



P. HOPPER

2008 Seattle Study Club Symposium

## Team Atlanta vs. Team Northwest: The Race to Perfection

is the theme of the Seattle Study Club's 15th Annual Symposium. The idea of a "contest" between two groups of high-profile clinicians—Drs. Goldstein, Garber, H. Salama, M. Salama and their master ceramists Adar and Coachman vs. Drs. Spear, Kokich, West and Osterberg—is one that I have contemplated for several years. What better way to compare and contrast the regional differences and the similarities in treatment philosophies, case planning/sequencing of treatment and the actual clinical approach that these extremely accomplished practitioners apply to their most complex and challenging cases? If this were a TV show, as a patient emerges out of a fog machine's mist with multiple missing teeth, a ridge deficiency, and the request that implants be placed side-by-side in the aesthetic zone, we would watch each team's trials and tribulations and then be asked to decide who is the "Iron Chef" of dentistry.

But in the real world, it's not about who delivers a higher level of care: everybody knows that both the gentlemen from Atlanta and the pride of the Pacific Northwest routinely deliver aesthetic results that rival the work of the finest clinicians in the world. Instead, the contest in my mind is how each of these groups of clinicians achieves the level of teamwork, communication and delivery of service that they do, within the context of their working environments. The Team Atlanta clinicians work together in the same office, while miles of pavement separate the clinicians that compose Team Northwest. Each group faces its own unique challenges to communication, patient management, treatment planning and delivery of care, and each has developed a system to overcome those challenges. What can we learn from these titans of teamwork that can be applied inside our offices and our study clubs as we engage in "everyday" interdisciplinary treatment planning and multidisciplinary delivery of care? That is the question that underlies our 2008 Symposium program—a program that is filled with opportunities to learn with and from our colleagues, all sharing the same desire to improve the level of dentistry that is practiced in our communities.

— See you in Maui!  
Michael Cohen DDS MSD



Grand Wailea, Maui, Hawaii

### THE ESSENCE OF AESTHETICS: THE QUESTION IS NOT “WHERE IS THE BONE?” BUT “WHERE DO YOU WANT IT TO BE?”

Dental aesthetics is dependent on specifically defined relationships between the lips, the teeth, and the soft tissue restorative framework. This critical framework, in turn, requires the “osseous scaffold” for its long-term predictable support. Determining the precise “location” of this bone-teeth-lips interface—as well as the location of the skeletal maxillary-mandibular relationship as it pertains to the patient’s overall facial proportions—is crucial to aesthetic success, because the bone is a prognostic indicator of future soft tissue levels and facial contours. Fortunately, we now have the ability to relocate these vital osseous levels to positions that will best support an aesthetic restoration, as well as overall facial form. The importance of this manipulation of osseous support through orthodontics, periodontal bone grafting and orthognathic surgery will be illustrated in this multi-faceted approach to oral facial reconstruction.

This presentation will provide the latest advances and developments related to interdisciplinary aesthetic therapy. Comprehensive team-oriented treatment planning and sequencing of therapy will be emphasized, particularly with respect to interdisciplinary preparation of the complex restorative patient.

#### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the approach and sequence of team therapy in the complex restorative/aesthetic patient.
2. Recognize the current controversies in implant and aesthetic dentistry and understand the published literature that addresses these controversies.
3. Understand the oral/maxillofacial surgeon’s role in team therapy for cases requiring skeletal changes and implant placement.
4. Comprehend concepts of conservative vs. invasive therapies and concepts of treatment timing.
5. Understand the forces acting on contemporary dental restorations and recognize the specific clinical problems that these forces can cause.
6. Implement practical methods to assure consistent and affordable implant and conventional aesthetics.

**Ronald E. Goldstein DDS**

**David A. Garber DMD**

**Henry Salama DMD**

**Maurice A. Salama DMD**

**Pinhas Adar MDT CDT**

**Christian Coachman DMD CDT**



## Team Northwest

### CONTROVERSIES IN INTERDISCIPLINARY DENTISTRY: IS YOUR TEAM MAKING THE RIGHT DECISIONS?

Dental materials and techniques have improved significantly in recent years and this has led to the development of increasingly sophisticated treatment protocols. The complexity of treatment planning has been exacerbated by the introduction of dental implants as a substitute for single teeth or as abutments for replacing multiple missing teeth. Today, it is difficult for one clinician to successfully treat complex orthodontic, periodontal, endodontic, and restorative problems without a coordinated team approach. However, identification of the correct solution for these multidisciplinary dental problems may be somewhat controversial and may lead to disagreement between the members of the team. Drs. Spear, Kokich, West and Osterberg have worked together for many years and have considerable experience and information regarding the treatment of interdisciplinary patients.

This presentation will use many examples to illustrate and discuss the management of controversial areas in interdisciplinary dentistry and describe how they affect the treatment of our multidisciplinary patients.

#### Educational Objectives

Following this presentation, attendees should be able to:

1. Identify controversial areas of interdisciplinary treatment.
2. Make appropriate decisions regarding multidisciplinary issues.
3. Understand the importance of team interaction.
4. Recognize the steps that can be taken to improve team communication and thereby enhance treatment results.

**Frank Spear DDS MSD**  
**Vincent G. Kokich DDS MSD**  
**John West DDS MSD**  
**Stig K. Osterberg DDS MSD**

## TEAM ATLANTA PRESENTATION

■ See page 2

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## WHO'S TAKING CARE OF YOU?

**Keynote** ■ **Pete Egoscue**

While you are busy taking care of everyone in your office and your patients, who is taking care of you? Would you consider yourself healthy—totally healthy—or has practicing dentistry produced chronic pain in some area of your body? Pete Egoscue will take you on a journey into the world of chronic pain and show how peak results are achieved by making simple changes in how you view your world and how you physically respond to it.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand how beliefs, emotions and attitudes can affect their postural state, and vice versa.
  2. Assess their balance on a daily basis.
  3. Assess their posture using some simple Egoscue techniques that can be implemented immediately.
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## BRINGING OUT THE BEST IN PEOPLE

■ **Paul Homoly DDS CSP**

All sustainable practice growth originates from the personal growth of those leading the practice. The evidence is everywhere—top practices are the result of highly developed leaders. Competent leadership, combined with clinical excellence, drives practices to profitable growth—a dynamic process that Dr. Homoly calls “bringing out the best in people.” His presentation is designed to help you increase treatment acceptance, engage and create a highly functional staff and build your network of clinical colleagues into a true interdisciplinary team.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Structure the case acceptance process for complex dentistry.
2. Understand how to lead their staff members to be their best.
3. Comprehend the essential aspects of influence.

## SPEAKERS SHOWCASE

At the 2007 Symposium we held our first ever “Speakers Showcase.” It was extremely successful and a great new addition to the Symposium. Our goal was to introduce some new speakers whose presentations were valuable, but whose honoraria were more affordable. Because of the great response, we have decided to incorporate it into the program so everyone has the opportunity to see some new speakers. The showcase will feature 20-minute presentations, both clinical and non-clinical, to give attendees the ability to judge not only the content of these presentations but the art of the speakers’ delivery as well. (There is no continuing education credit for these abbreviated presentations.)

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## IMPROVING CASE ACCEPTANCE – IMPOSSIBLE WITHOUT A GREAT STAFF ONBOARD

■ **Peter Fay DDS**

Since its creation many years ago the Seattle Study Club’s primary emphasis has been to help restorative dentists diagnose, treatment plan, gain case acceptance, and deliver comprehensive dentistry to their patients. Our Seattle Study Clubs are great resources for teaching and demonstrating the clinical skills necessary to fulfill this purpose. Unfortunately, learning this information is the easy part. Taking that information home and actually implementing what has been learned into the practice is the hard part. This presentation is specifically designed to help staff members understand the critical role they play in helping the dentist actually incorporate these new skills into practice for the benefit of the patients, the dentist, and (believe it or not) the staff members as well.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the staff’s critical role in helping to move your practice toward delivering more comprehensive restorative dentistry to your patients.
2. Understand why moving your practice toward delivering more comprehensive dentistry creates a benefit to all involved—the patient, the practice, the dentist, and the staff.
3. Understand that once you are able to consistently deliver comprehensive restorative dentistry to your patients you will be in a position to reduce or even eliminate insurance industry involvement in your practice.

## SETTING YOURSELF UP FOR FINANCIAL FREEDOM: THE FIRST 10 YEARS OF PRACTICE

### ■ S. Bradley Clapp CPA (Cain Watters 1)

The importance of “starting sooner rather than later” with financial planning is well known, but not everyone is aware that financial decisions made during the first 10 years of practice will have an impact that is compounded over the course of your financial lifecycle. The focus of this presentation is on the decisions that every dental family will make and how each will affect their overall financial goals. Brad will spend 90 minutes explaining what decisions you will face in the first decade of your practice and precisely how to handle them so that you become truly free in your financial endeavors. These decisions include debt management, wealth accumulation, goal setting, business planning and proper asset allocation.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Identify specific tax advantages within their business and personal life.
2. Recognize an appropriate investment allocation for their situation.
3. Understand the consequences of mishandling debt.
4. Comprehend the mathematical importance of starting their financial plan as soon as possible.

