on the transition and valuation process and examine common strategies used to grow practices around the country. Business overhead targets and market positioning will also be discussed. The lecture is fast moving and filled with data that will help doctors make informed decisions about their career, their practice and their growth strategy in the present disruptive dental environment. Doctors of all career stages are welcome.

LEARNING OBJECTIVES:
- Analyze the current economy and how it affects the orthodontic industry.
- Gain an understanding of the trends of consolidation in dentistry.
- Examine high-sought data needed to stay competitive and make strategic decisions about the future of your practice.

Mr. Chris Bentson

Chris Bentson is a partner of Bentson Copple & Associates based in Greensboro, North Carolina. The company serves the orthodontic community by performing practice valuations, providing recruiting services and negotiating transactions with both buyers and sellers within the United States.

Chris serves as Editor-in-Chief of the Bentson Copple reSource, a quarterly newsletter focused on the business aspects of running a successful orthodontic practice.

He is a frequent guest lecturer at meetings of the AAO, regional orthodontic societies, orthodontic residency programs, study clubs, and orthodontic users. Chris has authored dozens of published articles on the business of orthodontics in numerous orthodontic trade publications. Chris personally visits each client’s office and over the course of his career has visited over 1,000 orthodontic practices in the United States, Canada, and Australia. He enjoys excellent relationships with consultants and vendors within the orthodontic community.
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Revisiting Developing Malocclusions: When “Early” is the Right Time

OPENING REMARKS BY: DR. PAUL KASROVI
MODERATOR: DR. RON WOLK

Our profession has progressed! Unquestionably, the achievements in orthodontics have made our professional endeavors a wonderful experience. The pendulum that regulates the initiation of orthodontic treatment has been swaying in different directions for many years. However, at present, this balance seems to be shifting, as the pendulum appears to be swinging toward an earlier start preferably in the late mixed dentition.

In an effort to establish grounds to initiate treatment earlier or later, we must try to answer two key questions:

- Should developing problems be intercepted and treated in two phases?
- Which malocclusions should receive consideration for treatment at an early age?

Undoubtedly, there is much agreement as well as disagreement on what to treat. This program compiles new evidence on early-treatment, a protocol for Class III interventions as well as a “Potpourri of Clinical Pearls” bridging old and new techniques. The objective is to trigger a reflection on what we believe, do, and teach day in and day out. We hope to be able to stir even more curiosity within each one and revisit ideas and concepts we execute as clinicians.

LEARNING OBJECTIVES:

- Present a quantitative assessment in relation to the effectiveness of early interventions.
- Discuss the percentage of reduction of the severity of a malocclusion can be obtained with an interceptive orthodontic treatment.
- Review a special protocol for Class III treatment.
- Review principles of interceptive orthodontics and discuss treatment protocols and alternatives.

Dr. Eustáquio Araújo

Professor Eustáquio Araújo received his DDS degree from the Federal University of Minas Gerais, in Belo Horizonte, Brazil, in the year of 1969. In 1981, he received his certificate in Orthodontics and Masters on Dental Sciences from the University of Pittsburgh, Pa. His professional life has been devoted to the orthodontic clinic, education, and research.

In 2000, he applied for the Orthodontic Program Director position at Saint Louis University. However, his commitment to the Catholic University in Brazil made him return to his country in 2003 to lead a new vision for the Institution. He then became President of PUC Minas with its 42,000+ students and 5,000 professors and employees. During his tenure as PUC Minas President, Dr. Araújo never lost his ties to orthodontics. He kept his private office in Brazil working with his associates in order to keep himself close to his greatest passion: orthodontics. In 2007, his term as President of PUC Minas ended and he did not accept a possible renewal. He returned to Saint Louis University to serve as a full-time professor and presently is the Associate Director of the Center for Advanced Dental Education, orthodontics program director, and the Pete Sotiropoulos Endowed Professor of Orthodontics.

Dr. Araújo has made many contributions to orthodontic education through research, publications, and lectures all over the world. Together with colleagues he is responsible for a new textbook, “Recognizing and Correcting Developing Malocclusions”. He is a member of the Brazilian Association of Orthodontics (ABOR), Angle Society of Orthodontics — Midwest Component, International College of Dentists, World Federation of Orthodontics, American College of Dentists, and is a past President of the Brazilian Board of Orthodontics. Dr. Araújo is married to Teresa Araújo, his soul mate and best friend, and has a daughter, Cristiana (Kika), an orthodontist and academician at the Jacksonville University in Florida, and a son Francisco, a marketing major married to Veronica, who lives in Belo Horizonte.
**PRESIDENT’S LECTURE**

**Bone Anchored Midface Protraction followed by Upper Arch Distalization: Horizontal and Vertical Changes**

**INTRODUCTION BY: DR. PAUL KASROVI**

**MODERATOR: DR. RON WOLK**

The main objective of dentofacial orthopedics is an improvement of the anteroposterior relation between upper and lower jaw. However, in tooth born class III orthopedics a canting of the occlusal plane due to upper molar extrusion often results in a posterior and downward rotation of the mandible and an increase of the vertical dimension of the face. This reduces the prominence of the chin and may be wrongly interpreted as a growth restriction of the mandible.

A canting of the occlusal plane may also be the result of a rotation of the maxilla and the palatal plane. Since the line of force of conventional class III orthopedics passes below the hypothetical center of resistance of the zygomatico-maxillary complex, the direction of the rotation usually is anterior or counter-clockwise with downward displacement of the molars.

Maxillary rotations can be altered by changing the angulation of the orthopedic force and its perpendicular distance to the center of resistance or by adding an extra moment of force.

The moment-to-force ratio of the resulting orthopedic force system applied to the upper jaw will determine the direction of the maxillary rotation and the subsequent rotations of the occlusal plane and the mandible.

**LEARNING OBJECTIVES:**

- Rotations of the occlusal plane and palatal plane by different class III orthopedics.
- Biomechanics of maxillary rotations.
- Effect of a canting of the occlusal plane on mandibular rotations.

**Dr. Hugo De Clerck**

Dr. Hugo De Clerck is a graduate of the Rijksuniversiteit Gent’s orthodontic program. He received his PhD in 1986 and maintains a private practice in Brussels. He served as Professor and Chair of the Department of Orthodontics at the Université Catholique de Louvain from 1989 to 2006. Currently he is an Adjunct Professor at the University of North Carolina at Chapel Hill. Dr. De Clerk is a former President of the Belgian Orthodontic Society and Fellow of the Royal College of Surgeons of England.

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**Lips Rule: The Functional Esthetic Dental and Skeletal Requirements for Beautiful Lips**

**MODERATOR: DR. TOM MERRILL**

The Lips Rule. Dentists have a great influence over the esthetic appearance of the lips. Whether providing crowns, veneers, splints, orthodontics, or orthognathic surgery, the position, form, and relationship of the parts have an effect on the appearance and function of the lips. In fact, the identification of orofacial problems is revealed in the lips. The diagnosis and proper treatment of dental, skeletal, and soft tissue dysfunction will create, preserve or restore beautiful lips at any age. This discussion will focus on the importance of preserving lip function and esthetics in our patients and describing what we as dentists need to carefully consider when we evaluate our patients for any intervention.

**LEARNING OBJECTIVES:**

- Show how to identify oro-facial problems that affect the lips.
- Show how treating these problems can deliver beautiful facial results by normalizing the patients lip position, form, and function.
- Show how function and esthetics are inseparably linked and necessary for achieving long-term stable results.

