And so, another very successful AADPA annual meeting comes to a close. As Bob Hope used to sing, “Thanks for the memories” Steve and Matt! Bob Hamric recently commented; “I’ve never attended a bad AADPA session in my 42 years as a member.” As usual everyone came together to make it all happen. And I didn’t hear one complaint about the weather — “Dynomite”!!

We have a very ambitious year ahead of us, and as one chapter closes, another exciting one begins. Alexander Graham Bell said; “… we so often look so long and so regretfully upon the closed door, that we do not see the ones which open for us”. Carl Bard, Scottish theologian, said; “Anyone can start from now and make a brand new ending”. Yes…I sense a lot of electricity in the air!

The Board of Directors and the Executive (continued on page 21)
President's Message

Moving Our Academy Forward

George J. Sheehan, DDS

We were a busy organization at our meeting in Indian Wells, and now we all need to put our AADPA plans into action.....

Get involved: Be there at the Upcoming MOM in September & bring guests to our Regional Meetings in Minnesota and Texas.

I am honored to be elected your President. I promise to serve to the best of my abilities in an open, transparent forum. I was fortunate to have been installed as your president by my friend, mentor and sponsor Dr. Arthur Williams, a member since 1961. My wife, Eileen and my son Brian, my daughter, Erin and my son’s wife Tanya were all in attendance.

A special thanks to Steve Miller for his capable leadership during the past year. Matt Steinberg and Steve Miller gave us a great meeting. I flew home “On the Wings of Change” You would be hard pressed to find a better venue and nicer weather than we had in Indian Wells, Calif.

We have just finished the formal Applied Strategic Planning meetings, and as a result, the Academy now has several Goals and Objectives along with the associated Integrated Action Plans (IAPs). These IAPs are our road map to assure the Goals and Objectives are realized. We as an Academy are fortunate to have the upcoming leadership fully committed to seeing the Applied Strategic Planning Committee’s work brought to fruition.

As a direct result of this work, we will be upgrading our website, forming strategic alliances with other dental and affiliate organizations, and working on membership and marketing. We will need your help. Please volunteer to serve on a committee (see page 15 for info). I know that some of you filled out the surveys at the Members Breakfast and I am in the process of making committee assignments. If you did not fill out the survey and wish to serve — I am only a phone call or e-mail away (drgshee@aol.com).

The Strategic Planning Committee conducted an External Analysis Scan. The Committee consisted of Chuck Harding, Linda Drevenstedt and Matt Steinberg. They conducted a future-focused scan looking at three areas in particular: Social Trends, Technical Trends and Economic Trends. This was exceptionally well done, and we will share the information gleaned with you at our Members Only Meeting in September.

Several meetings are planned for the upcoming year. In September we’re off to beautiful Park City, Utah. We will be staying in the Stein Eriksen Lodge, a 5-Star resort. My Program Chair, Randy Shoup, Kathy and I have planned an extraordinary experience, a great program along with some fantastic recreational activities. The information is on page 6 and 7.

Registration packets will mail soon — get registered as soon as possible to take advantage of very special room rates. I am also planning two Regional Meetings in the fall — one in Minnesota and one in Dallas. Then there is The Big Show, March 2011. Jim Reisman and I have worked hard on the program. We have achieved our goal of having something for everyone — spouses, guests dentists, members and teams. We will be in a brand new J W Marriott in easy-to-get-to San Antonio, Texas. This will certainly be a meeting that you will want to share with friends and team.

Many of you, 149 out of 258, (a terrific response) completed a member survey earlier in the year. The results can be found on our website AADPA.org. If you have any comments or questions, PLEASE let me know. Our website is a work in progress. We have made several recent changes and are planning several more; visit it frequently. You may even choose to receive the Communicator via the web — it’s the GREEN thing to do.
A Time For New Ideas

James Reisman, DDS, 2011 Program Chair

As I began my quest to plan an exciting meeting for 2011, I felt AADPA needed to bring in speakers to attract new members and guests, and at the same time to meet the various interests of our membership. It’s a time for new ideas! For this upcoming meeting, at the new JW Marriott in San Antonio, I sought out successful consultants and speakers from the corporate world to bring us messages we need as we press forward in the new millennium.

President George Sheehan and I collaborated on a creative program, incorporating new structure and programming ideas. With the new Applied Strategic Plan for AADPA directing the programming, we meet the following goals:

1. Develop leadership skills
2. Improve communication skills
3. Strengthen business management and marketing skills
4. Include our membership in programming
5. Increase camaraderie and social interaction at our meetings
6. Introduce new concepts in programming
7. Provide one technical course

After evaluating dozens of qualified speakers, and attending several National Speaker Association conventions with my wife, Karen, I selected a group of speakers with content, clarity, and pizzazz. I’m excited to introduce you to the 2011 program.

Wednesday Evening — We begin with friends, fun, and food around the pool. Then, during a buffet dinner enjoy Joe Malarkey, The Worst Motivational Speaker in the World. You’ll laugh and learn — Don’t miss this opening session.

Thursday Morning — We begin with Phil Van Hooser, currently president of the National Speakers Association, who shares how to be a good leader in tough times, as well as how to serve our customers and how to grow our practices. His Willie’s Way brand of customer service is a common-sense approach you can put to work immediately. His two breakout sessions are The 20 Sins of Leadership and The Game of Service Is The Game of Business.

• Thursday Mid-Morning Breakouts: Heather Lutze, an internet marketing specialist presents Your Facebook Hurts My Tweets when I am Linked-in! Findability Formula for Social Media. Heather’s entertaining style makes the web, and social networking and the internet easy to understand. Also learn about website optimization and internet marketing. Bring your laptop so you can work on your own computer at her Website Optimization Workshop. A great day of information for the beginner or the experienced computer whiz.

