

Twenty
Questions:
Investigation
Beyond
Suspicion

THE 20TH ANNIVERSARY SEATTLE STUDY CLUB NATIONAL SYMPOSIUM

THE RITZ-CARLTON BEACH RESORT

NAPLES, FLORIDA

JANUARY 21-26, 2013

It all began with the declaration of
"Animal, Vegetable or Mineral"

and then the
onslaught of Questions began.

Twenty Questions: Investigation Beyond Suspicion

1950s New York might conjure up images of a metropolis in motion, buzzing with life in the advent of a television boom. But in the cookie-cutter suburb of Levittown where I lived...well, not so much. Still, it had a simple charm all its own—street after street of postage stamp-sized houses that gave returning GI's like my dad the chance to own a slice of the American dream. The kids that grew up during this time came to be known as the baby-boomers, and I suspect we all had a somewhat similar experience.

Across the nation, we collected the baseball cards of our favorite players and lived vicariously through the likes of Mickey Mantle and Willie Mays as we played stickball games in our neighborhood streets and sandlots. From coast to coast families gathered in their living rooms, gripped to watch the next episode of *The Lone Ranger* or *The Ed Sullivan Show*. It's true that I might be dating myself a bit, but those were idyllic days. We were shaped by what we loved, and for me it was sports and entertainment. But of course, I didn't become a baseball player, a gun-slinging ranger or an entertainer. No, I think it was perhaps another, less popular TV program that helped shape who I am today.

When my friends and I weren't imagining Ebbets Field and aiming for the bleachers—namely the Schwartzes' house at the end of the block—we passed the time trying to stump each other with impossible subjects, playing the game Twenty Questions. It all began with the declaration of "Animal, Vegetable or Mineral" and then the onslaught of questions began. We learned quickly that like in baseball, working as a team always yielded the best results, even though we all wanted to be the one to make that final correct guess.

No matter what your age, chances are you've played some variation of this timeless game. This 20th Anniversary Seattle Study Club Symposium intends to capture the idealism and fun of our youth while embracing the lessons we've learned along the way. We will explore the questions posed by our speakers to get to the heart of the subjects they cover, and we'll celebrate with the old and new friends that accompany this journey, all the while looking forward to the future.

Animal, Vegetable or Mineral?

Let the questions begin.

We learned quickly
that like in baseball,

WORKING AS A TEAM

always yielded the best results.

Monday January 21

In the 1940s, Twenty Questions was conceptualized in the New York home of radio newscaster, Fred Van Deventer. Together, he and his family developed the model for this game, which was first a radio program and later transitioned into television. Each week, listeners sent in a variety of subjects to stump the panel of five guessers, which included Fred, his wife, their son and daughter, and the show's producer. Rarely did the panel fail to guess the correct answer ... the most popular of which was "Winston Churchill's cigar."

MONDAY, JANUARY 21

William W. Li

Dr. Li is an international expert in health and disease fighting based on a new approach called angiogenesis—keeping the body's blood vessels in natural balance. He received his undergraduate degree from Harvard College, his medical degree from the University of Pittsburgh School of Medicine and completed his clinical training in internal medicine at the Massachusetts General Hospital in Boston. He is president and founder of the Angiogenesis Foundation, where he is leading worldwide efforts to bring forth revolutionary ways to conquer cancer, diabetes, blindness, heart disease and more than 70 other conditions. Dr. Li's unique expertise extends across many health frontiers, ranging from preventing and treating cancer, saving vision, using stem cells to heal the heart and healing wounds. His work has been covered by *USA Today*, *The New York Times*, *TIME Magazine*, *Wall Street Journal*, *O Magazine*, *The Atlantic* and *CNN*. Dr. Li created the "Eat to Defeat Cancer" program, a healthy eating campaign, which now has spread to more than 40 countries and he is a member of the Clinton Global Initiative.