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## INCREASED COMPLEXITY AND INCREASED OPPORTUNITY: THE SECOND DECADE OF PRACTICE AND BEYOND

### ■ Darrell Cain CPA (Cain Watters 2)

Depending on where you find yourself in the financial lifecycle, you are faced with different challenges and opportunities. Identifying these opportunities and challenges is paramount in reaching a level of financial security. Couples that have been in practice 10-25 years are typically in the most complex part of their career. They are in their peak earning years, are paying more in tax than they ever have, have more assets and liabilities than ever, have children and family with increased needs, and are possibly facing the transition of their business. These individuals also have more financial opportunities and less time until they retire. The focus of this lecture will be on the various tax, investment, practice, and economic situations that a dental couple in this stage of life will face.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Quantify their current retirement progress based on future needs.
2. Recognize an appropriate investment allocation for their situation.
3. Understand the various opportunities that will help them reach their goals faster than their current plan.
4. Determine the appropriate time to begin the practice transition process and how to successfully handle the transaction.

## CREATING AN ENJOYABLE, STRESS-FREE RETIREMENT, AND A SUCCESSFUL LEGACY: 5 TO 7 YEARS FROM RETIREMENT

### ■ Daniel Wicker CPA (Cain Watters 3)

As you approach retirement, you not only need to transition your business but also your lifestyle, mindset, and assets. You will face an entirely new decision-making process and a phenomenon encountered by no previous generation. Couples within seven years of retirement will be the first generation to ever attempt living off of their wealth for the same length of time it took to accumulate it. For the past 20-30 years you have focused on building a family, a practice, and hopefully a nest egg. Now your decisions and mindset need to change to that of preservation and perpetuation. Dan will explain, in detail, the decisions you will face and some key actions that you must take to ensure success. These decisions include transition planning, wealth preservation, and family and estate planning.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Recognize how to increase their retirement assets with a successful transition.
2. Determine what an appropriate investment allocation is for somebody in their situation.
3. Understand the consequences of mishandling estate planning and what solutions are available.
4. Set new goals to increase the enjoyment of their last few years working, and the remaining years of their lives.

## I CAN DO THAT!

### ■ Suzie Humphreys

Using laughter, poignant stories and jump-start inspiration, Suzie confirms that fear doesn't have to stop us from living life to its fullest. We all say we will do something "one day." Then "one day" comes and goes and we are left regretting that it was not life that passed us by but rather we who passed life by with a decision not to live it! This presentation is about saying YES instead of NO; about telling oneself I CAN instead of I CAN'T. It is ideal for individuals who want to stop letting fear be the motivating force in their lives and start doing the things they've always wanted to do.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Comprehend the power of YES.
2. Recognize that laughing during times of chaos is more effective than going into crisis-mode.
3. Remove stress from their lives by learning how to "roll with the punches."

## HEALTHY LIVING

### ■ Pete Egoscue

From the amount of water you consume daily to why you are so lethargic in the morning upon waking, Pete Egoscue will explain why your postural constitution is the generator for your overall health status. The importance of joint position, muscular tension, and your mood will be discussed in detail, together with their relationship to your general health. This interactive lecture will provide you with some simple techniques to improve your and your family's daily lives. In Pete Egoscue's experience, posture is where it all begins and he will show you how to make immediate improvements.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand how the postural load joints line up and how any deviation from the natural postural blueprint will only lead to greater compensations down the road.
2. Recognize that simply by "changing your mind" you can feel an immediate improvement in breathing, muscle tension, and outlook.

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## EGOSCUE WORKSHOP: TOTAL BODY WELLNESS

### ■ Brian Bradley

Breathing with your diaphragm, less upper shoulder and neck tension, and finally getting your legs back under you as your locomotor will be just a few of the results from these simple, but intense posture-cise classes. For over 30 years, Egoscue has been helping people with chronic pain and now you can partake in this wellness revolution called "The Patch." Each class has a specific purpose and the cumulative effect over the course of the Symposium will be remarkable. This will be worth the effort.





## BEYOND SUCCESS: BUILDING A LIFE OF MEANING AND PURPOSE

**Keynote** ■ **Dr. Nido Qubein**

In this powerful and inspiring presentation on focus, balance and meaning—both in business and in life—Nido Qubein will discuss the major differences between creativity (how can we do this differently) and innovation (how can we do this better). In a humorous yet persuasive manner, he will distinguish among tasks, goals and purpose. His central message is that the 21st century will reward extraordinary people whose competence and commitment directly affects their beliefs, behaviors and results.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the difference between creativity and innovation and the role of each in creating breakthrough success.
2. Recognize the steps they can take to effectively position themselves in today's market.
3. Improve their communication skills and break through the clutter.

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## TEAM NORTHWEST PRESENTATION

■ **See page 3**

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## THE HORIZON OF CHANGE: ADAPTING TO A CHANGING ENVIRONMENT AND REACHING YOUR GOALS

**Optional** ■ **Darrell Cain CPA**

On Monday, financial advisors from Cain Watters will give three presentations to those participating in the spouse program. These lectures will cater to people in different stages of their financial lifecycle (see descriptions on page 5). In this optional presentation, Darrell will incorporate the information from the prior lectures and demonstrate that with planning and foresight, everybody can live a more enjoyable life. This is a process of identifying your place in the financial lifecycle, seeing the opportunities available, and implementing the most efficient and advantageous planning techniques. Every attendee will take away specific recommendations that can be implemented immediately.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Identify their current financial progress and summarize retirement needs.
2. Recognize various tax and investment opportunities that can be used to their advantage.
3. Accept that everybody must adapt to the changing economic and demographic state.
4. Understand the importance of proper estate and investment planning.

## THE SINGLE DISCOLORED ANTERIOR TOOTH: AESTHETIC SOLUTIONS FOR A GROWING PROBLEM

■ **John West DDS MSD**

The single discolored tooth in the aesthetic zone presents one of the most challenging clinical dilemmas that dentists and patients face today, and it also represents a major distraction to a beautiful smile. As restorative dentists, we actually have four distinct aesthetic correction treatments. How do we decide which treatment is the most predictable, safest, and least invasive? How does making and understanding the correct diagnosis affect our decision-making process? This presentation will show you what to do when.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Comprehend the technique and guidelines for the "Safe Bleach."
2. Choose the proper sequence between the four treatment options.
3. Incorporate modern endodontic techniques to produce the best results.

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## SOFT TISSUE MANAGEMENT OF ALVEOLAR RIDGE DEFECTS WITH IMMEDIATE IMPLANT PLACEMENT IN THE AESTHETIC ZONE

■ **Stig K. Osterberg DDS MSD**

The management of the soft tissue around implants in the maxillary anterior region is key to an acceptable final aesthetic result. It is essential to understand the dynamics of both soft and hard tissue healing after extraction and immediate implant replacement. Maintenance and enhancement of the soft tissue framework will be explored using innovative surgical techniques to achieve a predictable surgical result, without extending the healing time and surgical exposure for the patient.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the healing of the alveolar bone around an implant placed in an extraction socket: with or without grafting material; with various gap sizes; and with presence and absence of a buccal plate.
2. Understand how to manage these various clinical challenges surgically with a predictable outcome.
3. Understand how to manage interproximal soft tissue recession on adjacent teeth in conjunction with implant placement.

## RECONSTRUCTION OF RIDGE DEFORMITIES IN FIXED PARTIAL IMPLANT RESTORATIONS: DESIGN AND THERAPEUTIC CONSIDERATIONS

■ **Henry Salama DMD**

■ **Christian Coachman DMD CDT**

Aesthetically replacing missing teeth in areas of significant anterior ridge deformities has been a vexing challenge facing clinicians for decades. Heightened aesthetic expectations and the addition of implant therapy have only increased the challenge. It is, therefore, necessary for clinicians to fully understand all the available options as well as where, when, and how to best utilize them.

This presentation will outline the existing options to surgically or orthodontically enhance the dimensions of deficient anterior ridges. Emphasis will be placed on the analysis, design and benefits of the supplementary option of 3-dimensional prosthetic reconstruction of deficient ridges and its ability to enhance the aesthetic result both in final tooth form as well as lip and facial support. A detailed decision-making protocol will be suggested to help guide clinicians toward creating the most successful outcome for their patients.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand how to evaluate the atrophic edentulous ridge in 3-D.
2. Recognize the importance of using CT Scan software to evaluate and plan for prosthetic gingiva.
3. Perform an aesthetic evaluation and understand the importance of a diagnostic lab wax-up of the future teeth and gingiva.

## UPDATE 2008: MANDIBULAR BLOCK AUTOGRAFTS

■ **Michael A. Pikos DDS**

This evidence-based presentation will draw from Dr. Pikos' 17 year clinical experience with mandibular block autografts and will feature the most current techniques utilized for predictable surgical and prosthetic success. This includes, but is not limited to: flap design and release techniques, soft tissue manipulation, minimally invasive implant placement, and immediate provisionalization of block grafted sites. Multiple clinical cases will be presented.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Compare and evaluate the surgical protocol and the indications for autogenous block grafts harvested from the symphysis and ramus buccal shelf.
2. Avoid/evaluate complications associated with autogenous block grafts and deal with them accordingly.
3. Determine what is evidence-based and what is opinion as it relates to state-of-the-art autogenous block grafting.

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## THE POWER OF YOUR PROFESSIONAL IMAGE

■ **Janice Hurley-Trailor**

This program will show you the impact your image has on your professional success—how in the “blink of an eye” others decide how approachable you are, and also, how competent. During this presentation you will discover what you are currently projecting and what tools you have right now to project the very best you.

You will see life altering examples of other professionals who have made the best of their assets and potential—and in the process, learn how to apply these same proven principles to your own life. Bring your questions and your sense of humor and you will leave with your own Ten-Step Image Evaluation and enough new information to take your career anywhere you want it to go (no matter what the industry).