• Dr. Mike Schuster, the founder of the Center for Professional Excellence in Scottsdale, presents a morning program entitled Proven Overhead Controls in Tough Times and an afternoon presentation, Systems for Success.

• Lunch & Learn includes new speakers, exhibitors, topics, and information. It’s worth sitting down for lunch with your friends and team, learning and sharing.

• Friday Morning — We begin with our Member Breakfast. Nonmembers, guests, and spouses will be entertained by Dolly Marting — she’s funny, insightful, and her bottom line is, If you can’t change it, rearrange it!

• Friday Midmorning — Chad Hymas brings his message Soar On Our Own Wings, a moving presentation on how to overcome life’s obstacles and challenges.

- Thomas Frey of the Da Vinci Institute, a futurist, shares with us (continued on page 24)
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March 3 - 7, 2010
Indian Wells, California

The AADPA 2010 conference was professionally recorded. Audio CDs, Mp3 disks and Mp3 files will be shipped within two weeks following the conference. Orders may be placed by mail, phone, via fax or by email after the conference. Please allow 3 weeks for delivery. Each recorded session is an unedited transcript of the actual program, with all the information and energy of the live presentation. AADPA is not responsible for any speaker's or registrant's statements, materials, acts or omissions. All CDs are guaranteed for one year from the date of purchase. All Sales are Final.

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MEMBERS ONLY MEETING SHAPING UP TO BE A BLOCKBUSTER...

September 24 & 25, 2010

Dr. Randy Shoup, DDS, MOM 2010 Chair

The AADPA 2010 Members Only Meeting September 23-26 2010 has all the indicators of being the most popular MOM ever. Don’t miss out! We have planned an enlightening program with two superb speakers, Dr. Robert Gordon and Mr. Bill Woodburn at what will become the Crown Jewel of MOM locations—Stein Eriksen Lodge in Deer Valley, Utah. The Stein Eriksen Lodge is conveniently located 35 to 45 minutes east of the Salt Lake City International Airport. It is a very easy drive up on a four-lane highway with beautiful views along the way!

Here AADPA members will be treated to luxury, customer service, and amenities beyond our most optimistic expectations. Everything about the resort is designed to maximize the guest’s experience. This type of luxury and personal service usually commands an investment of $549 per night. Kathy has performed her usual magic and secured our block of rooms at a stunning $210 per night. We do indeed have a limited number of rooms at this price, so it is critical for you to register and reserve your rooms early.

THE SPEAKERS:

Dr. Robert Gordon — A practicing cosmetic dentist from Tampa, Florida who has made an academic study of lip and perioral aesthetic augmentation. Dr. Gordon took a detour through the Savannah School of Art and Design Masters Program in Painting between his Perio/Oral Surgery training and locating a practice in Florida. He is an author, lecturer, and workshop leader in the art and science of perioral, facial, and lip augmentation to enhance the results of his dental therapy. Dr. Gordon is a true pioneer. His book Vermilion Dollar Lips is not only an exhaustive technical manual, but also is a brilliant primer on marketing, branding, and advertising. At MOM, he will lead us through his journey from dentist/artist to nationally recognized expert in facial and perioral aesthetic enhancement.

This is truly the next great frontier of dentistry. AADPA members MUST gain the knowledge of how this revolution will affect dental practice and how dentists should or should not evolve in this arena.

Mr. Bill Woodburn- Clinical Psychologist and Therapist Extraordinaire. Practicing in Austin, Texas, Bill has been an integral part of our own Dr. Bob Frazer’s “Emotional Intelligence” and the “New Patient Experience” Workshops. Bill brings amazing insights to the process and adds the clinical psychological science to the equation of complex human interactions.

Bill will join us and help us process the dramatic impact change has on us personally and on our organizational structure. Bill states, “change in any organization starts with change in the individuals in the organization”. MOM attendees thrive on group work, interactive exercises, and open exchange. Bill has designed his entire program around this philosophy of collective learning. Everyone will love this program.
I’ve just returned from a site visit and negotiations at the Stein Eriksen Lodge in Utah. You are going to be stunned with the beauty that awaits you at this ultimate 5-star hotel. The rooms are all beautiful — we have two sizes from which to choose. The views are magnificent and when we are there in the fall they will be even better! Not only will the facility amaze you, the surrounding area activities and dining is second to none.

Park City Utah is world-renowned for its wealth of mountainous terrain, scenic beauty, specialty shops, fine cuisine, cultural offerings and exciting nightlife. During the time we are there it will have spectacular fall colors and wildflower-covered slopes. We have planned some very special venues so that you can enjoy and appreciate all that this unique destination has to offer.

Registration packets will be mailed to our members in May, and we encourage you to register as soon as you receive this information. During preliminary sign up at the annual meeting, 94 members and their spouses committed to attending MOM, so we know it will sell out quickly. All the room reservations, car rentals and tour information will be included on the registration form. We will also include transportation options, directions to the Lodge, and other pertinent information so your trip can meet all of your expectations.

Incredible Activities

For fun on Friday and Saturday afternoon, you may choose to participate in some of the finest fly-fishing, golf and outdoor mountain activities that you ever imagined. The town of Park City, a few minutes down the road from our Lodge and accessed by a complimentary shuttle, will keep you busy all afternoon…if not longer! There are historic museums nestled within the many boutique shops.

On Saturday afternoon we are planning a special event at the 400-acre Olympic Park, which now serves as a state-of-the-art, year-round training site for the finest winter Olympic Champions. We will enjoy a box lunch on our way and then be treated to a show by former Olympic Champions as they launch themselves into the air off the freestyle aerial jumps before landing in a pool. We will have an opportunity to go to the top of the world’s highest altitude ski jumps, see the fastest bobsled, luge and skeleton track where Olympic history was made. For those who want a little more excitement, take a thrilling 70-mile-per-hour ride down the entire length of the Olympic bobsled along with an experienced driver and other AADPA passengers. OR…if you prefer, slide down the Xtreme Zip at 50 miles per hour along the ski jump hill.