Jeffrey L. Boone

Dr. Boone is a consultant in cardiometabolic health, preventive cardiology and stress medicine in private practice in Denver, Colorado. In 2007, he was selected as one of the 160 Top Doctors in America by *Men's Health Magazine* and listed as one of the 17 Top Cardiovascular Doctors in America for Men. He is the president, CEO and medical director of Boone Heart Institute, a Denver-based health care organization dedicated to the eradication of heart disease and stroke. Dr. Boone is a national co-director of the NFL Player Care Foundation Cardiovascular Program. He has authored and co-authored numerous professional articles and books pertaining to cardiometabolic risk, preventive cardiology and stress medicine. Dr. Boone's unique clinical approach focuses on aggressive prevention of cardiovascular disease, including the evaluation of the cardiovascular consequences of mental stress, the early clinical use of the latest cardiac imaging techniques and the advanced detection and treatment of cardiometabolic risk.

Can you add foods to your diet to boost your body's defense system?

CAN WE EAT TO STARVE CANCER?

Keynote: Dr. William W. Li

Angiogenesis, the process bodies use to grow new blood vessels, is a field where medical revolutions are in progress, bringing new insights to staying healthy and new tools for conquering disease. During this session, Dr. Li describes how angiogenesis is a "common denominator" in the most feared and significant diseases of today; underlying cancer, heart disease, stroke, blindness, obesity, Alzheimer's disease and more than 70 other conditions. By deciphering its control switches, researchers have developed revolutionary new therapies that can selectively "turn off" or "turn on" angiogenesis to restore health. Treatments that turn on blood vessels heal wounds and save limbs from amputation. On the other hand, treatments that turn off blood vessels (anti-angiogenesis) can halt and even reverse blindness or starve cancers by cutting off their blood supply. Dr. Li will share how the research for treatments aimed at angiogenesis is also leading to the discovery of foods that starve cancers. He describes how he takes the tools of biotechnology from the lab into the kitchen and garden and how anti-angiogenic foods are emerging as a new weapon to prevent cancer. By targeting a disease's common denominator, people can eat to starve cancer and halt major health conditions.

Upon completion of this lecture, attendees should be able to:

- Recognize how the differences in food varieties, cooking and combinations can have an impact on their cancer starving benefit.
- Examine the anti-angiogenesis approach to prevention—using food to take aim at cancer cells before they can ever become a disease.

How does stress affect you and your heart?

UNDER PRESSURE: THE CARDIOVASCULAR CONSEQUENCES OF MENTAL INTENSITY

Keynote: Dr. Jeffrey L. Boone

Most heart attacks occur during times of stress. When humans encounter stress blood clots faster, which is a survival mechanism the body evolved over generations of experiencing and surviving physical trauma. But most of modern man's stresses occur in slightly different situations. Giving presentations. Paying bills. Taking a test. During these stressful times, the body's survival mechanism can turn against it, leading to the number one killer of Americans today: heart attack and stroke. Dr. Boone is an internationally recognized expert on the effects of mental stress on the heart. He has worked extensively with professional athletes, CEOs, firefighters, police officers and other high intensity populations to ensure their safety and manage their risk. Dr. Boone's patented M.O.S.T. Protocol uses unique methods to identify "hot reactors;" people who display increased vulnerability during mental stress. This program will empower attendees to take control of their health and make sure their body is working for them and not against them.

Upon completion of this lecture, attendees should be able to:

- Comprehend the workings of the cardiovascular system, both at rest and under stress.
- Recognize how, as day-to-day human life changed over the centuries, natural defense mechanisms have become a danger to the very bodies they seek to protect.
- Implement an aggressive and proactive approach to their cardiovascular health.

How does orthodontics influence the success of implant therapy in interdisciplinary treatment?

INTERDISCIPLINARY TEAM: A COLLABORATIVE APPROACH TO OPTIMIZE TREATMENT OUTCOMES FOR THE COMPLEX PATIENT

Drs. Jim Janakievski & Vincent O. Kokich, Jr.

Today, more and more adults are seeking dental treatment to correct specific anterior aesthetic discrepancies. Unfortunately, many of these patients also present with significant treatment challenges such as injured maxillary incisors, ectopic impactions, congenitally missing teeth and/or altered levels of periodontal attachment. Therefore, treatment planning can often be complex and typically requires coordination of care between multiple clinicians to achieve an optimal aesthetic outcome. Drs. Janakievski and Kokich, Jr., will discuss strategies for patient evaluation, communication and sequencing treatment when managing aesthetically challenging cases while emphasizing the importance of using an interdisciplinary team treatment approach.

