

DEFINING MOMENTS

Extraordinary Impact

2021 Annual Meeting ● March 3-6, 2021 ● Beautiful San Antonio, Texas



Hyatt Regency Hill
Country Resort and Spa
9800 Hyatt Resort Drive
San Antonio, TX 78251

#extraordinaryimpact

www.AADPA.org

847-934-4404

AADP
AMERICAN ACADEMY OF DENTAL PRACTICE

PACE
ACADEMY OF
GENERAL DENTISTRY
PROGRAM APPROVAL
FOR CONTINUING
EDUCATION

AADP 2021 IN SAN ANTONIO, TEXAS



Lance A. Porter, DDS
AADP President



Ms. Kathy Uebel
AADP Executive Director,

*You are invited to **Defining Moments... Extraordinary Impact**, March 3-6, 2021, at the **Hyatt Regency Hill Country Resort and Spa**, in beautiful San Antonio, Texas. This meeting gives AADP members, guest dentists, consultants, spouses and team members the opportunity to interact and learn together in a warm relaxing setting.*



Julie A. Spaniel, DDS
2021 Program Chair

Why Join Us? — *We Believe in Finding a Better Way in Dentistry and Sharing It! This is THE meeting where you will take home information to apply directly in your practice to improve patient experiences.*

*Be a part of this valuable, innovative program.
Come join us in fabulous Texas!*

*We look forward to sharing our
AADP camaraderie with all of you!!*

Check out the specifics and register at www.AADPA.org

Members Only Business Meeting • Wednesday, March 3, 2021 • 4:00-5:00 P.M.

REQUIRED ATTENDANCE For All Members — Including New Members

Welcome & Keynote • Wednesday, March 3, 2021 • 5:00-6:00 P.M.



Mr. Nathan Cook

Power Connection

Have you ever struggled to connect with the people across the table from you? Whether it was staff, a colleague, spouse or family member, there are proven methods and techniques that will help you maximize your ability to connect with others, while having fun and making them feel understood and supported. Together we will calibrate our ability to influence others while also discovering and understanding our behavioral preferences in any given situation. We will explore a deeper understanding of who we are and how this understanding will create meaningful purpose and significance in every aspect of our life experiences.

**Cocktails, Light Dinner & Entertainment
Wednesday, March 3, 2021 • 6:00-8:00 P.M.**

Early Morning Keynote • Thursday, March 4, 2021 • 8:00-9:30 A.M.



Ms. Anna Liotta, MA, CSP

Leading and Mentoring a Diverse Generational Team to Deliver Wow Service

As leaders, we're being asked to do something that's never been done before. That is, we are being called to create an inclusive experience for a diverse multi-generational workforce that's empowered, informed, and very, very vocal. Sure, creating such an inclusive experience might sound impossible. But it's not. In this keynote presentation, generational expert Anna Liotta helps participants appreciate and address issues leaders face including: • Understanding each generations perspectives and priorities • Identifying blind spots in leading and serving across diverse generations • Resolving generational misunderstandings • Leveraging current and future generational trends and changes

Mid Morning Keynote • Thursday, March 4, 2021 • 10:00-11:30 A.M.

Mr. Jason Young

Lead Smart

High Performance Leadership

Jason Young teaches that leaders develop, motivate, and empower people to achieve extraordinary results while providing vision and guidance throughout the entire process. Truly smart leaders know that is more than a mere statement of fact, but rather a personal and professional challenge to be met every day. Faced with two choices — lead smart or die — they'll know what to do to achieve your organization's success. They will find out the new definition of becoming a person of influence and how that applies to everyone in your organization. Your leaders will hear how organizing talent to build effective teams creates an incredible workplace culture and how applying successful coaching skills will help your teams excel. They'll learn how to handle change — for better or worse — and how effective disagreement management can enhance team productivity.



Generations Panel Luncheon • Thursday, March 4, 2021 • 12:00-1:30 P.M.

Moderated by Dr. Ryan Love

Solutions for All Generations

Come listen to the unique perspectives of practitioners in dentistry in this new era. Whether you are a seasoned doctor looking for an associate, in the office with daily challenges, or retired and interested in hearing an update on the state of dentistry today, you do not want to miss this spectacular line-up!