Spectacular Dining

MOM is all about togetherness, and to that end, we have simply the best format. We all will have breakfast and lunch together on both Friday and Saturday. These meals are part of your MOM package and afford all of us time to sit, relax, mingle, chat, and be enriched by the fellowship we have all come to cherish.

Then in the evening we have some special dining opportunities: Since Park City’s silver mining days have left such a legacy of Victorian architecture and charm, we are planning a Silver Mining Dinner Party theme for all attendees at the Silver Lake Lodge, just a few steps from the Stein Eriksen Lodge on Friday evening. Our farewell dinner party for everyone on Saturday evening will be held at the Stein Eriksen Lodge.

Plus, we have a few “special” treats in store for attendees. DEFINITELY don’t miss this amazing meeting. We look forward to this special bi-annual member meeting in September, which attendees say is “the best experience in AADPA Fellowship and camaraderie.”
Transformation was our meeting theme, but it was also the theme for making some visible, inclusive changes to the organization during the year. The success of the year was truly a collaboration of the shared vision of Matt, Steve, The Board of Directors and all of the great minds of the Applied Strategic Planning Committee. The dilemma in small organizations is each president has an agenda. We hope this past year’s success will continue a shared vision through the chairs of AADPA as well through the years.

REGIONAL MEETINGS:

Steve instituted two highly successful Regional AADPA meetings, one in the Philadelphia area and one in Asheville, N.C., which gave prospective AADPA members a glimpse of what our organization has to offer. These two, all-day educational seminars were underwritten by sponsors and are a concept AADPA will continue to use in the future.

TRANSFORMATION OF THE WEBSITE:

We became more ‘Socially Networked’ during 2009-10 as the website was upgraded visually and technically to include video testimonials from our members, as well as timely educational articles from our speakers and our member consultants — all who are leading edge in our industry.

All in all we are now on a fast track to being the leading edge Practice Management organization with no biased political ties. Our meetings and publications will continue as a platform for many different sides of a story to membership and guests, in a credible and honest manner. We will become the “Go To Authority” for practice management development and guidance, for both the new dentist, as well as the well established practitioner desiring a move to the next level.

THE AADPA ADVISOR:

Another major addition was the beginning of The AADPA Advisor, a monthly email newsletter with upcoming meeting information, a timely article by a clinician, or information about the Annual Meeting, which you as a member or prospective member, needs to know now.

We both personally thank everyone who had a hand in making AADPA 2010 a roaring success. Every speaker delivered an ‘above the bar’ presentation giving attendees usable and cutting edge transformational information, to enhance their personal and professional lives. From the Wednesday evening luscious dinner buffet, our overflowing Thursday evening ‘Wine Tasting with the Exhibitors’ to our Saturday night gala dinner and dancing party, the experiences from our members, guests and spouses was overwhelmingly positive. We really found the right mix of educational and social activities, which made everyone feel the energy and closeness of our incredible organization.

Our educational/social meeting was an investment no one was sorry they made, and in a beautiful area of the United States to boot.

We are both honored and proud to have served the AADPA membership as President and 2010 Program Chairman. It has truly been an experience neither of us will ever forget. We both thank you for the opportunity to have served such an elite organization.
Memories of the 2010 Annual Meeting

Reconnecting — Wednesday evening

Steel Drum Band

Matt welcomes everyone to the meeting

Wednesday evening cocktails by the pool

The Dunsworths check out the great choices at the carving station

Eileen & George Sheehan visit with Linda Lakin

Matt, Steve & Rob Faust presented a mask skit

Doris, Marc & Kathy
Marc Hildahl introduces our new members.

Kathy presents George as winner of the Early Bird registrant prize.

Steve welcomes everyone to AADPA 2010.

Dr. John Cranham offered a fabulous lead-off keynote presentation.

Gold first-time exhibitor Nierman Practice Management.

Coffee with our Exhibitors.

Terri & Bill Phillip enjoy a coffee break on the patio.

Wendy Bach & Maureen Rauchberg.

Wendy Bach & Maureen Rauchberg.
Ladies spa lunch speaker
Richard Fox, MD

Lunch & Learns always a favorite learning time

Dr. Harold Doerr visits at the Thursday wine tasting

California wine tasting with exhibitors enjoyed by all

Wine charm artist

Randy Shoup presents on MOM 2010

Members Breakfast
The Morenos & Campbells enjoyed the round

Kathy welcomes former AADPA presidents Wally Nierman, Art Williams & his wife Judy

Your lovely Registration Staff

Art Montoya, Mike Mason, Steve Miller & Ed Wolf

Don Gary, Fred Uebel, Roger Hintz & Dale Kennedy

Air Museum Tour & Tram Ride Views

New exhibitor Ultra-Light Optics

New exhibitor The Dawson Academy

George explains work & goals of SPC
Welcome new members: Paul Combs, David Lomasney, Bill Phillips, Bill Doerr, Steve Burmaster, Lisa Powell, Annette Eastin & Dan Patterson

Dr. Randy Martin offered health tips for us all

George, Art Williams & Kathy

Jim Reisman presents on the 2011 meeting

Installing officers & board

Leigh Anne Vogley having some fun with the band

George & family at his installation by Dr. Art Williams
Thank You

2010 Sponsors and Exhibitors

Our AADPA Annual Meeting would not be the tremendous success that it is without the continued support of our corporate sponsors. What better way to spend the day learning with your colleagues, networking and enjoying friendships, and then conducting business with some of the finest suppliers in the industry! We gratefully acknowledge:

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Michael Dunn
Consistent with our AADPA goal of developing long-term relationships with Exhibitors and Sponsors who support learning and growth, 2010 is off to a tremendous year. Despite challenging economic times for all, AADPA had a tremendous group of Exhibitors and Sponsors who enhanced our meeting in many, many ways, and I would urge all members to please step up and continue to support and thank them the entire year!