Upon completion of this lecture, attendees should be able to:

- Utilize their interdisciplinary team when diagnosing and treating significant orthodontic and periodontal problems.
- Appropriately sequence treatment when managing orthodontic patients with an interdisciplinary approach.

Does it still make sense to use metal-ceramics, especially in the aesthetic zone?

METAL-CERAMICS: A STANDARD ON THE ROAD TO EXTINCTION?

Dr. Stefano Gracis

Until now, metal-ceramics has been considered the gold standard for fabricating fixed prostheses since it reconciles excellent mechanical and physical properties with the ability to deliver, in many situations, good aesthetics. In the last few years, the advent of new metal-free ceramic materials and systems attempt to challenge this standard. Dr. Gracis will analyze whether there are still indications for a metal-ceramic prosthesis while addressing the relative advantages and disadvantages for failure of the metal-free prosthesis. A differentiation will be made between situations where single crowns have to be fabricated and situations where bridges are needed. In the latter case, the comparison between metal-ceramics and zirconia will point out the shortcomings of the traditional materials, but will also demonstrate the lack of sufficient data to justify, at this time, a widespread use of the new ceramics.

Upon completion of this lecture, attendees should be able to:

- Recognize that the arrival of CAD-CAM systems has started a revolution in prosthodontics that, eventually, will change radically the way both dentists and dental technicians work.
- List the potential risks for failure of the metal-free prosthesis.
- Evaluate whether there are indications for a metal-ceramic prosthesis.

Jim Janakievski

Dr. Janakievski received his DDS from the University of Toronto, which was followed by a general practice residency. After several years in general practice, he completed his post-graduate training at the University of Washington, where he received a certificate in periodontology with an MSD and a fellowship in prosthodontics. He is a diplomate of the American Board of Periodontology and serves as an affiliate assistant professor in the Department of Periodontology at the University of Washington. Dr. Janakievski is a reviewer for several dental journals and has published in the area of dental implants and tooth autotransplantation.

Vincent O. Kokich, Jr.

Dr. Kokich, Jr., received his dental degree from Tufts University and his masters in orthodontics from the University of Washington where he teaches part-time as an affiliate assistant professor in the Department of Orthodontics. He is a diplomate of the American Board of Orthodontists and a member of the Angle Society and American Academy of Esthetic Dentistry. He also maintains a private orthodontic practice in Tacoma, Washington. Dr. Kokich, Jr., lectures internationally on interdisciplinary dentistry and dental aesthetics emphasizing comprehensive treatment planning and the importance of properly sequencing orthodontic, periodontic and restorative treatment.

Stefano Gracis

Dr. Gracis received his DMD in 1986 from the University of Pennsylvania and in 1987 from the University of Pavia in Italy. In 1990, he obtained a certificate in prosthodontics with an MSD at the University of Washington. He is an active member and past secretary general of the European Academy of Esthetic Dentistry and the immediate past president of the Italian Academy of Prosthetic Dentistry. He is on the Editorial Boards of *The International Journal of Prosthodontics*, *European Journal of Esthetic Dentistry* and *European Journal of Oral Implantology*. Dr. Gracis lectures internationally on topics related to fixed prosthodontics and implant prosthodontics.

What particular questions
might help us get
to the

heart

of what we truly
want to know?

A question-asking culture has always been a hallmark of our Seattle Study Clubs. This is inevitable when we learn alongside our colleagues and build upon the knowledge and expertise we collectively share. Who knows, maybe the importance of this for me was born as I walked with my buddies down the sidewalks of our Long Island neighborhood, more than likely playing a game of Twenty Questions. Like many of our Study Clubs have done, my friends and I learned a system for refining our ideas to develop the right questions as we played Twenty Questions together. What particular questions might help us get to the heart of what we truly want to know about our practice, our staff, our patients and our lives?

Bloyce Britton

Dr. Britton attended Wake Forest University in Winston-Salem, North Carolina, where he earned a BS in health sciences. Dr. Britton then completed the four-year DDS program at The University of Texas Health Science Center at San Antonio, where he earned numerous awards. Following this, he completed his three-year orthodontic specialty residency at The University of North Carolina in Chapel Hill. He returned to San Antonio to teach part-time at the dental school and to practice orthodontics. In addition to his teaching position in San Antonio, Dr. Britton maintains an adjunct teaching position at The University of North Carolina. He has been in private practice since 1997 and has also lectured internationally. Dr. Britton resides in San Antonio with his wife. Aside from his love of orthodontics and teaching, he spends a great deal of time volunteering with youth for the annual GOLD Youth Leadership Seminar.