Cost: \$75 per person

THE GENERATIONS PANEL: Dr. Ryan Coulon, Dr. Sean Owens, Dr. Karey Matthews, Dr. Kris Aadland



Spouse's Luncheon • Thursday, March 4, 2021 • 12:00-1:30 P.M.

Tex-Mex cooking class, salsa making and best margaritas. Cost: \$75 per person

Afternoon Breakouts • Thursday, March 4, 2021 • 2:00-4:00 P.M.

Ms. Anna Liotta, MA, CSP

How to Facilitate Inter-generational Team Collaboration and Creative Solutions



Leading engaged, innovative, and high-performing teams today requires that leaders understand what makes each generational team member tick, and what ticks them off. While salaries and job titles matter, they're only part of the answer. What talent really wants — what they, in fact, demand — is a company that provides them with meaning. Meaning, in fact, is the business world's most vital currency. It's as crucial, if not more crucial, than money. In this highly interactive breakout, Anna will guide participants to discover, identify, and deploy easy practices that create inter-generational innovation opportunities. Leaders will leave with new ideas on how to foster natural collaboration and creativity across their team to release untapped potential and productivity.



Mr. Jason Young

ServiceTopia

The Ultimate Customer Service Experience

In this keynote, Jason Young explains how a company can deliver a transformational service experience — ServiceTopia — with each and every customer encounter. What is ServiceTopia? Imagine an environment where all employees are aligned with the mission and vision of the company and every day they go to work committed to providing exceptional service to every customer. They understand their purpose in the organization. They perform their duties with passion as they seek to meet every customer's needs. They are professional and work tirelessly to build customer loyalty. They follow a carefully outlined process to ensure customer satisfaction and eliminate pain and frustration. And in the end, they add a little pizzazz to surprise and delight the customer. Purpose. Passion. Professional. Process. Pizzazz. These are the hallmarks of ServiceTopia, the behaviors required for delivering exceptional customer service, everyday. You'll discover that a commitment to ServiceTopia can help your organization make a name for itself and impact the bottom line.

Exhibitors & Cocktails (Cash Bar) • Thursday, March 4, 2021 — 4:00-4:30 P.M.

Live Auction • Thursday, March 4, 2021 — 4:30-6:00 P.M.

Early Morning Keynote • Friday, March 5, 2021 • 8:00-9:30 A.M.



Dr. Susan Maples

Rock-it

Launching Your Private Practice into Crazy-Cool Significance and Incredible Prosperity

Launch your private practice into crazy-cool significance and incredible Insurance — independent prosperity. We all know there are riches in niches! The niche of Total Health Dentistry is a powerful competitive advantage in the US declining health climate. Susan will help you uncover every aspect of fortifying a total health dental practice, from values-based hiring to marketing... and everything in between.

Morning Breakouts • Friday, March 5, 2021 • 10:00-11:30 A.M.



Ms. Andrea Greer

Putting Your Best Space Forward!

When was the last time you refreshed the décor in your office? Are things looking a little worn or tired? Have you ever said, 'I know my desk looks messy, but I know where everything is!' to yourself or a team member? Why does this even matter?

As humans, we have a tendency to stop 'seeing' the clutter and stale décor that we work in every day. But your patient family sees indifference and oversight. A desk that has stack of papers and lots of sticky notes sends a clear statement that the person behind the monitor struggles to keep up with day-to-day tasks.

Walk away from this course with a ready-to-go team exercise that will lead you to develop a thorough action plan to refresh your space, the importance of loving your environment and proven strategies for organization and time management.

Dr. Susan Maples

Total Health Dentistry in Action

Take a seat and hang on... your practice of dentistry is about to change. Transforming to a total health dental practice means we must learn to integrate the scientific evidence into actionable practice. It can be overwhelming unless we learn to eat the elephant one bite at a time. This innovative workshop will build significant take-home actionable protocols in a handful of critical areas, prioritized by you!



Expert Panel Luncheon • Friday, March 5, 2021 • 12:00-1:30 P.M.