Dr. Jim Cooper had done a wonderful job of setting the stage for continued relationships with many Exhibitors, but we are always looking for more that would like to engage in a relationship with our AADPA community. As I promised our Exhibitors, we tend to support them very well, so please do go out of your way to let them know how much we appreciate their participation in our meeting. Next year for San Antonio, be thinking of any possible Exhibitors and/or Sponsors that you would like to see present, or simply place an advertisement in our notebook or sponsor a speaker/function. Please send me contact information, and I will be sure to follow up and see if we can arrange a win-win arrangement.

This meeting, we were blessed to have four very special Gold Sponsors, and those are Benco, Nierman Practice Management, 1-800-Dentist, and Patterson Dental Supply. Our Bronze Sponsors are Affordable Image, Care Credit, Crystalmark Dental Systems, The Dawson Academy, DDS.COM, Dentrix-

Save These Regional Meeting Dates:

• Friday October 22, 2010 Minneapolis, Minn.

Friday November 5, 2010 Dallas, Texas

Great opportunity for guest dentists to experience a ‘taste’ of AADPA

Treasurer’s Message

Dear Members:

Your Board of Directors has determined that due to proprietary considerations, it is better not to publish the Treasurer’s Report on our webpage. Largely due to time constraints, I submit a summary of our Profit and Loss statement to the membership at the Annual Member’s Breakfast. I present a very exhaustive report to the Board of Directors twice a year. For anyone wishing to view the detailed report, please feel free to call me at 516-987-8442. I would be happy to share the complete information with you.

Thank you,

Marc Herman, DDS, Treasurer

Our AADPA 2010 Exhibitors & Sponsors are the best!

Phil Strevey, DDS, Chair Exhibitor Committee

Henry Schein Practice Solutions, Hycomb Marketing, NuSkin/Pharmanex, Practice Works/Kodak Dental Systems, Prosites Inc., Smile Reminder, Tel-A-Patient, and Ultralight Optics. Again, I can’t say enough... that it is only through our continued support of all these wonderful sponsors can we expect to see them back next year.

In closing, I personally say “Thank you” to all our Exhibitors. It was a real privilege to work with each and every one of you.
C. B. Ramsey - The Quiet Man, 1928-2009

By Patrick Ousborne, DDS

On May 31, 2009, our Academy lost Dr. C. Baker Ramsey. Claude, or C.B, as he was known, was born and raised in Baltimore where he lived for 81 years. He practiced dentistry for 55 years in the suburb of Towson, Md. C.B. earned his Bachelor’s degree at the University of Maryland and was a 1953 graduate of the University of Maryland Dental School. He also served in the Naval Reserves and the Maryland National Guard. He was president of the Towson Exchange Club, 1962-63, and established the Ramsay Professional Building, where he practiced until his death.

Claude loved his work and our Academy. He always had a positive mental attitude and insisted on soft, soothing office music. He was a quiet man, non-argumentative, never boisterous nor frivolous. He loved to go out to dinner with his late wife, Doris, family, and friends. He loved creating beautiful smiles and practicing artistic dentistry. Claude joined AADPA in 1973 and was always proud of his membership. He shared with all of us. He was a wonderful conversationalist, a charter member of Hillendale Country Club, Ocean City Golf and Yacht Club. Most of us remember Claude smoking his pipe and speaking ever so softly. God rest your soul dear friend. We will all deeply miss your soft, gentle voice and knowledgeable advice. Rest in quiet peace.

Members Getting Healthier Every Day:

• Patrick McGuire
  We send thanks to all of our friends in the Academy. Your thoughts and prayers have made a difference in our life's journey. Patrick is doing great and even back on the tennis court! We look forward to many more happy times with the Academy. In appreciation, Patrick and Jeanne McGuire

• Bob Hamric
  Doing much better. Getting back to activities and looking forward to seeing his AADPA friends soon.

• Pete Jensen
  Missed being at the meeting, but feeling much better. Have been able to travel back and forth between summer and winter homes. Keeping in touch with his AADPA friends — would love to hear from any of you.

• Tom McDougal
  Tom sends his best to all his AADPA friends. He is feeling excellent. The treatments were successful, and he is looking forward to being at the Regional Meeting in Dallas.

New member Danny Bobrow braves and finishes intense 150-mile Moroccan Race

Danny Bobrow a dental marketing executive by day, trained for the grueling 25th Annual Marathon des Sables through the Sahara Desert all throughout his hometown area of Chicago wearing a 20-lb backpack. For a year he followed his own unique training regimen — hanging upside down in gravity boots to stretch his back and core, running with his arms spread wide in a swimming pool and weaving a medicine ball in a figure 8 between his legs while in a sauna. He successfully completed his unbelievable journey Saturday, April 10, 2010.

Along with his day job, Danny is the executive director of Climb for a Cause, a non-profit foundation that combines breathtaking beauty of the mountains with the desire to make a positive difference in peoples’ lives — Hiking Miles for Smiles. Congratulations, Danny on your success.

To see Danny in action in the Sahara, go to the Climbforacause.org website and click on “Learn More” in the News and Press section at the bottom of the Home Page. Danny has several video clips you can view.

MEMBERS...

Our Academy thrives with interested, active volunteers. Please go to our web site to fill out a short survey on volunteering. Everyone’s help is appreciated.

AADPA.org — Click on MEMBERS. OR, contact Dr. Dale Kennedy at dr.dalekennedy@comcast.net
I am probably the only member of the AADPA to have survived the Atomic Bomb in Hiroshima. My six brothers and I were born in Hana, Maui, Hawaii where my father started the Hasegawa General Store with his brother in the early 1900s. It is now in the fifth generation and many AADPA members have been there.