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the impact of appearance and energy on career success.
2. Feel more confident and comfortable with the available professional image tools so they can “focus on the best and forget the rest.”
3. Recognize the five tricks that every top-paid professional knew to make it to the next level.

## TOOTH PREPARATION: ESSENTIAL ELEMENTS IN RESTORATIVE DENTISTRY

■ **David A. Garber DMD**

Tooth preparation—be it for full or partial coverage restorations—represents the very basis of restorative dentistry today. The ever-increasing public demand for aesthetic restorations to enhance appearance and improve quality of life has made this primal step in all restorative dentistry increasingly critical. Fortunately, the evolution in ceramics and dental adhesives has combined synergistically to deliver more conservative restorations that are indiscernible from natural teeth. This session will focus on accelerated but conservative approaches to full and partial coverage preparations using innovative instrumentation.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Develop a predictable accelerated approach to tooth preparation.
2. Develop a biologic rationale for tooth preparation.
3. Integrate material/biologic requirements for partial and full coverage.

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## ANTERIOR DEFECT WITH NORMAL RESORPTION: FPD VS. IMPLANTS

■ **Frank Spear DDS MSD**

The decision whether to use a bridge or implants to replace missing anterior teeth involves the evaluation of several critical areas. The structural and periodontal health of the potential abutment teeth, the osseous and soft tissue condition at the site of the missing teeth, as well as the possible outcomes of any grafting procedures, are just some of the issues that must be determined. This presentation will provide a step-by-step process of evaluation to aid in the decision whether to use implants or a bridge for the final restoration.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Recognize what to evaluate when replacing missing anterior teeth.
2. Understand how to predict possible treatment outcomes.
3. Assess the risks that exist in each treatment option.

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## TEAM TREATMENT PLANNING

Team Atlanta and Team Northwest will treatment plan the same challenging case (submitted by Dr. George Duello and members of Gateway Study Club in St. Louis). Dr. Duello will present the initial documentation and moderate.

### Educational Objectives

Following this presentation, attendees should be able to:

1. See challenging cases in their own practices in a “new light.”
2. Improve their treatment planning skills by incorporating the clinical approaches and concepts used by the teams.

## TREATMENT PLANNING AND PROBLEM SOLVING WORKSHOP

Optional ■ **Stig K. Osterberg DDS MSD**

During this stimulating and informative session, Dr. Stig Osterberg will present a number of everyday treatment planning dilemmas that trouble surgeons and restorative dentists alike. Participants will have the opportunity to analyze the issues and create a treatment plan to solve the problems in these cases before Dr. Osterberg presents the actual treatment rendered. This is not a lecture, but rather a highly interactive workshop that is fueled by audience participation. Come prepared to think outside the box—or perhaps to throw away the box entirely—because these tough cases will challenge both sides of your brain! After each case has been thoroughly discussed, Dr. Osterberg will offer his own solutions to the treatment planning dilemmas—solutions you can use right away in treatment planning your own cases.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Address treatment planning dilemmas with greater ease and expertise.
2. Understand the unique surgical techniques that can be used to solve significant soft tissue problems in the aesthetic zone.
3. Recognize the vast array of treatment options available for difficult anterior aesthetic dilemmas.

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## REDEFINING DENTISTRY'S ROLE WITHIN THE HEALING ARTS: APPLYING WHAT WE KNOW ABOUT PERIODONTAL-SYSTEMIC LINKS

■ **Casey Hein MBA**

Scientific evidence continues to mount suggesting a relationship between periodontal disease and increased risk for heart disease, stroke, adverse pregnancy outcomes, bacterial pneumonia, complications of diabetes, rheumatoid arthritis, and Alzheimer's. This presentation provides a simplified overview of the research related to periodontal-systemic links, explores consumer-patient readiness to hear this information, discusses recent recommendations for guidelines which would allow medical and dental providers to cross refer at-risk patients, and addresses trends within the insurance industry and malpractice litigation related to this evolving body of science.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the research that suggests a link between periodontal disease and serious diseases and conditions.
2. Cite recent recommendations for guidelines which would allow medical and dental providers to cross refer at-risk patients.
3. See the trends within the insurance industry and malpractice litigation related to emerging research to support periodontal-systemic relationships.

## IT'S NOT WHAT YOU SAY...OR IS IT? EFFECTIVE COMMUNICATION AND ENROLLMENT SKILLS FOR THE DENTAL TEAM

■ **Karen Davis RDH**

The familiar saying “it’s not what you say, it’s what you do” is partially true; however, this presentation examines the reality of both words and actions in maintaining meaningful dialog. The dental office provides a unique challenge for effective communication both for the dental team and the dental consumer. Understanding your communication style, learning how to deliver your message with confidence, clarity and brevity; and being able to become an engaged listener are all important components of being an effective communicator.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Overcome common barriers to effective communication.
2. Customize their message to fit individual personality profiles.
3. Use body language to their advantage.
4. Create value and desire to enroll patients into elective dental procedures.
5. Respond effectively to even the most challenging objections.

## INCREASING YOUR PERSONAL AND PROFESSIONAL POWER

■ **Jerry V. Teplitz JD PhD**

Have you ever had a negative day at home or at work? How did you feel at the end of it? Tired, drained, exhausted? Now, have you ever had a positive day at home or at work? How did you feel at the end of it? Energized! What if you could create every day to be a great day for yourself? Well-known author and top-rated speaker Dr. Jerry V. Teplitz will show you how to make every day that way through actual tools and techniques that will increase your energy levels, resulting in more productivity and creativity. These immediately effective and easy methods can be applied to all aspects of your personal and professional life.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand environmental stress and how it can be reduced or eliminated.
2. Take a negative situation and change it to a positive situation.
3. Use relaxation and/or energizing techniques when needed.
4. Use personal power techniques to increase overall effectiveness.

## POWERFUL COMMUNICATION SKILLS THAT WILL CHANGE YOUR LIFE: WHO KNEW MAXIMIZING CASE ACCEPTANCE CAN ALSO DO WONDERS FOR YOUR MARRIAGE?

Optional All Day Program ■ **Andrew Kimball**

There is a reason why the top 1% of high-end dental aesthetic practices are so successful: they do things differently than the other 99%. Over the past 10 years, Nobel Biocare has been exploring what differentiates these practices from the rest. For the first time, this research is being made available to members of the Seattle Study Club. Andrew Kimball, CEO of Qube Learning, a globally recognized leader in high-performance communication skills for corporate executives and dental professionals, will take you on a journey to explore what differentiates the best from the rest. This inventive, interactive session will include role playing, brainstorming and application skills that enhance understanding and assimilation of the materials being discussed. Focus groups and observations have been conducted with successful general dentists, surgeons, and their staffs worldwide, leading to the finding that dental professionals who developed the knowledge, skills, attitudes, beliefs and strategies practiced in this program typically achieved substantially improved business results.

Not surprisingly, the communication practices and strategies of the top 1% are similar to those practiced by the most successful Global 1000 CEOs. What was surprising was the fact that these same high-performance communication skills can have an extraordinary impact on relationships with family, friends and colleagues.

### Educational Objectives

Following this presentation, doctors should be able to:

1. Utilize methods to enhance doctor/staff/patient communications.
2. Develop strategies to increase annual dental practice production.
3. Increase acceptance of non-insurance covered ideal treatment plans.
4. Implement ways to substantially increase practice valuation.
5. Create methods to promote patient referrals.
6. Enhance patient confidence and trust.

Following this presentation, spouses should be able to:

1. Enhance personal work satisfaction rates.
2. Manage and reduce work-related stress levels.
3. Improve work-family conflict resolution.
4. Reduce marital stress.

This highly interactive, practice-intensive workshop will not only change your practice, it will change your life. As a Symposium registrant, you have the opportunity to participate in this optional session for only \$125 per person, or \$225 per couple. (When this program is introduced by Nobel Biocare to the rest of the profession this fall it will be offered at \$350 per person.) Because of limited availability, registrations for this session must be received no later than October 31.

## A WHOLE NEW MIND

**Keynote** ■ **Daniel H. Pink**

Doctors. Lawyers. Engineers. That's what our parents told us to be when we grew up. But were Mom and Dad right? Actually, the future belongs to a different kind of person with a different kind of mind—people like artists, inventors, storytellers, caregivers. These right-brained people are the next business elite. In this entertaining and provocative presentation, best-selling author Daniel Pink surveys evidence from around the world to reveal how the forces of Abundance, Asia, and Automation are nudging us into an era defined not by traditional “knowledge workers,” but by creators and empathizers. He explains what this transformation means—and he offers hands-on tools and tips for how you can navigate this new terrain.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand why “high tech” abilities are giving way to “high concept” and “high touch” talents.
2. Grasp the six essential aptitudes necessary for thriving in this emerging world.
3. Know why the widespread search for meaning is perhaps the greatest recruiting challenge—and the largest business opportunity—of our times.

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## AESTHETIC IMPLANT THERAPY: A BLUEPRINT FOR SURGICAL AND RESTORATIVE SUCCESS

■ **Sonia S. Leziy DDS Dipl Perio FRCD(C)**

■ **Brahm A. Miller DDS Dipl Pros FRCD(C)**

Conventional concepts in aesthetic restorative treatment generally focus on establishing ideal tooth form and color. Equally important is the interplay with the surrounding gingival framework. An understanding of how to control and enhance tissue architecture in conjunction with implant treatment is a vital element to a highly successful aesthetic result. This lecture will guide the clinician from planning through the surgical and restorative/lab phases of treatment, with the goal of perfecting the aesthetic outcome of treatment.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Recognize how surgical techniques and materials impact aesthetic success.
2. Understand why provisionalization is today's final surgical step.
3. Use recommended methods to more accurately transfer information to the laboratory.
4. Comprehend techniques to optimize gingival tissue color and health around ceramic abutments and restorations.
5. Better manage the aesthetic challenges associated with inter-implant papilla.