Vincent O. Kokich, Jr.

Dr. Kokich, Jr., received his dental degree from Tufts University and his masters in orthodontics from the University of Washington where he teaches part-time. (To read more about Dr. Kokich, Jr.'s background, please refer to his full biography on page 7.)

Dennis A. Shanelec

Dr. Shanelec practices periodontics in Santa Barbara, California where he pioneered periodontal microsurgery; founding the Microsurgery Training Institute in 1994. He lectures and publishes internationally on minimally invasive therapy and is recognized as the father of the speciality of periodontal microsurgery. He served on the board of the Western Society of Periodontology and the California Society of Periodontists and is past president of the California Society of Periodontists. Dr. Shanelec received his periodontal training at the University of Southern California. He has been awarded many honors including Master Clinician from the American Academy of Periodontology and Master of Innovation from the Academy of Microscope Enhanced Dentistry.

MONDAY, JANUARY 21

CLINICAL CONTROVERSIES

Which is more appropriate—placing an implant or substituting a canine?

MISSING MAXILLARY LATERAL INCISORS: IMPLANT VERSUS CANINE SUBSTITUTIONS

Dr. Bloyce Britton versus Dr. Vincent O. Kokich, Jr.

The management of missing maxillary lateral incisors has changed dramatically over the past two decades. Twenty years ago, most orthodontists would routinely close spaces and substitute maxillary canines for missing lateral incisors. Today, restorative dentists reject the concept of canine substitution and want their patients to have implants. Restorative dentists are concerned about the aesthetic appearance of a canine in the lateral incisor position as well as the compromised functional occlusion. But orthodontists would argue that restoring a canine with a porcelain veneer is a much more conservative and predictable restoration than a single-tooth implant in the aesthetic zone. In addition, orthodontists would challenge the concept that the occlusion is compromised when the canine functions as a lateral incisor. Which side of this argument is correct? This presentation of opposing viewpoints will be an interesting and educational exchange of information about this major orthodontic clinical controversy.

Upon completion of this lecture, attendees should be able to:

- Recognize when canine substitution is appropriate.
- Identify the necessary steps to make a canine resemble a missing lateral incisor.
- Discern when restoration of a missing lateral incisor is preferred.
- List the orthodontic keys for creating an ideal lateral implant site.

What would you do if it were you?

IMPLANT VERSUS ENDO: HOW DO I CHOOSE?

Dr. Dennis A. Shanelec versus Dr. John West

Almost every interdisciplinary dental treatment plan is engaged in the question of what to do with the endodontically diseased tooth. What are the biologic, structural and aesthetic considerations? What is their order of significance and what is the thought process that leads to the most predictable result? Where are the grey areas of the decision making tree and what to do then? And who decides? This presentation, as seen through the contrasting perspectives of a periodontist and an endodontist, will teach the guidelines needed to arrive at the right decision for patients that have endodontic disease.

Upon completion of this lecture, attendees should be able to:

- Assess the biologic, structural and aesthetic considerations of implant versus endodontics.
- Arrive at the most predictable outcome with treatment colleagues and patients after weighing the value of each consideration.

What is the most talked about and misunderstood word that can change everything?

THE PASSION CENTERED TEAM

Mr. Gary Zelesky

This presentation is based on Gary's book, *The Passion Centered Person*, which speaks to the heart of the dental office. How do people maintain high levels of energy, commitment and team unity in the mundane ritual of doing their job every day? It's simple. Bring the passion for their life to their position in life!

Upon completion of this lecture, attendees should be able to:

- Discover how to make their practice passion centered and not problem driven.
- Tap into the "human spark" that ignites every team member not just for a day, but for a lifetime.
- Understand the difference between busy and intentional by learning the power behind every human action.
- Portray more intentional and focused behavior in relational profit through creating high levels of team synergy and, in financial profit, by performing less mistakes and creating higher levels of positive accountability.