In 1933 my father decided to retire and sell to his nephew since the Hana schools were bad, and he had to think of the education of his seven sons. We moved to a suburb of Hiroshima, where we all went to school.

I was fifteen years old and three miles away from ground zero waiting for a train to take me back to my high school when there was a blinding flash of light, a thunderous noise and extreme air pressure. I was knocked down twenty feet, but those inside of the station were very badly cut by the exploding windows.

I walked as close as 900 yards from ground zero. It took me about five hours to get home, as there were fires on both sides of the streets and victims begging for water.

In 1949, while I was freshman at the current University of Hiroshima majoring in electrical engineering, my father said to return America because there was no food, no jobs, buildings were gone in Hiroshima, and the future looked bleak.

I had to go to high school again in Seattle to learn English and get a diploma in order to go to college. After high school graduation I was drafted by the U.S. Army and spent 1-1/2 years at Fort Hood, Texas and was then sent to Osaka, Japan during the Korean War. While serving at Ft. Food, dentists encouraged me to go to dental school. The G. I. Bill helped pay for undergraduate and dental school at the University of Washington.

I am thankful to have had a place to live after coming back to the United States. I worked for a wonderful Orthodox Jewish family as a houseboy for two years. I am thankful to have served in the U.S. Army and be sent back to Japan for six months so I could visit my parents in Hiroshima often. The extra benefit was receiving the G.I. Bill so I could concentrate on learning dentistry instead of going to work.

I am so grateful for the AADPA for teaching me so much about running a dental office and how to manage patients. Now my son, Paul, is an AADPA member, and our daughter, Holly, is also a dentist and married to a prosthodontist in Paris. Our son, John, has a Masters in Fine Arts and teaches at a college in Kentucky. Kumi and I have been married fifty years, and we have seven grandchildren.

I am thankful for the wonderful dentistry profession and the many friends in this organization who have unselfishly helped and taught me so much. Thank you.

I send greetings from one of the important members of the dental team (that would be the spouse of the dentist). I remember the first time Mike was invited to the AADPA meeting by Drs. Bill Frantzich and Rick Render. I had young children at home and had limited vacation from my job, and a dental meeting is not where I wanted to spend that time. I reported to Mike, “have a great time at the meetings.” Rick repeatedly encouraged both of us to go because otherwise half of the meeting will be missed. He stated that the speakers would be inspiring and that the community would become our dental family and a great support system. I finally agreed to go with the idea that I would at least be getting out of winter in Minnesota and some of the topics sounded fascinating and right up my alley as a Holistic Nurse Practitioner.

Well, I am proud to say that I have not missed a meeting since, and the community has become some of my best friends. As the mission statement of AADPA reads, this organization is to “raise the bar” not only in the dental practice but in our personal lives as well. The speakers enlighten us (continued on next page)
with challenges for paradigm shifts, relationship directions, giving direction of how to effect and make positive changes in our lives. Break-out sessions offer sharing time and challenge us to look to the future for not only the practice but for how we live everyday. The best part is the supportive environment. Social times provide meeting and greeting of old and new friends. Going to dinner with a few friends from all over the country, sitting poolside or taking hikes allows for further development of those relationships. Over the years, Mike and I have vacationed with many of these friends, and frequently contact fellow Academy members for share sessions. We love going to the Members Only Meeting, as they are always in wonderful places, and because the group is smaller, we have a better chance to get to know other members.

Our growth through the academy is like the life of a Nautilus. The nautilus is a mollusk that grows a new and larger chamber when it feels the current chamber is too small and constricting. If it did not do this, it would die. As the nautilus grows its series of new and bigger chambers, it maintains a connection to its center with a tube through all of the smaller chambers. Through this tube it can secrete or absorb fluids or air in all the smaller chambers to help it maneuver or ‘dance’ in its present world. The more it grows, the more ‘tools’ it has for dancing. It synergistically regenerates and transforms itself. TRANSFORMATION IS A FOREVER DANCE. We are in this dance called life with the connecting factor being in the practice of dentistry. AADPA allows us to grow together and to dance both in the practice and as individuals. The membership has become part of our growing family, and for that we are grateful.

This organization challenges us to grow as individuals, as a couple, in our family, in our workplace and in our community. It is not just another professional meeting to attend. It is an Academy that is ever outgrowing and expanding its present state and must grow new ‘larger chambers’ with the help of all of us. But like the nautilus in order to ‘dance’ into the world, we must stay connected to the smaller ‘chambers’ of our past and keep expanding who we are. We look forward to seeing each of you each year.

Blue Prints for Practice Success

Dentists & Teams That Get Results... Unleashing the Power of Emotional Intelligence

Bob Frazer, Jr., DDS

Today’s economic climate has made Emotional Intelligence (EI) more important than ever. Fear, anxiety and feelings of scarcity abound. We must recognize and acknowledge our patient’s feelings for them to truly feel and understood. During a recent business conference, the CEO of BB&T (the fastest growing and highest rated U.S. bank in customer satisfaction) said that the biggest reason for their success was required EI training for any employee who works with more than 25 people!

Daniel Goleman (Primal Leadership) defines “Emotional Intelligence as our capacity for recognizing our own feelings and those of others, for motivating ourselves, for managing emotions well in ourselves and our relationships.” Studies on star performers show that 75 percent of high achiever’s success comes from EI, while 25 percent comes from technical competency. Every major discretionary purchase is first an emotional decision. Effective leadership demands emotional competency.