**Dr. Michael Gunson**

Dr. Michael J. Gunson graduated from UCLA Dental School and continued on to receive his Medical Degree and Specialty Certificate in Oral and Maxillofacial Surgery from UCLA. Upon completion of his training, Dr. Gunson was invited to partner with Dr. G. William Arnett at the Center for Corrective Jaw Surgery in Santa Barbara, California. His practice is limited to facial reconstructive surgery, surgical correction of sleep apnea, and research. Dr. Gunson lectures and has published research on the surgical correction of Obstructive Sleep Apnea (OSA), the three dimensional airway changes associated with surgical correction, the medical treatment of mandibular condylar resorption, and the quantification of beauty. Dr. Gunson has examined thousands of patients with cosmetic, functional, and OSA conditions. As a result, he has studied and improved his surgical results and shares the information through publications and lectures.
Sleep Apnea: Screening and Treatment Options for Children and Adults

MODERATOR: DR. TOM MERRILL

Orthodontists have the opportunity to collaborate with physician colleagues by screening for and providing treatment options for the management of obstructive sleep apnea/sleep disordered breathing in children and adults. This session will clarify how their understanding of craniofacial growth and development, mandibular advancement devices, and rapid maxillary expansion can benefit patients at risk for or diagnosed by their physicians with sleep disordered breathing.

LEARNING OBJECTIVES:

▲ Screen for risk of sleep disordered breathing in their pediatric and adult patients.
▲ Describe the unique expertise of orthodontists to provide alternative treatment options to continuous positive airway pressure for sleep disordered breathing.
▲ Discuss the feasibility and limitations of rapid maxillary expansion and mandibular advancement devices as treatment options for sleep disordered breathing.

Dr. Rose D. Sheats

Dr. Rose Sheats is a graduate of the Harvard School of Dental Medicine with an orthodontic certificate from the University of Florida and a Master’s in Public Health from Johns Hopkins University. A Diplomate of the American Board of Orthodontics, she retired in 2013 from her full-time academic position as the Graduate Orthodontic Program Director at the University of North Carolina.

Dr. Sheats provided oral appliances to patients with sleep disordered breathing from 1997 to 2016. She is a member of the Executive Committee of the Board of Directors of the American Academy of Dental Sleep Medicine (AADSM), the only national non-profit professional society dedicated exclusively to the practice of dental sleep medicine. She has chaired or participated in numerous AADSM committees, courses and task forces. She serves as an associate editor of the Journal of Dental Sleep Medicine, the AADSM’s official publication.

Plan to View the Scientific Posterboard Displays on Saturday. (See page 6 for details.)
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Clinical Applications of 3D Imaging in Orthodontics

MODERATOR: DR. JOHN TROTTER

The digital volumetric tomography era has begun, and we now have access to significant additional diagnostic information. This presentation will show how Cone Beam Computed Tomography (CBCT) is changing the way we practice, and show how Case Western Reserve University (CWRU) is extracting and using CBCT for orthodontic reasons. Dr. Palomo will show current CWRU’s protocols and recommendation on when and how to use this 3D imaging modality that is quickly becoming part of the orthodontic practice. This will include:

- Novel methods to assess buccolingual inclination of posterior teeth, which may aid in the expansion or non-expansion dilemma,
- Looking at root apices for complete alignment assessment,
- Airway analysis and how treatment may affect the airway, and
- How to efficiently superimpose in 3D using density values.

When moving from 2D to 3D, distances and angles turn into areas and volumes, and more information may take orthodontics to the next level.

LEARNING OBJECTIVES:

- Understand how 3D imaging can provide more diagnostic information than 2D imaging.
- Learn how to analyze the upper airway.
- Learn about existing 3D imaging protocols and how to use them clinically.

Dr. Martin Palomo

Dr. J. Martin Palomo is a tenured professor, Orthodontic Residency director, and the Craniofacial Imaging Center director at Case Western Reserve University in Cleveland, Oh. He is the past chair of the AAO Committee on Technology, the AAO representative for Image Gently, and the Associate Editor for the Techno Bytes section of the AJO-DO. He is a board certified orthodontist, an Angle Society member, and an active member of both the Orthodontics and the Oral and Maxillofacial Radiology Associations.

Global Diagnosis – A New Vision of Dental Diagnosis and Treatment Planning

MODERATOR: DR. JOHN TROTTER

Historically, the treatment plan was primarily dictated by information provided by study casts which were mounted on a sophisticated articulator in centric relation. The treatment plan was simply based on restorative space, anterior tooth coupling, and resistance and retention form of the final preparations with no focus on placing the teeth in the correct position in the face. Practitioners did not have access to advanced periodontal, orthodontic, orthognathic surgery, and plastic surgery tools that are currently available. With the advent and common usage of these new treatment modalities, the historical method of diagnosis and treatment planning is no longer adequately serving our profession.

It is the purpose of this presentation to provide a systematic approach to diagnosis and treatment planning for the complex interdisciplinary dental patient with a common language that may be used by the orthodontist, periodontist, and oral and maxillofacial surgeon, as well as the restorative dentist. The four Global Diagnoses which dictate all interdisciplinary treatment planning will be defined. A set of questions will then be presented which will aid the interdisciplinary team in the diagnosis and treatment planning of the complex dental patient.

LEARNING OBJECTIVES:

- Describe 4 Global Diagnoses and “5 CORE Questions” with their corresponding treatment options.
- Complete a Global Diagnosis form which will lead to a comprehensive diagnosis.
- Communicate with the interdisciplinary team.

Dr. William Robbins

J. William Robbins DDS, MA, maintains a full-time private practice and is Adjunct Clinical Professor in the Department of Comprehensive Dentistry at the University of Texas Health Science Center at San Antonio Dental School. He graduated from the University of Tennessee Dental School in 1973. He co-authored a textbook, “Fundamentals of Operative Dentistry — A contemporary Approach” and recently co-authored a new textbook, “Global Diagnosis – A New Vision of Dental Diagnosis and Treatment Planning”. He is past president of the American Board of General Dentistry, the Academy of Operative Dentistry, the Southwest Academy of Restorative Dentistry, and the American Academy of Restorative Dentistry.
Clear Aligner Therapy – Managing ClinCheck – Macro to Micro
Sponsored by Invisalign

MODERATOR: DR. SNEHA OBEROI

This course will focus solely on Invisalign® branded clear aligners. Orthodontic treatment in the very near future will require the orthodontist to focus a greater percentage of time and energy developing comprehensive treatment plans in a 3D, virtual environment, and subsequently delivering consistently successful clinical results based on that plan. Invisalign created a paradigm shift in the orthodontic 3D world in 1998. The Invisalign System is continually improving, becoming more complex, and requires a thorough understanding to realize the full potential of this clear aligner system. This lecture will present a ClinCheck workflow for modifying the 3D treatment plan.

1Align Technology, Inc., Santa Clara, CA

LEARNING OBJECTIVES:
- The importance of treatment planning in the 3D environment.
- How to stage clear aligner treatment in an effective and efficient manner.
- How to utilize ClinCheck to create realistic and achievable treatment outcomes.

Dr. Clark D. Colville

Clark D. Colville, DDS, MS is a 1993 graduate from the orthodontic program of the University of Texas Health Science Center of Houston and maintains private practices in Sequin and San Marcos, Texas. Dr. Colville is a Diplomate of the American Board of Orthodontists and is active in the American Association of Orthodontists and the Southwestern Society of Orthodontists, having recently served as the President of the SWSO in 2014-2015. Dr. Colville has been a consultant with Align Technology, Inc. for the past 18 years, participating in clinical trials and as a member of their Clinical Advisory Board. He is a well-known speaker throughout the US and internationally on Invisalign branded clear aligners treatment. Dr. Colville is an assistant clinical professor in the Graduate Orthodontic Department at the University of Texas Health Science Center Houston School of Dentistry where his primary responsibility is teaching clear aligner treatment to orthodontic residents.

The Need for Speed: Separating Biology from Biomechanics?

MODERATOR: DR. SNEHA OBEROI

This lecture will focus on the fundamentals of biological mechanisms and biomechanics in Orthodontic Tooth Movement. It will describe the latest technologies available in the treatments of cases and how it is applied in everyday practice. Experiences from the last 10 years in this field will be described in detail.

LEARNING OBJECTIVES:
- Understand biology of tooth movement.
- Recognize the biomechanical aspects of orthodontic tooth movement.
- Understand the new devices that are present in orthodontic practice.