## THE ORTHODONTIC ROLE IN RESTORATIVE AND REGENERATIVE DENTISTRY

■ **David A. Garber DMD**

■ **Maurice A. Salama DMD**

The ideal goal of restorative therapy should be the creation of a restoration that reconstructs the form, function, and aesthetics of natural teeth. Achieving this goal in the aesthetic zone can be especially challenging when the restorative site is not in harmony with the adjacent dentition. Such deficiencies in the potential restorative site often require that adjunctive orthodontic and periodontal therapy be included as an integral component in a multidisciplinary treatment protocol, which aims at 3-dimensional reconstruction.

Often, orthodontic tooth movement can be synergistically combined with periodontal plastic surgical techniques and guided bone regeneration to effectively establish the optimal outline for functional and aesthetic restorations. This presentation will highlight the benefits of such an interdisciplinary approach with an emphasis on the role of orthodontics in the non-surgical enhancement of soft and hard tissue dimensions, as well as periodontal plastodontics. Simple take-home techniques that can be used in a dental practice on Monday morning will be carefully reviewed. Team-oriented treatment planning and sequencing of therapy will similarly be emphasized.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand orthodontic extrusion and intrusion.
2. Understand periodontal augmentation and subtraction techniques.
3. Understand concepts of pontic site enhancement.
4. Understand the interplay between hard and soft tissue ridge augmentation and the benefits of both.
5. Recognize how implants may be used as anchorage units in adult orthodontics.
6. Recognize how orthodontics may be used for implant site development.
7. Understand the concept of orthodontic “neogenesis.”

## MANAGING RESTORATIVE TREATMENT FOR THE POST-ORTHODONTIC PATIENT WITH SIGNIFICANT ROOT RESORPTION

■ **Vincent G. Kokich DDS MSD**

Occasionally, the restorative dentist is challenged with providing restorative treatment for the post-orthodontic patient who has had moderate to severe root resorption. What is the prognosis for teeth that have had significant root resorption? Will the resorptive process continue? Can these teeth be safely restored? Do they require root canal therapy? Do they need to be splinted to adjacent teeth? Should they be replaced with implants? What if the patient requires further orthodontic therapy? Will the resorption continue? Get worse? How does all of this affect the placement of restorations? This presentation will use several clinical examples to illustrate the answers to all of these important clinical questions.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the issues surrounding post-orthodontic root resorption.
2. Identify the impact of resorbed roots on future restorative treatment.
3. Plan future restorative treatment for their patients with resorbed roots.

## A WHOLE NEW MIND WORKSHOP

■ **Daniel H. Pink**

In this lively and interactive followup to his keynote presentation, Daniel Pink will expand on the ideas in his keynote to help you apply the concepts to your own life. Mr. Pink will explore the six essential high-concept, high-touch abilities in greater detail—and will lead you through exercises to surface and sharpen these abilities. He will also take your questions and lead a conversation about what the rise of right-brain thinking means for our careers, our kids, and the broader purposes of our lives.

## GETTING MORE DONE WITH LESS STRESS

■ **Greg Zlevor MA**

Do you ever experience stress? Does it get in the way of your performance? How about your enjoyment? In this workshop we will talk about the ways that stress affects your ability to think, act, and get things done. We will also practice some tools and techniques to reduce stress. Would you like less stress and more joy? If so, come to the workshop and we will show you how you can get more done and have more enjoyment along the way.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Realize how stress affects the mind, body, and heart.
2. Understand the heart, mind, and emotional connections.
3. Know some techniques and tools to reduce stress and increase joy.
4. Practice the techniques so they can experience a better life.

## LIFE AND LEADERSHIP: IS MORE TOO MUCH?

Keynote ■ **Greg Zlevor MA**

Do you want to attract great staff and patients? Do you want to have dynamic members in your club? And, if you get these staff, patients, and doctors, do they deserve a great leader? Of course they do.

In this keynote presentation you will learn what it takes and how you can improve your leadership and life experience. There are some simple habits you can develop that will make all the difference. Is more too much for you? Are you ready for the invitation to more? It's not too much for those around you. Come and experience more!

### Educational Objectives

Following this presentation, attendees should be able to:

1. Articulate the three proven ways to increase happiness.
2. Comprehend the four essential elements for an engaged staff.
3. Understand the key challenges for increasing effectiveness in everyday life and practice.
4. Employ a simple process for addressing a difficult event.

## INTERDISCIPLINARY MANAGEMENT OF ADJACENT MISSING MAXILLARY INCISORS

■ **Vincent G. Kokich DDS MSD**

■ **Frank Spear DDS MSD**

Today, a titanium implant has become the overwhelming choice for replacing a single missing maxillary anterior tooth. In the hands of an experienced surgeon and a highly capable restorative dentist, single implant replacement can achieve excellent aesthetic results. However, occasionally a patient will be missing adjacent maxillary incisors. This defect can be due to trauma, periodontal disease, unsuccessful endodontic therapy, or congenital anodontia. When two implants are placed adjacent to one another in the aesthetic zone, many potential problems can occur which will compromise the aesthetic appearance of the final restoration. However, many of these problems can be overcome if the correct decisions are made at the appropriate time. This presentation will use many clinical examples to describe key factors necessary to produce an excellent aesthetic result for the patient with adjacent missing maxillary incisors.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the problems with adjacent implants in the aesthetic zone.
2. Make appropriate decisions for young patients who lose anterior teeth.
3. Provide more aesthetic outcomes for adjacent missing anterior teeth.

## MANAGING PATIENT EXPECTATIONS

■ **Ronald E. Goldstein DDS**

■ **Pinhas Adar MDT CDT**

The fact that aesthetics is highly subjective makes it a complex issue for the entire dental team. To be able to recognize the potentially “difficult” patient is an important first step. Unless there is a clear understanding by the entire dental team as to the patient’s pre-conceived and expected outcome, regardless of the professional skills of the specialist and the general practitioner, there is more of a chance of failure than success. The reality is that all clinical procedures—and especially aesthetic procedures—need to be coupled with heightened communication between the clinician, the patient, and the technician. This requires an integrated communicational and attitudinal change, which is essential for success.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Recognize and treat the potentially “difficult” patient.
2. Improve communication with all patients.
3. Synchronize a patient with the entire dental team.

## OSTEOPOROSIS MEDICATIONS AND DEAD JAWBONE: IS THERE A RELATIONSHIP?

■ **Marshall Wade DDS**

Since the first cases of osteonecrosis of the jaws were reported in 2003, both clinicians and patients have heard conflicting stories regarding the seriousness of the disease and its relationship to bisphosphonate medications. With increasing numbers of baby boomers being diagnosed with osteopenia or osteoporosis, prescriptions of the oral bisphosphonate medications (Fosamax®, Actonel® and Boniva®) are reaching record levels. This presentation will examine the incidence, recognition and treatment of bisphosphonate induced osteonecrosis of the jaws and will equip the attendees with pertinent discussion points to review with their physicians.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand how bisphosphonate medications work in osteoporosis and cancer treatment.
2. Grasp the risk that a person on bisphosphonate medications could develop osteonecrosis of the jaws.
3. Recognize the blood tests that may be useful in evaluating a patient on bisphosphonate medications.
4. Understand what type of dental care is appropriate for a patient on bisphosphonate medications.

## TYPE 2 DIABETES: THE PRESENT AND THE FUTURE

■ **Ronald Brazg MD FACE**

Type 2 Diabetes is skyrocketing in all the developed nations. In this information-packed session, endocrinologist Ron Brazg will review the epidemiology of Type 2 Diabetes and the current status of the disease. He will discuss the pathophysiology of Diabetes, the currently available treatment options and he will give some insight into novel therapies being developed for the treatment of Diabetes and the Metabolic Syndrome. He will conclude his presentation with a discussion of the perioperative management of the diabetic patient as it relates to out-patient dental care.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand the epidemiology and pathophysiology of Type 2 Diabetes.
2. Review both oral medication and insulin treatment options.
3. Discuss new and future therapeutic developments in the pipeline.
4. Understand the rationale for medication or insulin adjustment in the perioperative period.

## UNLEASHING THE HEALING POWER OF EMOTIONAL INTELLIGENCE

■ **Robert L. Frazer, Jr. DDS**

Emotional health flows from emotional intelligence (E.I.) and is central to our physical, mental, spiritual and social wellbeing. This conclusion is well-supported by research on 2,800 star performers showing that 75% of a high achiever’s success comes from emotional intelligence, while only 25% comes from technical competency. During this intriguing and thought-provoking session, attendees will assess their own emotional quotient (E.Q.) and learn where and how to elevate critical E.I. competencies to enhance relationships, leadership and influence. This lively program will explore not only the importance of E.I., but also its application to all the important roles in our life including personal relationships, leadership, organization, development, marketing and even profitability.

### Educational Objectives

Following this presentation, attendees should be able to:

1. Understand how to raise E.Q.
2. Grasp the six leadership styles of leaders that get results through E.I. building exercises.
3. Understand healthy personal boundaries, true empathy and how to listen profoundly.
4. Adopt proven strategies for solutions-oriented conflict resolution.