Gary Zelesky

Mr. Zelesky, author of *The Passion Centered Person*, has 30 years' experience as a passion performance speaker; helping hundreds of dentists and their teams achieve extraordinary results. Gary has been described (by his wife, Cherisse) as the human defibrillator that jump-starts lifeless relationships with his hallmark humor and practical information. He is not a "motivation sugar fix" and his revolutionary training concepts help health-care professionals access and harness the power of a passion centered office. Since 1990, Gary has traveled around the globe to thousands of organizations from Boeing, Hilton Hotels and MasterCard International as well as to most major dental conferences, bringing the message that passion for living will take you where you want to go in life.

John West

Dr. West is the founder and director of the Center for Endodontics. He is an internationally recognized educator, focusing on clinical interdisciplinary endodontics. Dr. West earned his DDS from the University of Washington in 1971, where he serves today as an affiliate associate professor. He received his MSD in the field of endodontics from Boston University's Henry M. Goldman School of Dentistry, where he now serves as the clinical faculty scientific endodontic editor for the school's magazine, *Communique* and as a member of the Board of Visitors. He has taught more than 400 hours of continuing education to dental professionals in North America, South America and Europe. He has co-authored many articles and also co-authored the book *Endodontics* with Dr. John Ingle. Dr. West is a member of numerous professional organizations and serves on the advisory boards of the *Journal of Esthetic and Restorative Dentistry*, *Practical Procedures and Aesthetic Dentistry* and *The Journal of Microscope Enhanced Dentistry*.

A well-designed

QUESTION...

is a profound instrument for
enacting meaningful CHANGE.

Tuesday
January 22

In our culture's search for immediate answers, have we forgotten that a carefully framed question is more than a simple, spontaneous step in our information-gathering process? As was demonstrated by the Twenty Questions panelists, a well-designed question is a sophisticated tool. It invites clarity, solutions, relevance and is a profound instrument for enacting meaningful change in the way we treat patients, run our practices, interact with colleagues and live our lives.

TUESDAY, JANUARY 22

Brian K. Schroder

Dr. Schroder graduated from The University of Texas Health Science Center Dental School at San Antonio in 1982 and completed a general practice residency at Audie Murphy Veterans Administration Hospital in 1983. He was an assistant professor in the Department of General Practice, Graduate Division at the Dental School at San Antonio from 1983–1995. He is an active member of the American Academy of Restorative Dentistry and a fellow of the International College of Dentists. He maintains a full-time private practice in comprehensive restorative dentistry with special interests in digital impressioning and interdisciplinary treatment. Dr. Schroder's involvement with Seattle Study Club affiliate Excellence in Restorative Dental Education in San Antonio has fostered this growth and interest in interdisciplinary treatment. It is because of this positive impact that he has pursued teaching.

Jeffrey S. Rouse

Dr. Rouse maintains a full-time private practice limited to prosthodontics. He received his specialty certificate in prosthodontics from The University of Texas Health Science Center at San Antonio where he serves as a clinical assistant professor in the Department of Prosthodontics. He has published on numerous topics ranging from porcelain laminate veneers to dentist-patient communication. He recently authored chapters on Porcelain Veneers and Anterior Ceramic Crowns for the third edition of *Fundamentals of Operative Dentistry—A Contemporary Approach*. He and Dr. J. William Robbins founded the Texas Academy of Aesthetic Dentistry and now have expanded to become CORE (Comprehensive, Oral, Rehabilitation and Esthetic Dentistry). He is a member of several organizations including the American Academy of Restorative Dentistry and the Southwest Academy of Restorative Dentistry.

Do you still think you can do it all?

CONFESSIONS OF A FORMER SINGLE TOOTH DENTIST

Dr. Brian K. Schroder

This presentation is intended to inspire and encourage dentists to fully incorporate the available resources acquired through their continuing education efforts into the treatment they provide their patients. Dentistry is a difficult discipline. Excellence is not easily attained and change is something that everyone tends to avoid. Through documentation of long-term patients, Dr. Schroder will candidly present his results using a solo "I can do it all myself" practice style, and the changes that came about in working with an interdisciplinary team approach. Should the audience choose to adopt them, these changes will benefit their patients, general practitioners, specialist partners and their office team members.