Dr. Chung Kau

Dr. Chung H. Kau is Chairman and Professor at the Department of Orthodontics, University of Alabama at Birmingham. He is a Diplomate of the American Board of Orthodontics and enjoys practicing clinical orthodontics. He actively contributes and publishes in orthodontic literature and currently has over 300 peer-reviewed publications, conference papers, and lectures. His research has been acknowledged, and he is the recipient of two prestigious research prizes of the British Orthodontic Society [the Chapman (2002) and Houston (2006)] and two research awards from the American Association of Orthodontists [the AAO Faculty Development Award (2006) and Southwestern Society of Orthodontists Research Award (2007 and 2009)]. In 2008, he delivered the TC White Invitational Lecture for the Royal College of Physicians and Surgeons of Glasgow, recognizing the outstanding contributions of a medical or dental researcher. He was also made the King James IV Professor by the Royal College of Surgeons in Edinburgh in 2011.
Orthodontics in 5D: Optimizing Treatment Efficiency and Outcomes

MODERATOR: DR. STEVEN DUGONI

The long duration of treatment is one of the biggest limitations of orthodontic therapy. For this reason, there is a constant demand for methods that expedite tooth movement and increase efficiency of orthodontic treatment. Thus surgical methods that have recently regained visibility and the introduction of new devices attest to the continued interest in enhancing tooth movement rates. However, there is limited evidence for the efficacy of many of these methods to expedite tooth movement. In his lecture, Dr. Kapila will provide a historical perspective and current evidence for methods proposed to enhance treatment efficiency. He will also describe approaches to optimally utilize 3D information and biomedical approaches to enhance both orthodontic treatment efficiency and outcomes. Application of strategies of optimal 3D diagnosis, treatment planning and implementing biomechanics in 3D will contribute to success in the fourth dimension of time by delivering efficient treatment and the fifth dimension with improved treatment outcomes.

LEARNING OBJECTIVES:
- Critically evaluate the current status of and evidence for surgical and mechanical approaches to expedite tooth movement.
- Recognize emerging approaches using biomedical agents to enhance tooth movement rates.
- Identify how to apply simple and effective 3D biomechanics to optimally control tooth movement and anchorage and improve treatment efficiency and outcomes.

Dr. Sunil Kapila

Dr. Sunil Kapila is Professor and Eugene E. West Endowed Chair of Orthodontics at University of California San Francisco (UCSF). He previously served as the Thomas M. and Doris Graber Endowed Professor and Chair of the Department of Orthodontics and Pediatric Dentistry at the University of Michigan.

Dr. Kapila obtained his dental degree at the University of Nairobi, Kenya, an MS in orthodontics at University of Oklahoma as a Fulbright-Hayes Scholar, and a PhD in Oral Biology from UCSF. Dr. Kapila is a Diplomat of the American Board of Orthodontics.

Computer Guided Treatment Planning and Customized Appliances

MODERATOR: DR. STEVEN DUGONI

During the last 15 years, numerous advances in orthodontics allow for faster, better and more accurate treatments. Custom-made appliances reduce the treatment time by one-third and in some cases even by half. Fully customized lingual appliances reduce the incidence and prevalence of white-spot lesions. Occlusal results can be predicted before treatment is started and can be shared amongst all dentists in the interdisciplinary team. Three-dimensional diagnosis and treatment planning incorporates the facial proportions into the manufacturing of orthodontic appliances. In this presentation, Dr. Grauer will review the incorporation of smile design concepts and technology into the routine practice of orthodontics.

LEARNING OBJECTIVES:
- To understand the principles of computer guided orthodontics.
- To learn how to use the face and smile while designing customized appliances.
- To review advantages of a customized approach.

Dr. Dan Grauer

Dan Grauer, DDS, PhD maintains a private practice in Santa Monica, Ca. He specializes in computer-guided orthodontics where invisibles customized appliances are fabricated based on the face, occlusion, and smile. He is a Professor of Advanced Orthodontics at the University of Southern California and an Associate Editor for the American Journal of Orthodontics.
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<th>Archwire Hook Type</th>
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OPENING REMARKS AND MODERATOR:
DR. KURT STORMBERG

This energetic session will show you ways to take your personal and professional life to heights that you have been dreaming of. You will see how simple it is to do this through actionable steps that can be implemented immediately! Rest up...this lecture is guaranteed to change your life.

LEARNING OBJECTIVES:

- Identify who you are and your purpose.
- Recognize the process protocols and vision it takes to grow your practice.
- Discuss how to incorporate community service and philanthropy as part of your practice.
- Apply easy and effective tools into your daily regimen to increase your overall happiness.

Dr. Anil J. Idiculla

The Denver Business Journal honored Dr. Idiculla as one of their 40 Under 40 winners, recognizing local, dynamic business leaders under the age of 40 whose efforts in the office and in the community shape the future of the Denver area. He is also a 2015 graduate of the Leadership Denver Program. An internationally recognized speaker, Dr. Idiculla graduated #1 in his dental school and then completed his orthodontic residency at the prestigious University of Pennsylvania. He moved to Colorado with the vision of building a new generation of orthodontic experience centered on unparalleled communication, clinical excellence, and inspiring philanthropy. He is now blessed to have five incredible Colorado offices and one California location.

Dr. Idiculla is honored to be the only doctor in Colorado to be elected to Invisalign’s Faculty. He is now responsible for teaching the most advanced Invisalign courses across the country to orthodontists that want to learn how to use Invisalign to transform smiles in amazing ways.

In October of 2015, Dr. Idiculla traveled to Jinja, Uganda. He established an orthodontic clinic in partnership with Hope Smiles for the thousands of children in Uganda that do not have access to care. This clinic will be the first one of its kind where orthodontists from across the world can go and volunteer to treat children and utilize their unique training.

In October of 2016, Dr. Idiculla traveled to Haiti to do the same. Now there are two overseas clinics where orthodontists and their teams can go and provide free care to the underserved.
The POWER OF ONE —
You Make the Meaningful Difference
Administrative Staff Welcome

MODERATOR: MS. CAROL EATON

We frequently hear about teamwork and the importance of working together to create a successful orthodontic practice. What, then, is the “Power of One”? It is a core element for achieving professional and personal success. Within each of us is the ability to achieve our goals and obtain optimum career satisfaction by tapping into our inner strengths. So what can we do to elevate to new heights and make a meaningful difference? Whether you are in a clinical or administrative role, join Lori and Sheila as they share practical concepts, provide a fundamental framework for identifying potential obstacles and teach useful tools for maximizing your individual talents.

LEARNING OBJECTIVES:

At the end of this session as an active participant, you will learn to:

- Tap into the “Power of One,”
- Utilize the “Power of the Question,” and
- Engage more effectively with your patients and co-workers.

Ms. Sheila Bell

With over 35 years of experience in Orthodontics, Sheila Bell has worked in clinical, laboratory and administrative roles in a large multi-doctor practice. From her Office Administrator role for Smile Orthodontics, HR & Management Consulting experience and educational background in administration, Sheila knows the inside workings of an office. She identifies and offers solutions for daily challenges, bringing practical applications with real-world insight to her presentations. Her professional participation in orthodontics has included: Annual Staff Program Co-Chair for AAO and PCSO as well as several years on Continuing Education Committees for California Association of Orthodontists.

Ms. Lori Garland Parker

Lori Garland Parker is a clinical consultant and co-founder of Consulting Network, a leading orthodontic management and training organization. Through her clinical training, she coaches orthodontic practices on maximizing the talents of the clinical team, implements systems to enhance clinical efficiency and productivity and teaches communication skills and patient motivation. She also designed and teaches the “Train the Trainer” program and has developed customizable procedure programs to support successful new employee integration. Lori is a Registered Expanded Function Dental Assistant (RDAEF) in California and holds a Bachelor’s degree in Business and Masters in Organizational Management.