In our Coaching work with dentists and teams, we’ve found that elevating EI is the most predictable way to raise our client’s effectiveness. EI has four key domains: self-awareness, self-management, social awareness and relationship management. It all begins with Self Awareness—an understanding of oneself and our emotions (what we’re feeling). Goleman states, “The most telling sign of self awareness is a propensity for self reflection and thoughtfulness. Intuition comes naturally to the self-aware leader.” It is indeed an inside-out process.

Every leader’s primal challenge is self management, that provides our focused drive to achieve goals, overcome challenges and the dissonant (negative) emotions they generate. EI prevents the emotional hijacking that occurs when the seat of emotions—the amygdala—becomes aroused. Brain scans show that we become “hard wired” neurologically to respond to emotions in a certain way. Reading about (continued on next page)
EI isn’t enough! We must practice new emotional responses.

Our emotions are constantly interacting with, affecting and responding to others. Think of the last time you had a day when almost every patient you saw was irritable, nervous, fearful or distrustful. Or, the staff seemed to be having a bad day. How did you begin to feel—even if you came in feeling terrific? How did that day contrast with the way you felt on a day when you worked with cheerful, relaxed, thankful, self-confident patients and staff? Emotions are contagious—your staff’s limbic systems influence yours and your patients! Doctor leaders—research has shown that the most powerful influence on the emotional climate of any group is the leader.

When leaders drive emotions positively, they bring out the best in everyone. This effect is called resonance. When they drive emotions negatively, they spawn dissonance, undermining trust and the emotional foundations that let people shine. The emotions of the leader are particularly contagious.

Research has shown that unlike I.Q., E.Q. can be raised through emotional competency training and coaching. As an advanced EI workshop client said, “You can’t get too much of this EI stuff.”

You’re Hired.... And Not Forever

Linda Lakin, RDH, MS

Diamonds are forever but a position in your dental office may not be. As I travel through my consulting world, I am continually confronted with human resource issues present in so many dental offices. There are many reasons that exist for poor morale, low job performance, personality conflicts, high absenteeism and a sense of lack of appreciation. Some don’t have job titles, others have titles with no authority, responsibility or accountability, and many work day to day without job descriptions. How often do we see the eternal office manager who has held that position for 20 years without all of the responsibility?

The dentist, as a leader of his business, seeks to build an environment for co-ownership with the team. The four steps to accomplish this are to hire correctly; train and cross-train, evaluate and motivate; reward and praise.

Incorporating some basic human resource management principles into your practices will help achieve co-ownership. These include, but are not limited to job descriptions, employee policy manuals and performance appraisals. Job descriptions define the purpose of the position in relation to the overall practice, detailing specific duties and measurable outcomes. The employee policy manual is a written agreement of expectations accepted and signed by doctor and each employee and updated regularly. Performance appraisals are scheduled at least once a year concentrating on duties and responsibilities, levels of performance in defined areas and specific plans for professional and personal growth. Of course, daily signs of appreciation and praise are proven to motivate and enhance team building and job satisfaction.

Remember the 3 Rules of Praising; be specific, be sincere and be timely. Catch people doing things right and tell them, tell the patients and tell other team members! Throughout one’s career there are many opportunities to re-evaluate and redefine an employee’s relationship with a dental practice. The dentist — leader must help each team member move toward more responsibility and continual growth, which includes system analysis and cross training. Max DePree states in his book Leadership Is An Art that the signs of outstanding leadership appear among followers as they reach their potential, learn and serve, achieve and surpass required results, change with grace and manage conflict. Take some time to contemplate his perception that the majority of workers are, essentially, volunteers and see how this fits into your style of leadership. Do you have a contract or covenant with your employees? Is your relationship one of superficiality or intimacy? Do you practice hierarchical or roving leadership?

It is important to acknowledge that every job may not be forever, and it is OK to make a change. It is your responsibility to incorporate sound hiring techniques, have concrete and updated systems in place, comprehensively train, identify and cultivate unique traits and abilities, and then delegate the authority and responsibility for each employee to perform their job. Following all this, you must continually evaluate the process and results. If the practice is not flourishing by having this team member present then, please, move forward and good luck!
2011 Roster Update

For All Members — Send In Only If You Have Any Changes

PLEASE COMPLETE ALL THE BELOW INFORMATION SO WE CAN UPDATE THE ROSTER PROPERLY.

PHOTOS: If any member would like to update their photo, please send along with this form. Photos should have been taken within the past year, be a 5”x 7” shoulder shot, in color, using digital high resolution. You may email the photo directly to Linda@adsinc-creative.com. We encourage members to send in a new photo at least every other year. Thank you.

Please return this form as soon as possible, so that the changes can be completed in the 2011 Online Roster. Send to:
Kathleen Uebel, Executive Director • 1063 Whippoorwill Lane • Palatine, Illinois 60067-7064

PLEASE TYPE OF PRINT CLEARLY:

Last Name: ____________________________________ First Name:_________________ Initial:_____ Nickname:_________________

Degree: _____________________________ AADPA Membership Year:_________ **Birth Date:______________ (Not included in the Roster)

Status: □ Active □ Senior Active □ Associate □ Life □ Affiliate

Office Address: ______________________________________________________________________________________________

Office City: _________________________________________________ Office State:________________ Office Zip:_______________

Office Phone: (_______) ___________________________________ Office Fax: (_______)___________________________________

Office E-Mail: ______________________________________________________________________________________________

Residence Address: ____________________________________________________________________________________________

Residence City: ________________________________________ Residence State:________________ Residence Zip:_______________

Residence Phone: (_____ ) _________________________ Home E-Mail:__________________________

Type of Practice: ______________________________________________________________ Retired (Year if Applicable):__________

Dental School(s): 1. ___________________________________________________________________________________________

Year Graduated:_______________ Degree: _________________________________________________________

2. ___________________________

Year Graduated:_______________ Degree: _________________________________________________________

Spouse: _____________________________________________________________________________________________________

OTHER ACTIVITIES AND INTERESTS:

Past or current professional leadership roles in other dental or practice management organizations:______________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

Past experience in national, state, or component societies:______________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

Areas of expertise or specific interests involving councils, committees, special projects that you’d like to share with Academy members: ________________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________

____________________________________________________________________________________________________________
Committee led by George Sheehan, who also serves as Chair of the ASP, are looking forward to an incredible year of steady growth for our Academy and continued importance to our membership. The ASP, through its survey, has created an introspective blueprint that will help to lead us down the path with unsurpassed energy and spirit. Nothing has been left to the imagination. “Project 21” also extends a personal invitation from every board member to 21 AADPA members for increased feedback and conversation. The project serves as an important resource to our strategic plan. The ASP team and the AADPA Board welcomes and expects to hear your voice. We are all stronger when we work together.