Moderated by Ms. Debra Englehardt Nash

The Experts Panel

Join us to listen to "The Experts"! In no other place will you find the wealth of experience and information on the business of dentistry. Our world changed overnight. Listen to these professionals answer our questions on the new challenges we face in the practice of dentistry.

Cost: \$75 per person

THE EXPERT PANEL: Ms. Penny Reed, Ms. Andrea Greer, Mr. Dana Watson, Dr. Allan Schiff

Golf • Friday, March 5, 2021 • 2:00-5:00 P.M.

Golf Tournament at the Hill Country Golf Club

Sprawling over 200 acres, the Hill Country Golf Club offers a scenic, dramatic and balanced 27-hole championship course, featuring four sets of tee placements for every level of golfer. Designed by Arthur Hills and Associates to capture the beauty and landscape of the Texas Hill Country, the Club features diverse terrain, from link-style, rolling-meadows and lush hillsides to tree-shaded plateaus and tranquil lakes and ponds.

Ranked in the Top 25 Southern U.S. Golf Resorts by Condé Nast Traveler in 2012, Hill Country Golf Club is a remarkable golf course in San Antonio, TX. Our state-of-the-art golf destination features a stocked pro-shop, GPS-equipped golf carts, a full-service clubhouse, and practice area with putting green and instruction area. The 9-hole Family Express Golf course offers tees at shorter distances to make golf more playable and enjoyable for the whole family. **\$150 per person (Golf clubs are available for an additional fee. Golf Shop - (210) 520-4040)**

PLEASE NOTE: Tours & Activities — Due to COVID-19 we will not have tours or extra activities available through AADP. Please contact the hotel concierge for details of various activities and tours in the area.



Morning Breakouts • Saturday, March 6, 2021 • 8:00-9:30 A.M.



Dr. David Seaman, DC, MS

Deflame Your Diet, Body and Mind

Live your best life. DeFlaming, or to DeFlame, is the opposite of inflaming. In other words, DeFlaming is about reducing inflammation. This is a very relevant lifestyle consideration as almost all chronic aches, pains, and diseases are caused by chronic inflammation. Not well known is that poor nutrition, a lack of sleep, a lack of exercise, and stress all lead to chronic inflammation and eventually, this leads to the expression of chronic disease.

Mr. Rusty Curtis

The State of Dental Marketing

What is working and most effective in today's environment. How to market and cater to a more fee for service practice.



Closing Keynote • Saturday, March 6, 2021 • 10:00-11:30 A.M.



Mr. Chad Hymas

Success and the Bird Next Door

Chad inspires, motivates, and moves audiences, creating an experience that touches hearts for a lifetime. He is one of the youngest ever to receive the Council of Peers Award for Excellence (CPAE) and to be inducted into the prestigious National Speaker Hall of Fame.

In 2001, at the age of 27, Chad's life changed in an instant when a 2,000-pound bale of hay shattered his neck, leaving him a quadriplegic. But Chad's dreams were not paralyzed that day — he became an example of what is possible.

President's Installation Luncheon & 2022 Program Presentation Saturday, March 6, 2021 • 12:00-2:00 P.M.

Women's Mastermind • Saturday, March 6, 2021 • 2:00-3:00 P.M.

Saturday Salsa Fiesta • Saturday, March 6, 2021 • 6:00-10:00 P.M.

Join us for our salsa fiesta celebration. Entertainment by a Mariachi band, salsa dancing and more! Experience your final chance to relax with friends before we all take off for home the next day!

Date Received _____ Member # _____ Check # _____ Amount \$ _____

**Please print, only one person per registration form...you may copy this form.
Deadline: February 11, 2021 — Limited Attendance.**

Name: Dr. Mr. Ms. Mrs. _____ Badge Name: _____

Address _____

City/State/Zip _____

Phone (_____) _____ E-Mail _____ AGD# (if applicable) _____

Cell Phone (_____) _____

**In an effort to get to know each other better, please provide a word or two for your badge as a conversation starter:
"Ask me about _____."**

For guest dentists: Is this your first AADP meeting? Yes No How did you hear about AADP? _____