Plan to visit the Exhibit Hall on Friday and Saturday from 9:00am - 5:00pm with more than 70 exhibiting companies!
Track Them, Engage Them, Start Them! Utilizing Technology to Implement an Effective Observation Program

MODERATOR: DR. JOHN GRIFFITHS

An efficient and effective observation program is the lifeblood of any successful orthodontic office. New orthodontic technologies are emerging daily to help doctors and team members with just about every area of practice. This lecture will explore an often-overlooked yet extremely important use of these remarkable innovations – tracking, engaging and (eventually) starting observation patients! Practice management programs come equipped with user-friendly ways to begin tracking potential patients from birth. With a little creativity, there is no reason to not be aware of all potential patients in your practice in order to maximize the chances that they are seen for a consult at the appropriate age. In addition, emerging technologies and social media tools are now available to help orthodontists and team members connect with potential patients on all levels in order to get them excited about visiting your office when the time is right! Like it or not, the rules to running a successful “Kids Club” have changed. You simply can’t afford to miss this.

LEARNING OBJECTIVES:
- Discuss the traditional model of observation programs (“Kids Clubs”) in orthodontics and the way technology has changed the rules on how to make these successful.
- Explore how modern practice management systems and in-office technology can be utilized to efficiently track future patients from birth!
- Explain how to connect with the modern orthodontic patient (present and future) to create a successful observation patient in today’s world.

Dr. Dan Bills

Dr. Dan Bills received his Bachelor of Arts degree in Biology from Lafayette College and his dental degree from Harvard University, both with Honors, after which he completed a three-year orthodontic residency at the University of Illinois. Dr. Bills is a Board Certified Diplomate of the American Board of Orthodontics and a Fellow of the American College of Dentists. He maintains a state-of-the-art private practice, Innovative Orthodontics, with two locations in southern New Jersey, just outside of Philadelphia. He is a Clinical Associate in the University of Pennsylvania Department of Orthodontics and is on staff in the Department of Dentistry at Virtua Hospital. He has been honored as “Teacher of the Year” at both of these prestigious institutions.

3:30 – 5:00PM

Now We Have All the Technology to Make Us Super-Efficient...Do We Have the Team?

MODERATOR: DR. JOHN GRIFFITHS

Our ortho ship is about to launch into hyperspace....is the crew onboard? There is some fantastic technology now available to the modern orthodontic office that is supposed to make us hyper-efficient. Is this truly the case? We will discuss some of this technology, its role in office efficiency and the role of the orthodontic team.

LEARNING OBJECTIVES:
- Identify some of the new technology available to the modern orthodontic office.
- More accurately define efficiency and evaluate exactly how technology can make an office more efficient.
- Assess your current team’s readiness for new innovation and how orthodontics will be delivered in the future.

Dr. Tom Marcel

Dr. Tom Marcel received his dental degree and orthodontic certificate at the University of California, San Francisco. He is currently on the faculty of UCSF and the University of North Carolina orthodontic residency programs. He has published articles in areas ranging from temporomandibular joint function to technology in the modern orthodontic office to practice management. He has lectured nationally and internationally to dental and orthodontic groups and serves on the advisory boards of several progressive orthodontic companies. He maintains a three-office private practice in Livermore, Tracy, and Pleasanton, California, with his wife, orthodontist Claire Ogata Marcel.
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**The View from the Top**  
*Administrative Staff Welcome*

**MODERATOR: DR. MARIE LATHROP**

The climb to the top is just the beginning. The question is, do you have the skill, focus and drive to stay on top? Whether you are just starting out or a well-established practice, the keys to successful longevity are the same: a team that is “all in” and sets you apart with efficient systems and clear communication.

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Join LeeAnn Peniche, as she shares her Top Ten Tips on how to keep a practice performing at its peak.

**LEARNING OBJECTIVES:**
- Set short and long term goals.
- Develop your practice standards
- Energize the team, patients and community.

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Through innovative, proven and proprietary systems, LeeAnn Peniche has consistently brought smiles to orthodontists for more than 30 years. As the founder and President of Peniche & Associates, she has earned a reputation as one of the country’s premier orthodontic consultants who specialize in case acceptance, scripting, marketing, and practice systemization. LeeAnn’s life has been committed to providing orthodontists and their offices with the tools and systems for their continued success through lectures, in-office training, and her trademarked Treatment Coordinator Intensive™ workshop and Signature Marketing™ course along with her exclusive, staff-only Club Peniche — designed to “untame the team.”

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**Mastering Retention**  
*C4*

**MODERATOR: DR. MARIE LATHROP**

The old saying about the challenge of retention goes, “I’ll treat ‘em, if you hold ‘em!” Simply put, keeping the teeth where we want may be harder than getting them there in the first place. This lecture aims at mastering the basics of retention to improve the quality of our finishes. Learn variations in retention design, including removable and fixed retainers. Both Phase I and Phase II retention will be reviewed. To become a master, we must have a firm understanding of the basics. Don’t miss this fun and highly energetic presentation full of clinical pearls for both doctors and their teams.

**LEARNING OBJECTIVES:**
- Learn variations of removable retainers to accommodate your patients’ needs.
- Improve your success with bonded lingual retainers.
- Discover strategies of Phase I retention: “Phase 1.5”.
- Discuss Dr. Kravitz’s philosophy of retention for life.

**Dr. Neil Kravitz**

Dr. Kravitz is a Diplomat of the American Board of Orthodontics, member of the Edward Angle Honor Society, and Associate Editor for the *Journal of Clinical Orthodontics*. He is a graduate of Columbia University and received his DMD from the University of Pennsylvania. Dr. Kravitz is also a prolific writer for numerous journals and lectures throughout the country and internationally on treatment planning, biomechanics, practice management, and ethics, quickly building a reputation as one of the country’s most dynamic speakers.
2:00 – 3:30PM

The Evolution of an Amazing Team Culture

MODERATOR: DR. TRISTA FELTY

Between tech, efficiency, and digital orthodontics, so many are trying to differentiate their practices using hardware and software forgetting that people choose their healthcare providers based on feelings. Relationship building is the most important thing in a practice, and it starts with the doctor and the team to attract the patients who emotionally fit with the mission, values, and culture of the office. We all play a part to build those emotional connections that sustain and grow a practice.

LEARNING OBJECTIVES:
- Articulate ways to give positive and negative feedback to team members.
- Understand steps to change office culture and that it be team driven.
- Understand how to empower others and long term impact that has on others’ lives.

Dr. Scott Law

Scott Law is a wet-fingered orthodontist charged with overseeing the clinical processes and responsibilities for Smile Doctors, an orthodontist-owned orthodontic group. After completing residency at Jacksonville University School of Orthodontics in 2009, he and his wife, Jessica, purchased a small practice from a retiring orthodontist in Killeen, Texas. Using techniques based on customer service, fun, empowerment, and excellence, they grew that location to one of the largest practices in the US. Looking out on the horizon in 2015 and seeing the threats and opportunities facing orthodontics, they decided to scale their business based on the principle of Love On People First. Together with partners, Dr. Dana Fender and CEO, Scotte Hudsmith, Smile Doctors has grown throughout the south and midwest with 52+ orthodontics-only practices. As an organization, we are constantly seeking transitioning doctors and/or associates that align with our culture of loving on people and seeking excellence as we deliver the Ultimate Patient Experience.

Elevating Difficult Situations: Turning Complaints into Opportunities

MODERATOR: DR. TRISTA FELTY

This presentation will teach participants how to recognize different types of complainers amongst our patients and parents, and how to effectively manage them using a proven five-step process. Upon completion of this course, attendees should embody the basic skillset to take office complaints and turn them into opportunities.

LEARNING OBJECTIVES:
- Recognize and differentiate the types of complainers.
- Demonstrate how to bring unspoken complaints to the surface.
- Manage complaints using a proven 5-step process and turn those complaints into opportunities for maintaining or even improving patient relationships.

Dr. Tito Norris

Dr. “Tito” Norris is a Board Certified orthodontist who has lectured throughout the United States, Europe, and Asia on topics such as clinical efficiency, practice management, and esthetics. His clinical articles have been published in numerous books and journals, and he manages a successful private practice in San Antonio, Tx.

Plan to Attend the Staff Roundtable Luncheon on Saturday.

(Ticketed event; see page 6 for details.)
8:30 – 10:00AM

Kaboom!: The Method Used By Top Orthodontists for Explosive Marketing Results

Administrative Staff Welcome

MODERATOR: MS. CAROL EATON

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- Patient traffic plateauing or falling off.
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A successful practice knows exactly who they are, how their practice is different from all others and how to inspire their patients and community to become loyal to them. Take the guesswork out of marketing to increase patient traffic, patient loyalty, employee retention, production and profitability.