### Pinhas Adar

Master Ceramist Pinhas Adar initially studied in Tel Aviv, Israel, and then with Mr. Willi Geller in Zurich, Switzerland. He has 30 years of experience in dental laboratory technology specializing in porcelain aesthetic restorations on natural teeth and osseointegrated implants. He is an active member of the Oral Design Group, AAED, AACD, GACD, NADL, and SCDL and is on the advisory boards of many magazines and organizations. He has contributed book chapters published by Quintessence Publishing, as well as written magazine articles and produced educational DVDs for the dental industry distributed by National Lab Network. His passion is to teach and set a new standard in dentistry.



### Brian Bradley

Brian Bradley is the Vice President of Therapy Protocol at the world renowned Egoscue Method, headquartered in San Diego, CA. He is an Athletic Trainer/Exercise Physiologist and has authored three best selling DVDs on posture and pain. With over 18 years in the rehabilitation and fitness fields, Mr. Bradley is recognized as an expert on posture, pain and performance. He is a special consultant to thousands of rehabilitation, fitness and strength/conditioning professionals, is certified by Egoscue as a Posture Alignment Specialist (PAS) and specializes in enhancing specific performance issues by focusing on the biomechanics and the mentality the athlete is taking to their sport.



### Ronald Brazg

Ronald Brazg was born in South Africa and received his medical education at the University of the Witwatersrand in Johannesburg, South Africa. He completed his Internal Medicine training at the University Hospital and in 1986, relocated to Detroit, MI where he completed research training in Diabetes at Wayne State University, and was Chief Resident in Internal Medicine at Sinai Hospital. Dr. Brazg moved to the Pacific Northwest in 1990 to complete a Fellowship in Endocrinology and Metabolism at the University of Washington in Seattle. In 1992, he entered private practice in Renton, WA where he continues to work in an active clinical and research environment. He is board certified in Internal Medicine and Endocrinology, and is a Fellow of the American College of Endocrinologists.



### Darrell Cain

Darrell Cain is President of Cain, Watters & Associates, PC a “fee only” certified public accounting firm located in Dallas, TX. Mr. Cain has designed financial plans for approximately 1400 health care professionals across the country. Cain, Watters & Associates also provides tax and accounting services, ongoing financial monitoring, practice valuations and transitions, and estate planning. Mr. Cain received his BBA and MPA from Baylor University in Waco, TX. He is a member of the Texas Society of Certified Public Accountants and is a registered investment advisor with the Securities & Exchange Commission. Additionally, Mr. Cain is a Certified Valuation Analyst.



### S. Bradley Clapp

S. Bradley Clapp is a senior planner at Cain, Watters & Associates, PC. He has designed financial plans for hundreds of health care professionals across the country that help each client take advantage of their earning power. Mr. Clapp received his degree in both Accounting and Finance from the University of Arkansas. After that, he attended the University of Denver, where he received his Master's in Taxation. Mr. Clapp is a CPA registered with the state of Texas, as well as a Registered Investment Advisor with the Securities & Exchange Commission. He is a member of the American Institute of Certified Public Accountants, the Texas Society of Certified Public Accountants, and the Dallas Chapter of CPAs.



### Christian Coachman

Christian Coachman is currently the head ceramist of Team Atlanta Dental Laboratory located in Atlanta, GA. His education includes completing Rocha Marmo School in São Paulo, Brazil in dental technology and graduating from the University of São Paulo in dental science. He has also been involved in a dental ceramic specialization program instructed by Dr. Dario Adolphi at the Ceramoart Training Center located in São Paulo. Dr. Coachman is founder of the Brazilian Association of Dental Laboratories, founder and professor of the Insight Group, Ceramic Training Center since 2003, and is a member of the Brazilian Academy of Esthetic Dentistry. In 2004, he was invited by Team Atlanta to become department head of Team Atlanta Dental Laboratory.



### Karen Davis

Karen Davis is founder of Cutting Edge Concepts®. Her 28 years of experience as a practicing dental hygienist, and vast experience as a consultant with The JP Institute in San Diego, CA, creates the context in which she relates, inspires and challenges her audiences to “think outside their boxes.” Ms. Davis received her Bachelor of Science in Dental Hygiene from Midwestern State University, and since then has been an active participant in the dental profession. She speaks internationally, has authored numerous articles and has served on many advisory boards within the profession to share her passion for practicing comprehensively.



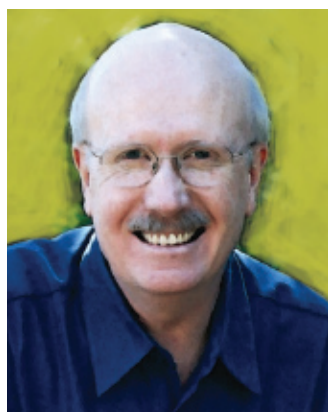
### Pete Egoscue

Pete Egoscue graduated from Utah State University with an undergraduate degree in Political Science. He then went on to serve as an Infantry Officer in the United States Marine Corps for ten years, resigning his commission in 1978 as a Major. After becoming injured in Vietnam, he adamantly decided that he did not want to live his life with chronic pain. He tried everything to mend his suffering, but nothing seemed to work. He then began to realize that no one could help him, but himself. Pete Egoscue is responsible for creating a therapy that relieves chronic pain, and encourages peak physical performance for the young, the old, the athlete and the non-athlete. Pete has authored four books, including a bestseller, Pain Free. He is the founder of the Egoscue Method.



### **Peter Fay**

Dr. Peter Fay graduated from the University of Pennsylvania School of Dental Medicine in 1981. He completed a one year General Practice Residency at Mt. Sinai Medical Center in Miami Beach, Florida and then spent two years obtaining his prosthodontics specialty certification at the Veterans Administration Hospital in Houston, TX, the University of Texas at Houston Dental Branch, and the MD Anderson Hospital and Tumor Clinic. After finishing in 1984, Dr. Fay moved to Maui and began private practice. Currently, he is a visiting faculty member at the Pankey Institute and a speaker and coach with the Growth Into Greatness Dental Practice Management Company. Dr. Fay is also co-Director of the Maui Postgraduate Dental Forum—an affiliate of the Seattle Study Club.



### **Robert L. Frazer, Jr.**

Robert L. Frazer, Jr., DDS, is an internationally known speaker, performance coach, and consultant in Applied Strategic Planning and Management for dental practices, professional associations, and service-based organizations. He is the foremost authority on emotional intelligence in dentistry, having published over 20 articles on E.I. His highly successful 35-year dental practice in Austin, TX, emphasizes major rehabilitative, aesthetic care. R. L. Frazer & Associates, Inc. helps dentists and staff/teams achieve uncommon service, success and fulfillment.



### **David A. Garber**

David A. Garber, DMD, graduated from the University of Pennsylvania with postdoctoral training in both periodontics and fixed prosthodontics. He has a dual appointment at the Medical College of Georgia School of Dentistry as Clinical Professor in the Department of Periodontics, as well as Clinical Professor in the Department of Oral Rehabilitation. Dr. Garber lectures and writes extensively on multidisciplinary approaches to optimizing aesthetics. He has published numerous articles and has contributed to many dental texts, and is completing a text himself on integrated therapy in advanced aesthetics and “the aesthetic implant.” Dr. Garber is partner of the internationally recognized Team Atlanta, well-known globally as educators; this multidisciplinary team of dentists focuses on cosmetic reconstructive dentistry.



### **Ronald E. Goldstein**

Ronald E. Goldstein holds teaching professorships at the Medical College of Georgia School of Dentistry, Boston University, and the University of Texas Health Sciences Center at San Antonio. He is author of the two-volume text *Esthetics In Dentistry*, published by BC Decker. His best-selling consumer book, *Change Your Smile*, published by Quintessence, has been read by over 1 million people and translated into eight languages. He has received the highest awards from both the American Academy of Esthetic Dentistry and the American Academy of Cosmetic Dentistry. Dr. Goldstein has presented continuing education courses at more than 20 universities and lectured at over 400 dental meetings throughout the world.



### Casey Hein

Casey Hein is the Chief Editor of *Grand Rounds in Oral-Systemic Medicine™*, the first peer-reviewed journal circulated to both the dental and medical communities; she is also the president of PointPerio, a nationally recognized clinical consulting firm dedicated to on-site training and education in periodontal therapeutics. She holds a BS degree in Dental Hygiene from West Virginia University and an MBA from Loyola. As a lifetime learner and visionary, Ms. Hein is known for her ability to unite diverse professional stakeholder groups within the dental and medical communities to advance a collaborative model of care.



### Paul Homoly

Paul Homoly, CSP, is a world-class leader in dental education and is known for his innovative and practical approach to dentistry. Dr. Homoly is affiliated with The Misch Implant Institute, The Kois Center, and is Director of Communications for Cain, Watters & Associates, PC. He is a member of The North Carolina Dental Society, and is licensed to practice dentistry in North Carolina. Dr. Homoly is President of Homoly Communications Institute. This Institute's focus is coaching high performance dental teams and advancing communication in dentistry worldwide. His unique process helps dentists master their practice, affording them greater freedom.



### Suzie Humphreys

Suzie Humphreys is one of the most compelling speakers on the platform today, taking her message from corporations to conventions, hospitals to classrooms; she is at home with people of all ages and all walks of life. Ms. Humphreys has crisscrossed the country to over 2,000 groups, and her message of truth and plain-spoken values rings in the hearts of all who are not just trying to survive the times, but flourish in them. When she leaves the stage there remains the unmistakable warmth of having been touched, and the unshakable affirmation that whether ordinary or extraordinary, through good times or bad, caught in mid-frailty or new accomplishment, life really is the greatest thing ever.