Three-day meeting (All Sessions, Wednesday evening through Saturday, March 3 through March 6, 2021): INCLUDES Wednesday Evening Reception/Buffer Dinner, Saturday Installation/President Induction Luncheon and Saturday Night Dinner/Dance

FULL PROGRAM

	Fee Per Person	Cost
<input type="checkbox"/> (1) Active Member of AADP — Included in dues.....NC		\$NC
<i>Would you like to pay your dues now?</i> <input type="checkbox"/> Yes <input type="checkbox"/> No <i>(Senior Active \$725 or Life Dues \$295)</i>	\$1,395	\$ _____
<input type="checkbox"/> (2) Senior Active Member Meeting Fee.....	\$570	\$ _____
<input type="checkbox"/> (3) Life Member Meeting Fee	\$695	\$ _____
<input type="checkbox"/> (4) Spouse of AADP Member Fee	\$795	\$ _____
<input type="checkbox"/> (5) Team of AADP Member Fee	\$795	\$ _____
<input type="checkbox"/> (6) Guest Dentist/Guest Consultant Fee	\$1,795	\$ _____
<input type="checkbox"/> (7) Spouse of Guest Dentist/Guest Consultant Fee.....	\$895	\$ _____
<input type="checkbox"/> (8) Team of Guest Dentist/Guest Consultant Fee.....	\$895	\$ _____
<input type="checkbox"/> (9) Dental Student/Resident Fee	\$695	\$ _____

OPTIONAL

- (10) Generations Panel Luncheon, Thursday, March 4, 2021, 12:00 p.m. to 1:30 p.m.....\$75/person \$ _____
- (11) Spouse's Luncheon, Thursday, March 4, 2021, 12:00 p.m. to 1:30 p.m\$75/person \$ _____
- (12) Expert Panel Luncheon, Friday, March 5, 2021, 12:00 p.m. to 1:30 p.m\$75/person \$ _____
- (13) Golf Tournament at the Hill Country Golf Club, Friday, March 5, 2021, 2:00 p.m. to 5:00 p.m.,
Shotgun Start at 2:45 p.m.....# of Players _____ @ \$150/person \$ _____
Playing with (golfer's names) _____
- (14) President's Installation Luncheon & 2022 Program Preview, Saturday, March 6, 2021, 12:00 p.m. to 2:00 p.m.
_____ Will attend _____ Will not attend *(included with full registration)*
- (15) Saturday Salsa Fiesta, Saturday, March 6, 2021, 6:00 p.m. *(included with full registration)*

TOTAL DUE..... \$ _____

METHOD OF PAYMENT: Check enclosed (made out to AADP) Credit Card:

MasterCard VISA Amex Card # _____ Sec. Code _____

Expiration Date ____/____/____ Signature _____

Name on card: _____

Late fee or Cancellation fee charge after February 11, 2021 is \$150 per person + Hotel Cancellation Fee \$150/room.

TO REGISTER ONLINE: Go to www.AADPA.org and click on the Meetings and Education tab at the top of the web page. Select the 2021 Meeting. Then click on the Online Registration button to get started.

Or, remove this 2-page registration form, make necessary copies, complete form(s),

FAX registrations to 847-934-4410 or enclose your check before February 11, 2021 and mail to:

AADP c/o KATHLEEN UEBEL, EXECUTIVE DIRECTOR • 1063 WHIPPOORWILL LANE • PALATINE, ILLINOIS 60067-7064

MAKE RESERVATIONS AT THE HYATT REGENCY HILL COUNTRY RESORT AND SPA,

[HTTPS://WWW.HYATT.COM/EN-US/GROUP-BOOKING/SANHC/G-AADP](https://www.hyatt.com/en-us/group-booking/sanhc/g-aadp),

OR CALL 1-800-233-1234. AND BE SURE TO TELL THEM YOU ARE WITH AADP.

For questions on fees or categories, please call 847-934-4404.

Please check the session you would like to attend.

Transferable whenever space allows.



WEDNESDAY, MARCH 3, 2021 — 4:00-5:00 P.M.

(16) _____ **Members Only Business Meeting:** *Mandatory meeting for all members of AADP*

WEDNESDAY, MARCH 3, 2021 — WELCOME AND KEYNOTE, 5:00-6:00 P.M.