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- What to say to potential patients to attract them to the practice.
- The most powerful ways to reach their ideal patients.
- Creating a marketing toolbox that simplifies and saves money.
- The best ways to motivate patients to become loyal to the practice.

LEARNING OBJECTIVES:

- Use patient feedback to brand and market the practice online, offline and throughout the community.
- Develop a foolproof 12-month marketing plan with easy step-by-step instructions.
- Learn all the latest trends (and where to focus) in online marketing in 2017.

Ms. Wendy O’Donovan Phillips

Most orthodontists feel sick about marketing: overwhelmed, confused, apathetic. Wendy has the cure. Wendy founded her marketing agency, Big Buzz, in 2007 to offer orthodontists foolproof marketing in order to safeguard the practice for years to come. Her book, “KABOOM!: The Method Used By Top Dentists for Explosive Marketing Results”, helps orthodontists build thriving practices. Her work has been published in dental and orthodontic journals nationwide. She is a member of the National Speakers Association Colorado and the California Dental Association’s Speakers Bureau, and she lectures nationwide. In 2016, she was an expert marketing consultant to the American Dental Association.

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**10:30AM – 12:00PM**

**Elevate Your Level of Care – With 50 Shades of Bray: Taking Your Practice to a Top Level of Service**

**Administrative Staff Welcome**

**MODERATOR: MS. CAROL EATON**

Having visited hundreds of practices in every state in the country and many international practices as well, Rosemary has seen some of the Best of the Best. She also has seen some of the struggling practices, wondering why they don’t excel and what more they need to be doing.

She will share some of the ideas from great practices and entice you to go back home and 1) reinvent yourselves, 2) recommit your team, and 3) reignite your patient care level.

**LEARNING OBJECTIVES:**

- Know what success tips are most critical to continue your practice happiness and prosperity.
- Hear quick To-Do’s from Rosemary’s 50 years in the profession.
- Understand that many of the things that worked before, still do!

**Ms. Rosemary Bray**

Rosemary began her career in orthodontics now 50 years ago! She spent 30 years employed as a team member in San Diego (PCSO) and the last 20 travelling the world to speak and consult. She has lectured and worked in all 50 states and on every continent except Antarctica. (I guess penguins don’t want to hear her.) Teaching on behalf of the AAO, most orthodontic vendors and companies, numerous state and local dental societies, ortho and dental study groups, and for her own workshops and seminars (including 12 years of Ortho Camp), she has spread the word on what a terrific profession we all are in. That all began with a PCSO Annual Session Roundtable. So today she summarizes the Top 50 Things she feels will continue to elevate your practice — her 50 Shades of Bray!
8:15 – 9:45AM

Live Life Smiling™: Elevate Your Game

Doctors and Clinical Staff Welcome

OPENING REMARKS AND MODERATOR:
DR. KURT STORMBERG

This energetic session will show you ways to take your personal and professional life to heights that you have been dreaming of. You will see how simple it is to do this through actionable steps that can be implemented immediately! Rest up...this lecture is guaranteed to change your life.

LEARNING OBJECTIVES:

▲ Identify who you are and your purpose.
▲ Recognize the process protocols and vision it takes to grow your practice.
▲ Discuss how to incorporate community service and philanthropy as part of your practice.
▲ Apply easy and effective tools into your daily regimen to increase your overall happiness.

Dr. Anil J. Idiculla

The Denver Business Journal honored Dr. Idiculla as one of their 40 Under 40 winners, recognizing local, dynamic business leaders under the age of 40 whose efforts in the office and in the community shape the future of the Denver area. He is also a 2015 graduate of the Leadership Denver Program. An internationally recognized speaker, Dr. Idiculla graduated #1 in his dental school and then completed his orthodontic residency at the prestigious University of Pennsylvania. He moved to Colorado with the vision of building a new generation of orthodontic experience centered on unparalleled communication, clinical excellence, and inspiring philanthropy. He is now blessed to have five incredible Colorado offices and one California location.

Dr. Idiculla is honored to be the only doctor in Colorado to be elected to Invisalign’s Faculty. He is now responsible for teaching the most advanced Invisalign courses across the country to orthodontists that want to learn how to use Invisalign to transform smiles in amazing ways.

In October of 2015, Dr. Idiculla traveled to Jinja, Uganda. He established an orthodontic clinic in partnership with Hope Smiles for the thousands of children in Uganda that do not have access to care. This clinic will be the first one of its kind where orthodontists from across the world can go and volunteer to treat children and utilize their unique training.

In October of 2016, Dr. Idiculla traveled to Haiti to do the same. Now there are two overseas clinics where orthodontists and their teams can go and provide free care to the underserved.

▶ LAKERIDGE GOLF COURSE

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10:30AM – 12:00PM

The POWER OF ONE — You Make the Meaningful Difference
Clinical Staff Welcome

MODERATOR: MS. CAROL EATON

We frequently hear about teamwork and the importance of working together to create a successful orthodontic practice. What, then, is the “Power of One”? It is a core element for achieving professional and personal success. Within each of us is the ability to achieve our goals and obtain optimum career satisfaction by tapping into our inner strengths. So what can we do to elevate to new heights and make a meaningful difference? Whether you are in a clinical or administrative role, join Lori and Sheila as they share practical concepts, provide a fundamental framework for identifying potential obstacles and teach useful tools for maximizing your individual talents.

LEARNING OBJECTIVES:

At the end of this session as an active participant, you will learn to:

▲ Tap into the “Power of One,”
▲ Utilize the “Power of the Question,” and
▲ Engage more effectively with your patients and co-workers.

Ms. Sheila Bell

With over 35 years of experience in Orthodontics, Sheila Bell has worked in clinical, laboratory and administrative roles in a large multi-doctor practice. From her Office Administrator role for Smile Orthodontics, HR & Management Consulting experience and educational background in administration, Sheila knows the inside workings of an office. She identifies and offers solutions for daily challenges, bringing practical applications with real-world insight to her presentations. Her professional participation in orthodontics has included: Annual Staff Program Co-Chair for AAO and PCSO as well as several years on Continuing Education Committees for California Association of Orthodontists.

Ms. Lori Garland Parker

Lori Garland Parker is a clinical consultant and co-founder of Consulting Network, a leading orthodontic management and training organization. Through her clinical training, she coaches orthodontic practices on maximizing the talents of the clinical team, implements systems to enhance clinical efficiency and productivity and teaches communication skills and patient motivation. She also designed and teaches the “Train the Trainer” program and has developed customizable procedure programs to support successful new employee integration. Lori is a Registered Expanded Function Dental Assistant (RDAEF) in California and holds a Bachelor’s degree in Business and Masters in Organizational Management.
Elevating Production & Lowering Overhead  

MODERATOR: DR. MARY COOKE

This seminar will suggest a practice budget that will pinpoint what percentage of practice revenue should be spent on overhead expenses. It will propose ways to save money in all areas of the orthodontic practice, staff expenses, ordering supplies and even marketing. The reduction of overhead is limited, but the ability to increase production is endless! This discussion will help every team member and doctor redefine value in the office, boost production and develop a process that will ensure success for the WHOLE TEAM!

LEARNING OBJECTIVES:

- Develop a budget for overhead expenditures.
- Evaluate how to be efficient in all areas of the office.
- Cost effective marketing and more ideas to increase production.

Ms. Edwina Wood

Edwina Wood has over 34 years of orthodontic experience in both clinical and management roles. She began with Dr. J. W. Barnett and has spent the last 26 years working as office manager and treatment coordinator for Harwell Orthodontics in Amarillo, Texas. She has lectured over the last ten years discussing treatment coordinating, marketing, overhead control and office management and is the author of several articles. She also helps manage the family cattle operation and Wood Law Firm. Her degree is in Liberal Arts, and she is a Registered Dental Assistant with the states of Texas and Oklahoma.