### Janice Hurley-Trailor

Janice Hurley-Trailor, BS, is known as The Image Expert. She has a degree from The University of San Francisco in Organizational Behavior. She has more than 20 years' experience as a consultant in the business community helping professionals use the tools they have to skyrocket their careers. Ms. Hurley-Trailor's clients have included individuals making from \$10 per hour to \$2 million a year. Her goal is that everyone understands how to better use their professional energy for success. She is an international author and speaker on what it takes to project professional excellence and confidence so others see it instantly.



### **Andrew Kimball**

An internationally recognized leader in high-performance communication skills, Andrew Kimball has helped organizations maximize individual, team and organizational performance. Prior to founding Qube Learning, Mr. Kimball was the Global Director of Sales & Marketing for the Financial Advisory Services division of Coopers & Lybrand. He is now a trusted advisor to many Global 1000 CEOs and executives, and has been interviewed and published extensively on topics including visionary business planning and inspiring cultures of creativity and innovation. He has worked extensively in North America, Europe and Asia helping cosmetic medical and dental professionals identify and develop high-performance communication skills, strategies, and practices.



### **Vincent G. Kokich, Sr.**

Vincent G. Kokich, Sr., DDS, MSD, is a professor in the Department of Orthodontics at the University of Washington in Seattle and maintains a private orthodontic practice in Tacoma. He has published 20 book chapters, 80 scientific articles, and 48 review articles; he has received numerous awards and presented several distinguished lectures. Dr. Kokich has been elected to Fellowship in the American College of Dentists, the Royal College of Surgeons of England, and the Royal College of Surgeons of Edinburgh. He has served as President of both the American Academy of Esthetic Dentistry and the American Board of Orthodontics.



### **Sonia S. Leziy**

Sonia S. Leziy received her dental degree from McGill University, and completed her degree in periodontics at the University of British Columbia. Dr. Leziy is a member of the Nobel Biocare Global Scientific Committee and a Nobel Biocare NobelKnowledge web expert panel member. She is on the editorial board of the journal Spectrum Dialogue and peer review for the Journal of Oral Rehabilitation, and has been published in several journals on implant aesthetics and surgical protocols. Dr. Leziy maintains a private practice with Dr. Brahm Miller, prosthodontist, and fellow periodontists Drs. Priscilla Walsh and Andrea Csiszar in North Vancouver, BC.



### **Brahm A. Miller**

Brahm A. Miller received his dental degree from McGill University and completed his post-graduate prosthodontics certification at the Medical College of Virginia. Dr. Miller is a Fellow of the Royal College of Dentists of Canada, and a member of the Association of Prosthodontists of Canada and the British Columbia Society of Prosthodontists (and past president), a Fellow of the ICOI, and a Fellow of Canadian Academy of Restorative Dentistry and Prosthodontics. He is a member of the editorial board of the journal Spectrum Dialogue and has published most recently on the subjects of ceramics and advanced implant aesthetics. Dr. Miller maintains a private practice with periodontists Drs. Sonia Leziy, Priscilla Walsh and Andrea Csiszar in North Vancouver, BC.



### **Stig K. Osterberg**

Stig K. Osterberg received his dental training in Sweden and his specialty training in periodontics with an MSD degree from University of Minnesota. He is a former Associate Professor at the Department of Periodontics at the University of Washington. He is currently in private practice in Port Townsend, Washington, limiting his practice to dental implants and periodontics, and is the Director of the Olympic Peninsula Study Club. Dr. Osterberg has a particular interest in interdisciplinary treatment as it relates to implants and aesthetics, and has presented innovative surgical techniques to audiences at national and international meetings.



### **Michael A. Pikos**

Michael A. Pikos attended The Ohio State University, where he graduated Summa Cum Laude and Phi Beta Kappa. He also graduated with honors from The Ohio State University College of Dentistry. Dr. Pikos completed residency training in oral and maxillofacial surgery at the University of Pittsburgh, Montefiore Hospital. He has extensive experience in implant surgery and hard and soft tissue grafting procedures. He emphasizes interactive CT technology along with foundational principles of prosthetics and biomechanics that dictate the ultimate success of comprehensive implant rehabilitation. Dr. Pikos maintains a private practice in Palm Harbor, Florida limited exclusively to implant surgery.



### **Daniel H. Pink**

Daniel H. Pink offers an unprecedented look at the people who can make or break your organization. Based on hundreds of in-depth interviews, his presentations give unique insights into what makes talented people tick. He provides a snapshot of the new world of work where “right brain” thinking trumps “left brain” thinking. A contributing editor at Wired, his articles and essays have also appeared in The New York Times, Harvard Business Review and Fast Company. He is the author of the critically acclaimed Free Agent Nation and A Whole New Mind, a frequent guest on television and radio programs, and a consultant to companies large and small on human resources, communications and innovation. Mr. Pink is a graduate of Northwestern University and Yale Law School.



### **Nido Qubein**

Would you respect a man who came to the U.S. as a teenager with little knowledge of English, no contacts and only \$50 in his pocket, yet ended up a mega success story? Would you listen to what he has to say about success? His business savvy led Dr. Nido Qubein to help start a bank in 1986, and today he serves on the board and executive committee of a Fortune 500 financial corporation with \$110 billion in assets. Dr. Qubein is president of High Point University and he has written numerous books and recorded scores of audio and video learning programs. His foundation provides scholarships to 48 deserving young people each year. To date the Qubein Foundation has granted more than 600 scholarships, worth over \$3 million.



### Henry Salama

Henry Salama, DMD, received his post-doctoral specialty certificates in both periodontics and periodontal-prosthesis, fixed prosthodontics from the University of Pennsylvania. He is the former director of the Implant Research Center at the University of Pennsylvania, where he continues to teach in the Department of Periodontology. Dr. Salama has lectured and published widely on aesthetic reconstructive therapy. He is a member of Team Atlanta and is on the editorial board of DentalXP.com, an internationally recognized web learning site. His private clinical practice in Atlanta is limited to advanced restorative and implant therapy.



### Maurice A. Salama

Maurice A. Salama, DMD, completed his undergraduate studies in biology at the State University of New York at Binghamton in 1985. He received his DMD from the University of Pennsylvania School of Dental Medicine where he later also received his dual specialty certification in orthodontics and periodontics. His implant training was completed at the Brånemark Center at Penn. Dr. Salama is a partner of Team Atlanta, which includes Drs. David Garber, Ronald Goldstein and his brother, Henry Salama. This group has an international reputation for interdisciplinary care and dental education, and has published hundreds of articles and several textbooks.



### Frank Spear

Frank Spear, DDS, MSD, received his degree from the University of Washington in 1979, and an MSD in periodontal prosthodontics in 1982, also from the University of Washington. As the founder and director of the Seattle Institute of Advanced Dental Education, Dr. Spear continues to be recognized as one of the premier educators in aesthetic and restorative dentistry in the world today. In addition Dr. Spear is an Affiliate Professor in the graduate prosthodontics program at the University of Washington and maintains a private practice in Seattle limited to aesthetics and fixed prosthodontics. Dr. Spear is a former President of the American Academy of Esthetic Dentistry.



### Jerry V. Teplitz

Jerry V. Teplitz's background is as unique as the techniques and approaches he teaches. Dr. Teplitz is a graduate of Hunter College and Northwestern University School of Law, and practiced as an attorney for the Illinois Environmental Protection Agency. At that point, his career took a dramatic change of direction. He studied and received a Masters and Doctorate Degree in Wholistic Health Sciences. As a professional speaker, he has spoken to over 1 million people, and has been honored by his peers in the National Speakers Association by receiving the title of Certified Speaking Professional and has been selected as "Top Rated Speaker" by the International Platform Association.



### **Marshall Wade**

Marshall Wade is an oral surgeon with a passion for teaching, learning and serving. As one of the original Seattle Study Club Directors, he founded True North Professional Studies, named Study Club of the Year by the Seattle Study Club network in 2001. Dr. Wade has authored and lectured across the country on both clinical and personal development topics, including the current bisphosphonate issue. His most recent article, "Issues Related to the Diagnosis and Treatment of Osteonecrosis of the Jaws," was published in Grand Rounds in Oral-Systemic Medicine. As a clinician, Dr. Wade was named "Top Dentist" by Minneapolis-St. Paul and Minnesota Monthly magazines. His presentations reflect experience, wisdom and insight.



### **John West**

As the founder and director of the Center for Endodontics, Dr. John West continues to be recognized as one of the premier educators in clinical and interdisciplinary endodontics. Dr. West received his DDS from the University of Washington in 1971 where he is Affiliate Associate Professor. He then received his MSD in endodontics at Boston University Henry M. Goldman School of Dental Medicine in 1975. He coauthored "Obturation of the Radicular Space" with Dr. John Ingle in Ingle's 1994 and 2002 editions of Endodontics and was senior author of "Cleaning and Shaping the Root Canal System" in Cohen and Burns 1994 and 1998 Pathways of the Pulp.



### **Daniel Wicker**

Daniel Wicker is Executive Vice President of Cain, Watters & Associates, PC. He has designed financial plans for hundreds of health care professionals across the country that help each client take advantage of their earning power. Mr. Wicker received his degree in Business Administration in Accounting from Kansas State University. He is a CPA registered with the states of Texas and Missouri, and a Registered Investment Advisor with the Securities & Exchange Commission. He works in detail with clients in the development, implementation, and monitoring of their financial plans. Mr. Wicker lectures on a national level to various dental societies, study clubs, and state and national dental associations.