I had a great reunion with John Arguelles in Indian Wells. In conversation regarding the future of the Academy, John made the comment that the synergy of the Academy energizes us all and stimulates new horizons and clarity of purpose. I agree wholeheartedly! Linda and I recently saw the movie *Up in the Air* with George Clooney and Vera Farmiga. The prevailing theme revolves around the question, “What is in your backpack?” I agree with the premise that a lot of little things accumulate in our lives over time and fill a relatively less important space. The heavier components in that backpack are the personal relationships that time has built. There is so much greater purpose when one’s life is based upon friends and family. Anyone who has experienced a meeting of our organization understands that the relationships we build with each other transcend time; however you still have to be responsible for packing the bag. Our future is a little like the back nine of the last round of the “Masters”. No matter where we are — now the tournament begins!

Finally I would like to say that the Academy is at a crossroads of what will be some challenging times. It will be important for every member to stay connected to each other, and for every member to get involved, and for every member to continue to believe that the Academy has a purpose in their lives such that it is one of the first things you “pack”. I look forward to seeing everyone in Deer Valley, Utah for our MOM—September 23-26 — to reconnect and spend the time reuniting with all of those who are already in your bag, but even more importantly adding some new baggage.

At $50/bag…. Know that the cost of adding a friendship is free of charge!

*Best regards, Jeff Campbell*

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**Editor’s Notes** *(continued from page 2)*

**Executive Director’s Report** *(continued from page 23)*

updates. Please make sure you send us your email addresses if you change them from what we have in the Roster.

**And Special Congratulations To:**

- Dr. George Sheehan who won our “Early Bird Registration” for 1 night at the Hyatt
- Dr. Larry Osborne, the $100 winner of our golf challenge
- Dr. Lisa Powell, who was the lucky winner of the Butterfly Raffle for 1 night at the Hyatt Grand Champions

**2. If you would like to sponsor a candidate** who has met the requirement for membership and has attended two meetings in a 5-year period, please contact me for the necessary electronic forms. These forms need to be completed by September 15, 2010, and then I will forward them to our Membership Chairman, Dr. Randy Jungman.

3. Now is the time to start thinking about inviting guests to bring to San Antonio for our meeting at the JW Marriott March 2-6, 2011. If you have previously given us the names of guests, they will automatically be sent a “hold the date” postcard or registration brochure. Guests can check us out for all the information and registration needs at AADPA.ORG.

4. I would like to thank all of our exhibitors and sponsors for their participation and cooperation during the 2010 meeting! From the survey results and the comments heard, I am so happy to say we may see a lot of the same smiling faces again next year!

Have a wonderful summer. I look forward to seeing you at our Members Only Meeting in September and at the JW Marriott in San Antonio in March! Please do not hesitate to contact me if I can answer any questions for you regarding our Academy or our events.
Great Meeting, Now Plan for MOM

Eleanor Gill, DMD

Congratulations to Matt Steinberg and Steve Miller on “transforming” this year’s annual meeting into an incredible experience for our members and guests! The Hyatt facility was the ideal location for old friends, as well as first time attendees, to connect and share in a very relaxed, yet intimate setting. Although the economy was challenging for many this past year, the topics and speakers who presented did an excellent job to inspire and entertain us. The time away from our busy lives and practices was one of “renewal”… and well worth it. Thanks to Matt and Steve for delivering a program that was enjoyed by all.

The Applied Strategic Planning Committee arrived early to put the finishing touches on the future direction that our Academy and our meetings will take as we move forward. I am excited over the outcome of the ASP’s hard work, and President George Sheehan and Bob Frazer deserve applause for helping us map the path that the Academy will take over the next four years. The officers understand the goals and objectives that came out of the ASP; now it is up to the board and the members to hold them accountable to these goals and objectives. Since George Sheehan, Jim Cooper and Dale Kennedy participated in the ASP process, they now have a compass to direct them towards a continuous, ongoing goal of growth and development. The Academy is in good hands as our leaders work towards making AADPA the best it can be.

Ten new members were introduced at the Saturday luncheon! Welcome and congratulations on your induction. Congratulations also to our newly elected officers:

• Dr. Jim Cooper, President-elect
• Dr. Dale Kennedy, Vice President
• Dr. Alan Rauchberg, Board member
• Dr. Susan Hollinsworth, Board member

As we move towards the new goals and objectives that have been established by the ASP, your energy and excitement will help achieve the mission statement that we have adopted. Thanks also to our retiring board members, Dr. Chuck Harding and Dr. Phil Strevey and our past president, Dr. Don Gary. The passion and dedication that each of you brought to every board meeting have also helped provide a bridge towards a stronger academy. Thank you for caring and sharing during your time on the board.

Block your appointment calendars off now for our upcoming meeting. The Member’s Only Meeting will be in Deer Valley, Utah on September 24 and 25th. The meeting will be held at the Stein Eriksen’s Lodge so plan to attend now. And, next spring’s annual meeting March 2-6, 2011 will be at the JW Marriott in San Antonio, TX. I look forward to seeing everyone in the fall.