Re-ignite Dental Referrals!  

MODERATOR: DR. MARY COOKE

Attendees of this lecture will be able to recognize the importance of dental referrals and determine key professional relations strategies. Initiatives we will discuss include scripting of your practice representatives’ dental office visits and the doctor’s role in referral success and supporting strategies. Reinvigorate dental referrals with fresh concepts and step-by-step instructions for implementation.

LEARNING OBJECTIVES:

- Be able to identify key scripting phrases for dental visits.
- Be able to define new concepts to introduce into your marketing calendar.
- Be able to recognize and manage doctor to doctor strategies.

Ms. Nancy Hyman

Nancy Hyman developed orthodontic training programs for Practice Builders, establishing marketing plans for their clients from 2003-2009. Nancy founded Ortho Referral Systems to help orthodontic practices jumpstart patient referrals, develop a patient rewards system, increase patient enrollment, and improve implementation of practice growth systems. Nancy is a national lecturer and author, including penning Winning Marketing Strategies and is the key strategist for Hyman Orthodontics, consistently enrolling 650-700 + new patients annually in a one doctor, one location practice.

Plan to visit the Exhibit Hall on Friday and Saturday from 9:00am - 5:00pm with more than 70 exhibiting companies!
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The View from the Top  
*Clinical Staff Welcome*

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The Schedule Warrior  

**MODERATOR: DR. SUSAN ZAND**

The secret to a successful orthodontic practice is a talented doctor and team paired with solid protocols and systems. Whether your goal is to have a “boutique” office seeing 15 patients a day or treating 50 – 125 patients daily, your schedule is a key foundation to excellent patient care. Debbie Best will present guidelines to help you choose the best scheduling option for the size of your office, taking into consideration your practice philosophy, values, and mission statement. Make your schedule work for you; become a schedule warrior and win the scheduling battle.

**LEARNING OBJECTIVES:**

- Participants will be given the tools to evaluate the effectiveness of their current patient schedule.
- Attendees of this lecture will be taught to distinguish the difference between scheduling philosophies – from pre-block to doctor time.
- Participants will be able to develop and execute scheduling rules and guidelines, enabling the office to develop a scheduling partnership between the practice and the patient.

**Ms. Debbie Best**

Debbie Best, practice management consultant and lecturer for Consulting Network, has over 40 years of experience in the dental and orthodontic field. Debbie evaluates staffing needs and the office computer system to develop a strategic plan for practice productivity. She designs customized schedules, personalized job descriptions, and a team member handbook to fit the needs of each practice. As part of her consulting program, Debbie also focuses on the role of the front desk team, financial controls, anti-embezzlement protocol and practice building.
Management that Makes a Difference!
A Measurement for Success in Your Practice
MODERATOR: DR. DEAN HEINRICHS

How many hats do you wear each day as an orthodontic practice manager? Are you managing your multiple hats with chaos or clarity? Today’s orthodontic practice managers must wear multiple hats to succeed and make a difference. Positive communication with your team, conveying their value on a daily basis, and achieving desired outcomes through teamwork are the difference makers in today’s orthodontic practices. In this session, Elizabeth will discuss structured and fun strategies that will assist managers in wearing those hats with purpose and excellence!

LEARNING OBJECTIVES:

▲ Analyze effective management methods to increase communication with your team members and boost team morale through fun team building exercises.
▲ Identify relationship building strategies that motivate and foster a productive team environment.
▲ Propose management techniques that will effectively delegate tasks and empower your team towards successful outcomes.

Ms. Liz Conforti

As an Orthodontic Practice Manager since 2001, Elizabeth brings experience and knowledge to her discussions in all aspects of today’s orthodontic practice. She founded Conforti Consulting in order to share her passion for excellence in the orthodontic industry. Her focus is on creating efficient and effective practice systems that not only provide structure and organization, but also create a fun and rewarding atmosphere for outstanding orthodontic teams to truly go the extra mile for smiles.

So You Think You Know Social Media?
MODERATOR: DR. DEAN HEINRICHS

Over 65% of adult internet users now say they use a social media site like Twitter, Facebook or LinkedIn on a regular basis according to Pew Internet. Your goal is to attract the right patients and persuade them to start treatment. With people searching reviews on social media and the web, how do you ensure that your practice is the one that gets found? Social media sites are search engines and content that you post can be found. In this lecture, you will learn the ways to create unique ideas to help your practice rise to the top. We will also talk about measuring your success in dollars and cents. If you’re looking to take your practice to the next level online, you will learn some valuable tools to help you do just that.

LEARNING OBJECTIVES:

▲ Build followers and fans on various social media platforms.
▲ Understand and capitalize on the rules of engagement in social media.
▲ Measure ROI form the social media presence.

Ms. Beth Leach

Beth Leach has worked in the orthodontic marketing field for over 17 years. She is principal in two orthodontic-related companies: PracticeMarketer.com and PracticeRetriever.com. In her capacity as president of PracticeMarketer.com, Beth has generated growth in more than 2000 orthodontic practices. She is an expert in combining the latest online marketing strategies with the most effective traditional modes of practice promotion to generate high-level practice growth. In addition to working with individual orthodontists, Beth’s corporate clients have included: Align Technology, WildSmiles Braces, Ormco, Bioform Medical, Baskin Robbins, Sunkist, Gloria Jeans Coffee, Southern California University of Health Sciences, and more.

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f 714.754.1102
e eabeck@sbcglobal.net
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p 604.669.0674
e info@bioluxresearch.com
www.orthopulse.com
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p 215.292.2100
e drlentau@birdeye.com
www.birdeye.com/dental
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f 727.561.9393
e kcillian@boydind.com
www.boydindustries.com
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p 917.609.8603
e jolina@buzzybooth.com
www.buzzybooth.com
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Exhibit: 208

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p 800.944.6365
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e sahmadi@clearcorrect.com
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<table>
<thead>
<tr>
<th>Exhibiting Companies</th>
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<tr>
<td><strong>Cloud9software</strong></td>
<td>400</td>
</tr>
<tr>
<td>1945 Vaughn Road</td>
<td></td>
</tr>
<tr>
<td>Kennesaw, GA 30144 USA</td>
<td></td>
</tr>
<tr>
<td>p 800.394.6050</td>
<td></td>
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<tr>
<td>f 678.229.9787</td>
<td></td>
</tr>
<tr>
<td>e <a href="mailto:sales@cloud9.software">sales@cloud9.software</a></td>
<td></td>
</tr>
</tbody>
</table>

| **Crystal Clear Digital Marketing** | 212 |
| 5750 Major Boulevard, Suite 500 |      |
| Orlando, FL 32819 USA |      |
| p 888.611.8279 |      |
| e sales@crystalcleardm.com |     |
| **www.crystalcleardm.com** |  | Crystal Clear is the industry leader in providing world-class software, marketing and consulting solutions for the modern medical practice. |

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| San Diego, CA 92101 USA |      |
| p 619.892.7233 |      |
| e info@dbortho.com |     |
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| Paris, 75008 France |      |
| p 33 1 86 95 01 01 |      |
| e support@dental-monitoring.com |     |