(17) _____ **Mr. Nathan Cook:** *Power Connection*

WEDNESDAY, MARCH 3, 2021 — COCKTAILS, LIGHT DINNER & ENTERTAINMENT, 6:00-8:00 P.M.

(18) _____

THURSDAY, MARCH 4, 2021 — EARLY MORNING KEYNOTE, 8:00-9:30 A.M.

(19) _____ **Ms. Anna Liotta, MA, CSP:** *Leading and Mentoring a Diverse Generational Team to Deliver Wow Service*

THURSDAY, MARCH 4, 2021 — MID MORNING KEYNOTE, 10:00-11:30 A.M.

(20) _____ **Mr. Jason Young:** *Lead Smart: High Performance Leadership*

THURSDAY, MARCH 4, 2021 — GENERATIONS PANEL LUNCHEON, 12:00-1:30 P.M. (Indicate on Registration front page as well)

(21) _____ **Moderated by Dr. Ryan Love:** *Solutions for All Generations (\$75 per person)*

The Generations Panel: Dr. Ryan Coulon, Dr. Sean Owens, Dr. Karey Matthews, Dr. Kris Aadland

THURSDAY, MARCH 4, 2021 — SPOUSE'S LUNCHEON, 12:00-1:30 P.M. (Indicate on Registration front page as well)

(22) _____ *Tex-Mex cooking class, salsa making and best margaritas (\$75 per person)*

THURSDAY, MARCH 4, 2021 — AFTERNOON BREAKOUTS, 2:00-4:00 P.M.

(23) _____ **Ms. Anna Liotta, MA, CSP:** *How to Facilitate Inter-generational Team Collaboration and Creative Solutions*

(24) _____ **Mr. Jason Young:** *Servicetopia: The Ultimate Customer Service Experience*

THURSDAY, MARCH 4, 2021 — EXHIBITORS & COCKTAILS (CASH BAR), 4:00-4:30 P.M.

(25) _____

THURSDAY, MARCH 4, 2021 — LIVE AUCTION, 4:30-6:00 P.M.

(26) _____

FRIDAY, MARCH 5, 2021 — EARLY MORNING KEYNOTE, 8:00-9:30 A.M.

(27) _____ **Dr. Susan Maples:** *Rock-it: Launching Your Private Practice into Crazy-Cool Significance and Incredible Prosperity*

FRIDAY, MARCH 5, 2021 — MORNING BREAKOUTS, 10:00-11:30 A.M.

(28) _____ **Ms. Andrea Greer:** *Putting Your Best Space Forward!*

(29) _____ **Dr. Susan Maples:** *Total Health Dentistry in Action*

FRIDAY, MARCH 5, 2021 — EXPERT PANEL LUNCHEON, 12:00-1:30 P.M. (Indicate on Registration front page as well)

(30) _____ **Moderated by Ms. Debra Englehardt Nash:** *The Experts Panel*

The Expert Panel: Ms. Penny Reed, Ms. Andrea Greer, Mr. Dana Watson, Dr. Allan Schiff

SATURDAY, MARCH 6, 2021 — MORNING BREAKOUTS, 8:00-9:30 A.M.

(31) _____ **Dr. David Seaman, DC, MS:** *Deflame Your Diet, Body and Mind*

(32) _____ **Mr. Rusty Curtis:** *The State of Dental Marketing*

SATURDAY, MARCH 6, 2021 — CLOSING KEYNOTE, 10:00-11:30 A.M.

(33) _____ **Mr. Chad Hymas:** *Success and the Bird Next Door*

SATURDAY, MARCH 6, 2021 — PRESIDENT'S INSTALLATION LUNCHEON & 2022 PROGRAM PRESENTATION, 12:00-2:00 P.M. (Indicate on Registration front page as well)

(34) _____

SATURDAY, MARCH 6, 2021 — WOMEN'S MASTERMIND, 2:00-3:00 P.M.

(35) _____

SATURDAY, MARCH 6, 2021 — SATURDAY SALSA FIESTA, 6:00-10:00 PM (Indicate on Registration front page as well)

(36) _____