Upon completion of this lecture, attendees should be able to:

- Recognize that leadership is the key to maximizing their potential as practitioners as well as businesspersons.
- Accept general dentists as the quarterbacks of the dental team.
- Identify how the business model of dentistry creates obstacles to the interdisciplinary relationships so important to success.

Can you diagnose respiratory disorders from oral damage?

SLEEP PROSTHODONTICS—UNDERSTANDING THE "WHY" RATHER THAN TREATING THE "HOW"

Dr. Jeffrey S. Rouse

This unique presentation will focus on preventing disease rather than restoring morphology. For too long restorative dentists have approached complex treatment planning by asking, "How can I repair the damage?" Instead, Dr. Rouse will inquire, "Why did the damage occur?" Restoration of the teeth rarely fixes the core cause of the problem. A growing body of research is beginning to link nocturnal airway issues to tooth wear, myofacial pain, craniofacial deficits, periodontal disease and malocclusion. In addition, hypoxia-induced inflammatory activity may cause neurocognitive deficiencies and systemic metabolic disorders. While restoration and tooth fracture do not occur at night, the connection is still sleep. Diurnal clenching and grinding is correlated with an increased sympathetic activity attributed to excessive catecholamine release during respiratory disturbances. This evidence-based lecture will provide attendees with the foundation to differentiate between the categories of sleep disordered breathing and diagnose the variations from oral signs and symptoms.

Upon completion of this lecture, attendees should be able to:

- Reexamine dentistry's mistaken tenets concerning nocturnal and diurnal bruxism.
- Understand the impact of sleep-disordered breathing on craniofacial growth, malocclusion and inflammatory disease.
- Scrutinize current TMJ concepts and establish an airway-based protocol.
- Recognize the Bruxism Triad: sleep bruxism, sleep apnea and sleep-related GERD.

Why is it that the traditional method of diagnosing the interdisciplinary dental patient won't answer the questions necessary to treatment plan the case?

"GLOBAL DIAGNOSIS"—A NEW VISION OF DENTAL DIAGNOSIS AND TREATMENT PLANNING

Dr. J. William Robbins

With the increased emphasis on interdisciplinary treatment in recent years, the deficiencies associated with traditional methods of diagnosis and treatment planning have become more evident and problematic. Historically, the treatment plan was primarily dictated by information provided by study casts, which were mounted on a sophisticated articulator in centric relation. At that time in history, the primary tools available for treating the complex restorative patient were functional crown lengthening surgery and increasing the vertical dimension of occlusion. The treatment plan was simply based on restorative space, anterior tooth coupling and resistance and retention form of the final preparations, with no focus on placing the teeth in the correct position in the face. Practitioners did not have access to advanced periodontal, orthodontic and orthognathic surgical tools that are currently available. With the advent and common usage of these new treatment modalities, the historical method of diagnosis and treatment planning is no longer adequately serving the dental profession. It is the purpose of this presentation to provide a systematic approach to diagnosis and treatment planning with a common language that may be used by the orthodontist, periodontist, oral and maxillofacial surgeon and the restorative dentist.

Upon completion of this lecture, attendees should be able to:

- Describe 4 Global Diagnoses.
- List the 5 Core Questions with their corresponding treatment options.
- Complete a Global Diagnosis form, which will lead to a comprehensive diagnosis.

How do you achieve a truly aesthetic restorative outcome?

THE 6 TOOLS: PUTTING THE TEETH IN THE MIDDLE OF THE SMILE

Drs. Bloyce Britton, Eric Rindler, J. William Robbins & Jeffrey S. Rouse

Providers of anterior restorative dentistry can no longer depend solely on the skills of the dental laboratory technician to ensure a beautiful and aesthetic result. The dentist must be responsible for preparing the "landscape" to accept the beautiful restorations. This may involve lengthening or shortening incisal edge position and moving the gingival position coronally or incisally. Additionally, the restorative dentist must be aware of the tissues surrounding the oral cavity. This lecture will demonstrate how to dynamically transform the periodontium to ensure the most aesthetic restorative result. Subjects presented will include crown lengthening, root coverage forced eruption, orthodontic intrusion, orthognathic and implant surgery, Botox® and dermal fillers.