| **Dentaurum USA** | 319 |
| 2050 Cabot Boulevard West, Suite 100 |      |
| Langhorne, PA 19047 USA |      |
| p 800.523.3946 |      |
| f 800.553.6389 |      |
| e info@dentaurum-us.com |     |
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| 7290 26th Court E |      |
| Sarasota, FL 34243 USA |      |
| p 941.554.5276 |      |
| e lauren.johnson@dentsplysirona.com |     |
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| p 818.435.1368 |      |
| e sales@dolphinimaging.com |     |
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<p>| <strong>DynaFlex</strong> | 313 |
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| St. Ann, MO 63074 USA |      |
| p 314.426.4020 |      |
| f 314.429.7575 |      |
| e <a href="mailto:info@dynaflex.com">info@dynaflex.com</a> |     |
| <strong><a href="http://www.dynaflex.com">www.dynaflex.com</a></strong> |  |  |</p>
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Phone</th>
<th>Email</th>
<th>Website</th>
</tr>
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<tbody>
<tr>
<td>Easy RX</td>
<td>888.340.3751</td>
<td><a href="mailto:info@easyrxortho.com">info@easyrxortho.com</a></td>
<td><a href="http://www.easyrxortho.com">www.easyrxortho.com</a></td>
</tr>
<tr>
<td>Embrace Your Practice Dental Consulting Services</td>
<td>954.383.3566</td>
<td><a href="mailto:cjugovic@gmail.com">cjugovic@gmail.com</a></td>
<td><a href="http://www.embraceyourpractice.com">www.embraceyourpractice.com</a></td>
</tr>
<tr>
<td>EverSmile, Inc</td>
<td>855.595.2999</td>
<td><a href="mailto:info@eversmilewhite.com">info@eversmilewhite.com</a></td>
<td><a href="http://www.eversmilewhite.com">www.eversmilewhite.com</a></td>
</tr>
<tr>
<td>GC Orthodontics America Inc.</td>
<td>708.897.8853</td>
<td><a href="mailto:c.miller@gcorthodontics.com">c.miller@gcorthodontics.com</a></td>
<td><a href="http://www.gcrothodontics.com">www.gcrothodontics.com</a></td>
</tr>
<tr>
<td>Great Lakes Orthodontics</td>
<td>800.828.7626</td>
<td><a href="mailto:travel@greatlakesortho.com">travel@greatlakesortho.com</a></td>
<td><a href="http://www.greatlakesortho.com">www.greatlakesortho.com</a></td>
</tr>
<tr>
<td>Henry Schein Orthodontics</td>
<td>800.547.2000</td>
<td><a href="mailto:usasales@henryscheinortho.com">usasales@henryscheinortho.com</a></td>
<td><a href="http://www.henryscheinortho.com">www.henryscheinortho.com</a></td>
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<tr>
<td>Hu-Friedy</td>
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<td><a href="mailto:jle-seibert@hu-friedy.com">jle-seibert@hu-friedy.com</a></td>
<td><a href="http://www.hu-friedy.com">www.hu-friedy.com</a></td>
</tr>
<tr>
<td>Inbrace</td>
<td>949.771.9540</td>
<td><a href="mailto:vijay@myinbrace.com">vijay@myinbrace.com</a></td>
<td><a href="http://www.myinbrace.com">www.myinbrace.com</a></td>
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<tbody>
<tr>
<td>Invisalign iTero</td>
<td>113</td>
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<tr>
<td><strong>Annual Session Sponsor</strong></td>
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<tr>
<td>2560 Orchard Parkway</td>
<td></td>
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<tr>
<td>San Jose, CA 95131 USA</td>
<td></td>
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<tr>
<td>p 408.470.1000</td>
<td></td>
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<tr>
<td>f 408.470.1010</td>
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<tr>
<td>e <a href="mailto:getcertified@aligntech.com">getcertified@aligntech.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.invisalign.com">www.invisalign.com</a></td>
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<tr>
<td>3042 Southcross Boulevard, Suite 101</td>
<td></td>
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<tr>
<td>Rock Hill, SC 29730 USA</td>
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<tr>
<td>p 800.208.1630 x 1705</td>
<td></td>
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<tr>
<td>f 800.223.7485</td>
<td></td>
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<tr>
<td>e <a href="mailto:spinson@kometusa.com">spinson@kometusa.com</a></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.kometusa.com">www.kometusa.com</a></td>
<td></td>
</tr>
<tr>
<td>Komet USA is a leader in rotary instruments since 1923.</td>
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<tr>
<th>LeoneAmerica Dental Products, Inc.</th>
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<tr>
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<td></td>
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<tr>
<td>Oxnard, CA 93033 USA</td>
<td></td>
</tr>
<tr>
<td>p 805.487.9860</td>
<td></td>
</tr>
<tr>
<td>f 805.483.8482</td>
<td></td>
</tr>
<tr>
<td>e <a href="mailto:info@leoneamerica.com">info@leoneamerica.com</a></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.leoneamerica.com">www.leoneamerica.com</a></td>
<td></td>
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<tr>
<td>Quality orthodontic products manufactured in Florence, Italy and distributed in America by LeoneAmerica Dental Products, Inc.</td>
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<th>Lighthouse</th>
<th>409</th>
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<tr>
<td>330 West 34th Street, 16th Floor</td>
<td></td>
</tr>
<tr>
<td>New York, NY 10001 USA</td>
<td></td>
</tr>
<tr>
<td>p 904.680.6638</td>
<td></td>
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<tr>
<td>e <a href="mailto:shows@yodle.com">shows@yodle.com</a></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.LH.360.com">www.LH.360.com</a></td>
<td></td>
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<tr>
<td>Practice management – Practice marketing.</td>
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<td></td>
</tr>
<tr>
<td>Las Vegas, NV 89118 USA</td>
<td></td>
</tr>
<tr>
<td>p 702.749.8600</td>
<td></td>
</tr>
<tr>
<td>f 702.749.8610</td>
<td></td>
</tr>
<tr>
<td>e <a href="mailto:tradeshow@medidenta.com">tradeshow@medidenta.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.medidenta.com">www.medidenta.com</a></td>
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<tr>
<td>Your endo and handpiece specialist.</td>
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<tr>
<th>Midatlantic Ortho – MAO</th>
<th>518</th>
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<tbody>
<tr>
<td>1008 Industrial Drive, #D</td>
<td></td>
</tr>
<tr>
<td>West Berlin, NJ 08091 USA</td>
<td></td>
</tr>
<tr>
<td>p 800.255.3525</td>
<td></td>
</tr>
<tr>
<td>f 856.719.1070</td>
<td></td>
</tr>
<tr>
<td>e <a href="mailto:tprusich@midatlanticortho.com">tprusich@midatlanticortho.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.midatlanticortho.com">www.midatlanticortho.com</a></td>
<td></td>
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<tr>
<td>MAO is the exclusive manufacturer of the Fit.20 Passive SL Bracket System. Visit our website for the benefits of our E commerce ordering.</td>
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<thead>
<tr>
<th>MME Consulting</th>
<th>301</th>
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<tbody>
<tr>
<td>4714 Duckhorn Drive</td>
<td></td>
</tr>
<tr>
<td>Sacramento, CA 95834 USA</td>
<td></td>
</tr>
<tr>
<td>p 916.550.5509</td>
<td></td>
</tr>
<tr>
<td>f 916.419.1103</td>
<td></td>
</tr>
<tr>
<td>e <a href="mailto:jennifer@mmeconsulting.com">jennifer@mmeconsulting.com</a></td>
<td></td>
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<tr>
<td><a href="http://www.mmeconsulting.com">www.mmeconsulting.com</a></td>
<td></td>
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<tr>
<td>Technology planning and integration for dental specialists.</td>
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<thead>
<tr>
<th>Nature Hill NV</th>
<th>700</th>
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<tbody>
<tr>
<td>8550 W Desert Inn, 102-103</td>
<td></td>
</tr>
<tr>
<td>Las Vegas, NV 89112 USA</td>
<td></td>
</tr>
<tr>
<td>p 312.361.7775</td>
<td></td>
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<tr>
<td>e <a href="mailto:nadav@naturehillnv.com">nadav@naturehillnv.com</a></td>
<td></td>
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f 949.472.3970  
e rogowski99@aol.com  
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12:30pm  
**Cloud9software**  
1:00pm **OrthoAccel Technologies**