The American Academy of Dental Practice Administration Foundation was created for the betterment of AADPA and dentistry. The Foundation aids membership and dentistry by distributing grants, and allows members to apply directly for a grant, or to apply for a contribution on behalf of charities with which they are affiliated. A simple grant application form is available for requests from Executive Director Kathleen Uebel. The Foundation and Academy are operating in the best interests of both groups, with the former in a position to serve the Academy.

Marc Herman, DDS, Treasurer

The AADPA Foundation has a total equity of $110,966.58. The total expenses for the 2009 year were $37,920. In 2009, the Foundation awarded grants to:

• The University of North Carolina Practice Management Curriculum Project - $2,000
• AADPA Applied Strategic Planning - $20,000
• 2010 Annual Meeting to sponsor Dr. Randy Martin to speak at the 2010 spouses and guests breakfast - $11,000
• Accounting Fees, Bank Expenses,

Insurrence, Director Fees, Meeting Expenses, Miscellaneous Fees, and Management Fees round out the expenses for 2009.

As always, if you have any questions, please contact me at 516-987-8442, or e-mail me at Herm57@aol.com.

Thank you.
Our 2010 Annual meeting at the Hyatt Grand Champions Resort & Spa could not have provided a better facility and environment for the theme *Transformation of Our Professional and Personal Lives*. All of meeting sessions and overall surveys were so positive and it appeared that everyone had a great time. We had 10 qualified guest dentists sign up to go through the interview process for membership in 2011 already!

This year we added a special exit survey for guest dentists and some of the responses were as follows:

**What attracted you to this meeting?**
Everyone who answered said, “Referred by one of our members.”

**What have you enjoyed most?** “Quality of lectures, real down to earth people, fellowship, very friendly interaction with other attendees, great content and people, Hearing things you don’t normally hear, quality of members.”

**Would you come back again?** All that answered said “Yes…and will bring more team members if the right mix of CEs are offered.”

**What type of CE courses do you like to attend?** “I am interested in the ‘softer’ skills that were discussed here, non-clinical, the more interactive, the better, a mix of inspirational workshops and technical.”

We had very positive comments from all of our exhibitors and look forward to seeing most of them back for the meeting in San Antonio as well. The weather cooperated beautifully and allowed everyone to enjoy the free and social time that was available.

This is a very exciting time to belong and be a part of AADPA! Through the diligent work of the Applied Strategic Planning Committee, our Academy is realizing some important changes in regard to our future direction. The membership survey has allowed opinions to be expressed from our members, and there seems to be a more inspired effort and mentality to all become aligned and committed to make our Academy the best it can be.

By creating trusting relationships through our Officers, Board, and Committees, we have developed solid relationships because we realize everyone has a personal stake of some kind in the outcome.

Any organization, especially one such as ours, needs communication, feedback and mutual support. It takes collaboration from all those who choose to become involved and action plans that follow through to reach new heights for AADPA!

### Members Only Meeting

The Members Only Meeting created such enthusiasm that we already have approximately 95 members and spouses signed up for this very special meeting, at the incredible Stein Eriksen’s Resort in Deer Valley Utah on September 23-26, 2010. You will need to arrive in Salt Lake City Utah no later than Thursday, September 23 and may depart on Sunday September 26. The meeting will be all day on Friday and Saturday, so watch for the registration forms that will be sent in May. A complete listing of all the meetings, events, and fun activities will be included in the registration. Do not miss this great opportunity for AADPA Fellowship and the breathtaking fall beauty of Utah at its best!
2011 Meeting (continued from page 4)

Unlocking the Future: When Present Trends and Future Realities Collide, his crystal-ball view of our future, both as dentists and fellow citizens of earth. No palm reading here — just facts from current research done by brilliant minds.

The afternoon is free for golf and excursions into San Antonio. However, if you want to stay close to this gorgeous hotel and want to learn more, while also enjoying the outdoors — join some of our fabulous consultants and members on a Walk ‘n Talk. Stroll the hill country, while solving issues with people you value. The leaders include: Lois Banta, Linda Lakin, Barry Polansky, Randy Shoup, and Kent Smith.

• Friday Evening — Enjoy a ‘free night’ with buses available to take you to San Antonio’s famous and fabulous River Walk for delicious food, music, and festivity.

• Saturday Morning — Kathy Dempsey begins our day with her presentation Shed or Dead — how we must be willing to change to meet the challenges in life. Don’t miss the moving story of her personal journey.

– Ariel Raigrodsky, D.D.S, Chairman of the Prosthodontic Department of the Univ. of Washington, Seattle, presents an all-day program on CAD CAM and zirconia entitled The Impact of Zirconia and CAD/CAM Technology on Contemporary Dental Practice. Everything you need to know about Emax, Lava, and other ceramics and zirconia.

If technical is not your thing, then come to Practices and Profit Centers. Four of our members share their unique practice styles from the traditional to nontraditional, and everything in between. You make the choice:

– Randy Shoup presents Facial Esthetics — The Next Revolution in Dental Practice.

– Alan Markoff presents A Journey of a Thousand Crowns Begins with a Single Restoration.


– Kent Smith presents High Tech Dentistry — The Nitch Itch — Scratch it or Ditch it?

• Saturday Evening — Enjoy a Texas Bar-b-que and country western dance. Bring your boots and kick up your heels!

This meeting offers speakers with many different topics — for you to be entertained, challenged, and educated. It’s a program with something for everyone. Come ready to learn, because it’s a time for new ideas.

PS: The highlights of this upcoming meeting and a virtual tour of the great setting is available on a DVD and on our website. Let us know if you want a copy of the DVD to show at a study club, dental society meeting, or an office meeting. Spread the word!