### **Greg Zlevor**

Greg Zlevor is the President and Founder of Westwood International Business Consulting, specializing in cultural change, facilitation, team management, and executive coaching. Additionally, he is certified by Interaction Associates in several of their coaching models and performance technologies. Mr. Zlevor is the founder and coordinator of the Community in Organizations Conference, an annual event that investigates the knowledge, process, and practice of creating significant, effective, and satisfying relationships within organizations. He has done post-graduate work in organizational development and group dynamics and has a Master's degree from Boston College in spirituality and a Bachelor's degree from Lawrence University in biology.





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Some speakers have current or past commercial affiliations (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc.) with the companies shown below.

Mr. Pinhas Adar: Nobel Biocare, Dentsply, Friadent, Brasseler USA, 3M, Bisco, GC, Ivoclar, Shofu, Microstar, Heraeus Kulzer, Captek, Jensen Industries, Kodak, Sony, Vident, Hu-Friedy, National Dental Network, National Lab Network and Global Surgical.

Mr. Brian Bradley: Egoscue brand of posture and related products.

Mr. Darrell Cain: Cain, Watters & Associates, PC.

Mr. S. Bradley Clapp: Cain, Watters & Associates, PC.

Dr. Christian Coachman: Nobel Biocare, Straumann I.T.I., Implant Innovations, Inc., Lifecore, Dentsply, Friadent, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M, Bisco, Biora, Siemens, Premier, GC, Ivoclar, Den-Mat, Shofu, ProDentec, Panasonic, Minolta, Kodak, Sony, Vident, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Imaging Sciences, Biolase, Belmont, Consultant Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, and LED Dental.

Ms. Karen Davis: The JP Institute, OraPharma, Philips Corporation, Procter & Gamble.

Mr. Pete Egoscue: Egoscue brand of posture and related products.

Dr. Peter Fay: The Pankey Institute, Growth Into Greatness Practice Management Company.

Dr. Robert L. Frazer, Jr.: R.L. Frazer & Associates, Inc.

Dr. David A. Garber: Nobel Biocare, Straumann I.T.I., Implant Innovations, Inc., Lifecore, Dentsply, Friadent, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M, Bisco, Biora, Siemens, Premier, GC, Ivoclar, Den-Mat, Shofu, ProDentec, Panasonic, Minolta, Kodak, Sony, Vident, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Imaging Sciences, Biolase, Belmont, Consultant Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, and LED Dental.

Dr. Ronald E. Goldstein: Nobel Biocare, Straumann I.T.I., Implant Innovations, Inc., Lifecore, Dentsply, Friadent, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M, Bisco, Biora, Siemens, Premier, GC, Ivoclar, Den-Mat, Shofu, ProDentec, Panasonic, Minolta, Kodak, Sony, Vident, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Imaging Sciences, Biolase, Belmont, Consultant Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, and LED Dental.

Dr. Paul Homoly: Homoly Communications, 1-800 Dentist, Cain, Watters & Associates, PC and CareCredit.

Ms. Suzie Humphreys: CDs and book, "If All Else Fails Laugh."

Mr. Andrew Kimball: Nobel Biocare.

Dr. Sonia S. Leziy: Nobel Biocare.

Dr. Brahm A. Miller: Nobel Biocare.

Dr. Michael A. Pikos: BioHorizons, Harvest Technologies, Imaging Sciences, Osteohealth, Piezosurgery, Materialise.

Dr. Henry Salama: Nobel Biocare, Straumann I.T.I., Implant Innovations, Inc., Lifecore, Dentsply, Friadent, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M, Bisco, Biora, Siemens, Premier, GC, Ivoclar, Den-Mat, Shofu, ProDentec, Panasonic, Minolta, Kodak, Sony, Vident, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Imaging Sciences, Biolase, Belmont, Consultant Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, and LED Dental.

Dr. Maurice A. Salama: Nobel Biocare, Straumann I.T.I., Implant Innovations, Inc., Lifecore, Dentsply, Friadent, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M, Bisco, Biora, Siemens, Premier, GC, Ivoclar, Den-Mat, Shofu, ProDentec, Panasonic, Minolta, Kodak, Sony, Vident, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Imaging Sciences, Biolase, Belmont, Consultant Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, and LED Dental.

Dr. John West: Co-developer ProTaper and Calamus endodontic technology (Dentsply Tulsa Dental, Tulsa, OK).

Mr. Daniel Wicker: Cain, Watters & Associates, PC.

Mr. Greg Zlevor: Heartmath, Inscape, Caliper.

Speaker disclosures will be made at the beginning of each presentation if a manufacturer's product will be shown or discussed in the presentation, and the speaker has a current or past commercial affiliation with that manufacturer.

## Symposium Passport

Attendance at any presentation, meal or social function requires a passport.

### Doctor Program

Passport provides access to all presentations shown in the Doctor Program Grid and all social programming, including five breakfasts, three lunches, two dinner events and three late night entertainment events.

Payment on or before November 2, 2007:	\$2,295
Payment after November 2, 2007:	\$2,395

### Spouse, Staff & Guest Program

Passport provides access to all presentations shown in the Spouse, Staff & Guest Program Grid and all social programming, including five breakfasts, three lunches, two dinner events and three late night entertainment events.

Payment on or before November 2, 2007:	
First attendee:	\$1,995
Additional attendees from same office:	\$1,895

Payment after November 2, 2007:	
First attendee:	\$2,095
Additional attendees from same office:	\$1,995

Five or more staff from one office: please call the SSC for special pricing.

### Meals & Entertainment Only

Passport provides access to five breakfasts, three lunches, two dinner events, three late night entertainment events and four keynote speeches (Pete Egoscue, Nido Qubein, Daniel H. Pink and Greg Zlevor). Does not include access to any other programs or workshops shown on the Program Grids.

Payment on or before November 2, 2007:	\$1,350
Payment after November 2, 2007:	\$1,450

### Children

Passport provides access to five breakfasts, three lunches, two dinner events and three late night entertainment events.

Ages 7–12:	\$395
6 and under:	Free

## Up to 35 CE Credits Available



Academy of General Dentistry  
Approved PACE Program Provider  
FAGD/MAGD Credit

Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.  
10/19/2003 to 10/18/2007 and 10/19/2007 to 9/30/2011

## Program Registration

This is a lecture, slide and peer discussion-based program suitable for all dentists regardless of prior experience. Register online, or contact Ms. Ti Beri to register by phone, mail or fax:

Seattle Study Club  
205 Lake Street South, Suite 100  
Kirkland, WA 98033  
Phone: 425.576.8000, Fax: 425.827.4292  
E-mail: [events@seattlestudyclub.com](mailto:events@seattlestudyclub.com)  
[www.seattlestudyclub.com](http://www.seattlestudyclub.com)

Please let us know if you are registering two or more individuals with different surnames (so we may seat you together at the social functions). Of course, your registration is not confirmed without full payment in advance.

## When & Where

January 14–19, 2008; The Grand Wailea Resort & Spa, Maui, Hawaii. The room rates range from \$289 to \$349 per night plus resort fee and tax. A first and last night's non-refundable deposit will be charged to your credit card upon making the reservation. Call the hotel directly at 800.888.6100. A list of alternate hotels is available at [www.seattlestudyclub.com](http://www.seattlestudyclub.com).

### Hotel Room Guarantee

The Grand Wailea Resort & Spa requires a guarantee that your room will be paid for all seven nights (Su/M/Tu/W/Th/F/Sa). If you arrive late or check out early, or you need to cancel your hotel reservation, please obtain the hotel's written agreement to avoid being charged for the full reserved stay. You are responsible for your own room and other charges at the hotel. Please be sure you understand hotel policy regarding reservation changes, and consider travel insurance if snow or bad weather may affect your travel plans.

## SSC Cancellation & Refund Policy

Written notice of cancellation must be sent by certified mail to the Seattle Study Club office, 205 Lake Street South, Suite 100, Kirkland, WA 98033 on or before the dates shown below to be effective. Cancelled registrants are not entitled to receive Symposium materials and gifts (manuals, books, bags, apparel or any other items that may be provided to the attendees).

<b>By November 30, 2007:</b>	<b>\$200 retained, remainder refunded.</b>
<b>December 1–14, 2007:</b>	<b>50% refunded.</b>
<b>After December 14, 2007:</b>	<b>No refund or credit for future Symposia.</b>

The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

**Schedule is subject to change and speaker substitutions may be made without notice.**

*Please see page 22 for Disclosure of Commercial Support.*

# 2008 Symposium Registration

Mail or fax to Seattle Study Club, 205 Lake Street South, Suite 100, Kirkland, WA 98033 Phone 425.576.8000 Fax 425.827.4292

Copy this page if additional forms are needed. By submitting a registration form, each registrant acknowledges and agrees to the terms of the cancellation and refund policy, the full text of which is shown in The Fine Print (page 24 of this brochure). The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

## Doctor Registration

Name \_\_\_\_\_

[Circle One] GP OS Perio Prosth Ortho Endo Lab Other

Club Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home (\_\_\_\_\_) \_\_\_\_\_

Work (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Cell (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary Restrictions \_\_\_\_\_

Travel Arrangements

I am staying at: [ ] Grand Wailea [ ] Other \_\_\_\_\_

### Doctor Program Tuition

On or before November 2, 2007 \$2,295 \_\_\_\_\_

After November 2, 2007 \$2,395 \_\_\_\_\_

Tuesday Breakout Sessions (Choose one on each row.)