**SATURDAY, OCTOBER 14**  
12:30pm  
**Steraligner**  
Located in the Exhibit Hall, Hall 3.
<table>
<thead>
<tr>
<th>YEAR</th>
<th>PRESIDENT</th>
<th>MEETING SITE</th>
<th>YEAR</th>
<th>PRESIDENT</th>
<th>MEETING SITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1913-14</td>
<td>Robert Dunn*</td>
<td>San Francisco, CA</td>
<td>1976-77</td>
<td>Ronald Koster*</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td>1915-17</td>
<td>J.D. McCoy*</td>
<td>San Francisco, CA</td>
<td>1978-79</td>
<td>Earl Crane*</td>
<td>Los Angeles, CA</td>
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<tr>
<td>1917-18</td>
<td>Wm. Cavanaugh*</td>
<td>Portland, OR</td>
<td>1979-80</td>
<td>Donald Poulton*</td>
<td>Los Angeles, CA</td>
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<tr>
<td>1918-19</td>
<td>B. Frank Gary*</td>
<td>San Francisco, CA</td>
<td>1980-81</td>
<td>W. Eugene Brain</td>
<td>Portland, OR</td>
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<tr>
<td>1919-20</td>
<td>J.R. McCoy*</td>
<td>San Francisco, CA</td>
<td>1981-82</td>
<td>Robert Boyd</td>
<td>Phoenix, AZ</td>
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<tr>
<td>1920-21</td>
<td>H. Moorehouse*</td>
<td>Los Angeles, CA</td>
<td>1982-83</td>
<td>Kleve Johnson*</td>
<td>San Francisco, CA</td>
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<tr>
<td>1921-22</td>
<td>C.C. Mann*</td>
<td>San Francisco, CA</td>
<td>1983-84</td>
<td>R. William McNeill</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td>1922-23</td>
<td>Albert Solley*</td>
<td>San Francisco, CA</td>
<td>1984-85</td>
<td>Herbert Gabriel</td>
<td>San Diego, CA</td>
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<tr>
<td>1923-24</td>
<td>Allen Suggett*</td>
<td>San Francisco, CA</td>
<td>1985-86</td>
<td>Joseph Gryson</td>
<td>Los Angeles, CA</td>
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<tr>
<td>1924-25</td>
<td>L.E. Carter*</td>
<td>San Francisco, CA</td>
<td>1986-87</td>
<td>Theodore Thom</td>
<td>Seattle, WA</td>
</tr>
<tr>
<td>1926-28</td>
<td>W.R. Dinham*</td>
<td>San Francisco, CA</td>
<td>1987-88</td>
<td>William Ridgeway</td>
<td>Honolulu, HI</td>
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<tr>
<td>1928-30</td>
<td>C.M. McCauley*</td>
<td>San Francisco, CA</td>
<td>1988-89</td>
<td>Harry Hatasaka</td>
<td>Reno, NV</td>
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<tr>
<td>1930-32</td>
<td>Harvey Stryker*</td>
<td>San Francisco, CA</td>
<td>1989-90</td>
<td>Donald Joondeeph</td>
<td>Phoenix, AZ</td>
</tr>
<tr>
<td>1932-35</td>
<td>Allen Scott*</td>
<td>San Francisco, CA</td>
<td>1990-91</td>
<td>J. Richard Wittwer*</td>
<td>Monterey, CA</td>
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<tr>
<td>1935-37</td>
<td>John Taylor*</td>
<td>San Francisco, CA</td>
<td>1991-92</td>
<td>George Kaprelian</td>
<td>Honolulu, HI</td>
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<tr>
<td>1937-39</td>
<td>George Barker*</td>
<td>San Francisco, CA</td>
<td>1992-93</td>
<td>Terry McDonald</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>1939-41</td>
<td>William Shefter*</td>
<td>San Francisco, CA</td>
<td>1993-94</td>
<td>Robert Kuhn*</td>
<td>Palm Springs, CA</td>
</tr>
<tr>
<td>1941-43</td>
<td>Ben Reese*</td>
<td>W.W. II - No Meeting</td>
<td>1994-95</td>
<td>Lee Boese</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>1943-47</td>
<td>J. Camp Dean*</td>
<td>San Francisco, CA</td>
<td>1995-96</td>
<td>Robin Jackson</td>
<td>Monterey, CA</td>
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<tr>
<td>1947-49</td>
<td>S.B. Hoskin*</td>
<td>San Francisco, CA</td>
<td>1996-97</td>
<td>Patrick Turley</td>
<td>Honolulu, HI</td>
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<tr>
<td>1949-51</td>
<td>C.F.S. Dillon*</td>
<td>San Francisco, CA</td>
<td>1997-98</td>
<td>Gary Baughman</td>
<td>Palm Springs, CA</td>
</tr>
<tr>
<td>1953-56</td>
<td>Arnold Stoller*</td>
<td>Seattle, WA</td>
<td>1999-00</td>
<td>John Grubb</td>
<td>Reno, NV</td>
</tr>
<tr>
<td>1956-58</td>
<td>A.F. Heimlich*</td>
<td>Santa Barbara, CA</td>
<td>2000-01</td>
<td>Robert Varner</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td>1958-60</td>
<td>R.M. Railsback*</td>
<td>Palo Alto, CA</td>
<td>2001-02</td>
<td>Dale Rhoney</td>
<td>Monterey, CA</td>
</tr>
<tr>
<td>1960-61</td>
<td>E. A. Bishop*</td>
<td>Seattle, WA</td>
<td>2002-03</td>
<td>Todd Hellwig</td>
<td>Vancouver, BC</td>
</tr>
<tr>
<td>1961-64</td>
<td>H.V. Muchnic*</td>
<td>Las Vegas, NV</td>
<td>2003-04</td>
<td>James Peck</td>
<td>Palm Springs, CA</td>
</tr>
<tr>
<td>1964-65</td>
<td>Eugene West*</td>
<td>San Francisco, CA</td>
<td>2004-05</td>
<td>Steve Dugoni</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>1965-66</td>
<td>Malcolm Chipman*</td>
<td>Portland, OR</td>
<td>2005-06</td>
<td>Norman Nagel</td>
<td>Honolulu, HI</td>
</tr>
<tr>
<td>1966-67</td>
<td>Charles Linfesty*</td>
<td>Coronado, CA</td>
<td>2006-07</td>
<td>Howard Hunt</td>
<td>Monterey, CA</td>
</tr>
<tr>
<td>1967-68</td>
<td>Warren Kitchen*</td>
<td>Honolulu, HI</td>
<td>2007-08</td>
<td>Ronald Wolk</td>
<td>Palm Springs, CA</td>
</tr>
<tr>
<td>1969-70</td>
<td>Lloyd Cottingham*</td>
<td>Anaheim, CA</td>
<td>2009-10</td>
<td>Lili Horton</td>
<td>Honolulu, HI</td>
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<tr>
<td>1970-71</td>
<td>Harold Odden*</td>
<td>San Francisco, CA</td>
<td>2010-11</td>
<td>Lesley Williams</td>
<td>Vancouver, BC</td>
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<tr>
<td>1971-72</td>
<td>Ted Harper</td>
<td>Spokane, WA</td>
<td>2011-12</td>
<td>Robert Merrill</td>
<td>Monterey, CA</td>
</tr>
<tr>
<td>1972-73</td>
<td>Harvey Spears*</td>
<td>Las Vegas, NV</td>
<td>2012-13</td>
<td>Bryan Williams</td>
<td>San Diego, CA</td>
</tr>
<tr>
<td>1973-74</td>
<td>Donald Prieve</td>
<td>San Francisco, CA</td>
<td>2013-14</td>
<td>Ronald Jawor</td>
<td>Anaheim, CA</td>
</tr>
<tr>
<td>1974-75</td>
<td>Kenneth Kahn*</td>
<td>Seattle, WA</td>
<td>2014-15</td>
<td>Frank Beglin</td>
<td>Palm Springs, CA</td>
</tr>
<tr>
<td>1975-76</td>
<td>Fay Van*</td>
<td>San Diego, CA</td>
<td>2015-16</td>
<td>Bryan Hicks</td>
<td>Seattle, WA</td>
</tr>
</tbody>
</table>

*Deceased
Navigating the Tides

PCS0 82nd ANNUAL SESSION
MONTEREY, CA ➔ OCTOBER 11-14, 2018

{ REGISTRATION OPENS APRIL 2, 2018 }

FUTURE PCSO ANNUAL SESSIONS

83rd ANNUAL SESSION
OCTOBER 3-6, 2019
Hilton Hawaiian Village and Resort
Honolulu, HI

84th ANNUAL SESSION
OCTOBER 22-25, 2020
Calgary Telus Convention Center
Calgary, Alberta, Canada

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