\_\_\_\_ John West or \_\_\_\_\_ Stig K. Osterberg

\_\_\_\_ H. Salama & C. Coachman or \_\_\_\_\_ Michael A. Pikos

**Thursday Optional Communication Workshop (Qube)** \$125 \_\_\_\_\_

Attending with Spouse or Guest \$100 \_\_\_\_\_

Name \_\_\_\_\_

## Payment Information

Total Amount: \_\_\_\_\_

Payment Type: [ ] Visa [ ] MC or Check # \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address for Card \_\_\_\_\_

\_\_\_\_\_ Zip \_\_\_\_\_

## Spouse, Staff & Guest Registration

Name \_\_\_\_\_

[Circle One] Spouse Staff Guest Coordinator Other

Club Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home (\_\_\_\_\_) \_\_\_\_\_

Work (\_\_\_\_\_) \_\_\_\_\_

Fax (\_\_\_\_\_) \_\_\_\_\_

Cell (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary Restrictions \_\_\_\_\_

Travel Arrangements

I am staying at: [ ] Grand Wailea [ ] Other \_\_\_\_\_

### Spouse, Staff & Guest Program Tuition

On or before November 2, 2007

First attendee \$1,995 \_\_\_\_\_

Additional attendees from same office #\_\_\_\_ @ \$1,895 \_\_\_\_\_

After November 2, 2007

First attendee \$2,095 \_\_\_\_\_

Additional attendees from same office #\_\_\_\_ @ \$1,995 \_\_\_\_\_

Five or more staff from one office:  
please call the SSC for special pricing.

Monday Breakout Sessions (Choose one.)

\_\_\_\_ Peter Fay or \_\_\_\_ Cain Watters 1 or \_\_\_\_ Cain Watters 2 or \_\_\_\_ Cain Watters 3

Wednesday Breakout Sessions (Choose two.)

\_\_\_\_ Casey Hein or \_\_\_\_ Karen Davis or \_\_\_\_ Jerry V. Teplitz

Saturday Breakout Sessions (Choose one.)

\_\_\_\_ Marshall Wade & Ronald Brazg or \_\_\_\_ Robert L. Frazer, Jr.

### Meals and Entertainment Only

On or before November 2, 2007 \$1,350 \_\_\_\_\_

After November 2, 2007 \$1,450 \_\_\_\_\_

### Thursday Optional Communication Workshop (Qube)

Single Attendee \$125 \_\_\_\_\_

**Children (ages 7-12)** #\_\_\_\_ @ \$395 \_\_\_\_\_

Name \_\_\_\_\_ Name \_\_\_\_\_

# Doctor Program at a Glance

## MONDAY THE 14TH

Breakfast
Opening Ceremonies
<p>TEAM ATLANTA— THE ESSENCE OF AESTHETICS: THE QUESTION IS NOT “WHERE IS THE BONE?” BUT “WHERE DO YOU WANT IT TO BE?”</p>
Lunch
<p>WHO’S TAKING CARE OF YOU? Pete Egoscue</p>
<p>BRINGING OUT THE BEST IN PEOPLE Paul Homoly</p>
SPEAKERS SHOWCASE
Welcome Luau DINNER & ENTERTAINMENT

## TUESDAY THE 15TH

Breakfast
<p>BEYOND SUCCESS Nido Qubein</p>
<p>TEAM NORTHWEST— CONTROVERSIES IN INTERDISCIPLINARY DENTISTRY: IS YOUR TEAM MAKING THE RIGHT DECISIONS?</p>
Lunch on Your own
<p>THE HORIZON OF CHANGE Darrell Cain, Cain Watters</p>
SPEAKERS SHOWCASE
<p>John West OR Stig K. Osterberg</p>
<p>H. Salama &amp; C. Coachman OR Michael A. Pikos</p>
Dinner on Your own
Late Night Entertainment

## WEDNESDAY THE 16TH

Breakfast
<p>TOOTH PREPARATION: ESSENTIAL ELEMENTS David A. Garber</p>
<p>ANTERIOR DEFECT: FPD VS. IMPLANTS Frank Spear</p>
<p>TEAM ATLANTA VS. TEAM NORTHWEST</p>
<p>Beach Party LUNCH &amp; ENTERTAINMENT</p>
<p>TREATMENT PLANNING AND PROBLEM SOLVING WORKSHOP Stig K. Osterberg</p>
Dinner on Your own
Late Night Entertainment

**THURSDAY THE 17TH  
OPTIONAL DAY**

**EGOSCUE WORKSHOP**  
**Brian Bradley**  
(Weather Permitting)

*Breakfast on Your own*

**POWERFUL COMMUNICATION  
SKILLS THAT WILL  
CHANGE YOUR LIFE:  
WHO KNEW MAXIMIZING  
CASE ACCEPTANCE CAN  
ALSO DO WONDERS  
FOR YOUR MARRIAGE?  
Andrew Kimball, Qube**

*Lunch on Your own*

**COMMUNICATION WORKSHOP  
Continued**



*Dinner on Your own*

**FRIDAY THE 18TH**

*Breakfast*

**A WHOLE NEW MIND**  
**Daniel H. Pink**

**AESTHETIC IMPLANT THERAPY:  
A BLUEPRINT FOR SURGICAL  
AND RESTORATIVE SUCCESS**  
**Sonia S. Leziy &  
Brahm A. Miller  
&  
TREATMENT PLANNING**

*Lunch*

**THE ORTHODONTIC ROLE  
IN RESTORATIVE AND  
REGENERATIVE DENTISTRY**  
**David A. Garber &  
Maurice A. Salama**

**MANAGING  
RESTORATIVE TREATMENT**  
**Vincent G. Kokich**

*Dinner on Your own*

*SSC Awards café  
Late Night  
Entertainment*

**SATURDAY THE 19TH**

*Breakfast*

**LIFE AND LEADERSHIP**  
**Greg Zlevor**

**INTERDISCIPLINARY  
MANAGEMENT OF ADJACENT  
MISSING MAXILLARY INCISORS**  
**V. G. Kokich & F. Spear**

**MANAGING PATIENT  
EXPECTATIONS**  
**Ronald E. Goldstein  
& Pinhas Adar**

*Lunch on Your own*

**DIRECTORS  
SESSION**

*Farewell Gala  
DINNER & ENTERTAINMENT*

# Spouse, Staff & Guest Program at

MONDAY THE 14TH

Breakfast

Opening Ceremonies

IMPROVING CASE ACCEPTANCE

Peter Fay

OR

FINANCIAL PLANNING 1, 2 OR 3

Cain Watters

I CAN DO THAT!

Suzie Humphreys

Lunch

WHO'S TAKING CARE OF YOU?

Pete Egoscue

HEALTHY LIVING

Pete Egoscue

&

EGOSCUE WORKSHOP:

TOTAL BODY WELLNESS

Brian Bradley

Welcome Luau  
DINNER & ENTERTAINMENT

TUESDAY THE 15TH

Breakfast

BEYOND SUCCESS

Nido Qubein

BEYOND SUCCESS

WORKSHOP

Nido Qubein

Lunch on Your own

THE HORIZON OF CHANGE

Darrell Cain, Cain Watters

THE POWER OF YOUR

PROFESSIONAL IMAGE

Janice Hurley-Trailor

EGOSCUE WORKSHOP

Brian Bradley

Dinner on Your own

Late Night  
Entertainment

WEDNESDAY THE 16TH

Breakfast

REDEFINING DENTISTRY'S ROLE

WITHIN THE HEALING ARTS

Casey Hein

OR

EFFECTIVE COMMUNICATION

AND ENROLLMENT SKILLS

Karen Davis

OR

INCREASING YOUR PERSONAL

AND PROFESSIONAL POWER

Jerry V. Teplitz

Beach Party  
LUNCH & ENTERTAINMENT

EGOSCUE WORKSHOP

Brian Bradley

Dinner on Your own

Late Night  
Entertainment

# a Glance

## THURSDAY THE 17TH OPTIONAL DAY

**EGOSCUE WORKSHOP**  
Brian Bradley  
(Weather Permitting)

*Breakfast on Your own*

**POWERFUL COMMUNICATION  
SKILLS THAT WILL  
CHANGE YOUR LIFE:  
WHO KNEW MAXIMIZING  
CASE ACCEPTANCE CAN  
ALSO DO WONDERS  
FOR YOUR MARRIAGE?  
Andrew Kimball, Qube**

*Lunch on Your own*

**COMMUNICATION WORKSHOP  
Continued**



*Dinner on Your own*

## FRIDAY THE 18TH

*Breakfast*

**A WHOLE NEW MIND**  
Daniel H. Pink

**A WHOLE NEW MIND  
WORKSHOP**  
Daniel H. Pink

*Lunch*

**GETTING MORE DONE  
WITH LESS STRESS**  
Greg Zlevor

*Dinner on Your own*

*SSC Awards café  
Late Night  
Entertainment*

## SATURDAY THE 19TH

*Breakfast*

**LIFE AND LEADERSHIP**  
Greg Zlevor

**OSTEOPOROSIS MEDICATIONS**  
Marshall Wade  
followed by  
**TYPE 2 DIABETES**  
Ronald Brazg  
OR  
**EMOTIONAL INTELLIGENCE**  
Robert L. Frazer, Jr.

*Lunch on Your own*

**DIRECTORS  
SESSION**

*Farewell Gala  
DINNER & ENTERTAINMENT*



SEATTLE STUDY CLUB