Upon completion of this lecture, attendees should be able to:

- Diagnose the need for both functional and aesthetic crown lengthening surgery.
- Discuss the indications for connective tissue grafting.
- Understand the diagnosis and treatment of vertical maxillary excess.

J. William Robbins

Dr. Robbins maintains a full-time private practice and is a clinical professor in the Department of General Dentistry at The University of Texas Health Science Center at San Antonio. He graduated from The University of Tennessee Dental School in 1973 and completed a rotating internship at the Veterans Administration Hospital in Leavenworth, Kansas followed by a two-year general practice residency at the V.A. Hospital in San Diego, California. Dr. Robbins co-authored *Fundamentals of Operative Dentistry—A Contemporary Approach*, which was published by Quintessence and is in its third edition. He has won several awards including the Presidential Teaching Award at The UTHSCSA, the Fellowship Award from the AGD and the 2010 SSC Saul Schluger Award. He is a member of several organizations, a diplomat of the Federal Services Board of General Dentistry, the American Board of General Dentistry and is a past president of the American Board of General Dentistry.

Bloyce Britton

Dr. Britton attended Wake Forest University in Winston-Salem, North Carolina. (To read more about Dr. Britton's background, please refer to his full biography on page 10.)

Eric Rindler

Dr. Rindler received his DDS from The University of Texas Health Science Center at San Antonio and a certificate in periodontics from The University of Missouri-Kansas City School of Dentistry. He has held the position of associate professor at The University of Texas Health Science Center at San Antonio in general dentistry and is a guest instructor at the Kois Center in Seattle, Washington. Dr. Rindler has been recognized by the Department of Health and Human Services for his efforts in preventive dentistry and he lectures on several topics in the field of periodontics. Dr. Rindler is a member of several organizations including the American Academy of Periodontology, American Dental Association and the Southwest Academy of Restorative Dentistry.

TUESDAY AFTERNOON OPTIONAL PROGRAMS

Tim B. Greaves

Mr. Greaves is a partner at Cain, Watters and Associates P.L.L.C., a “fee only” certified public accounting firm located in Dallas, Texas. Mr. Greaves has designed financial plans for hundreds of dental professionals across the country that help them take advantage of their earning power. Mr. Greaves received his BBA in accounting in 1991. He is a member of the Texas Society of Certified Public Accountants, American Institute of Certified Public Accountants and is a registered investment advisor with the Securities and Exchange Commission. Prior to joining CWA, Tim spent four years at the international public accounting firm of Pricewaterhouse Coopers LLP. There, Tim performed the audit manager role on a publicly traded multinational manufacturing company and coordinated and reviewed the audit work performed by other Pricewaterhouse Coopers LLP offices, both domestically and internationally. Additionally, Tim performed the audit manager function on various middle market companies. In the last several years, he has been lecturing on a national level to various dental societies, study clubs and state and national dental associations.

Charles Loretto

Mr. Loretto is director of new client services and is a registered investment advisor representative of Cain, Watters and Associates P.L.L.C., a nationally recognized accounting firm, whose primary focus is to help dentists achieve both their personal and business financial goals. He spends most of his professional time advising dentists on their finances as well as how to help them transition their business for the purpose of accelerating their financial plan. He received his BBA in marketing from the University of Texas at Arlington in 1994. He has spoken to over 11,000 dental students and residents at more than 35 schools across the nation since 2004. He regularly presents at local study clubs as well as state and national dental meetings on how to prepare financially for the future and how to successfully transition associates into a dental practice. Additionally, Charles is the president of National Dental Placements, a national search firm helping hiring dentists find the right candidates for their practice.

How do you know your current financial plan is the best for you and your practice?

WHAT FINANCIAL PATTERNS DO DENTISTS ADHERE TO THAT CONTINUE TO AMAZE US AFTER 28 YEARS?

Mr. Tim B. Greaves & Mr. Charles Loretto

Over the last 28 years, Cain, Watters and Associates, P.L.L.C., has meticulously studied thousands of dental practices and personal finances through business and financial consulting. In this exciting and informative lecture, Mr. Greaves and Mr. Loretto will share specific studies from over a thousand of CWA’s successful dental clients. Attendees will see actual before and after results of each case and recognize the impact specific actions may have on finances in both their office and their home. Attendees will also be provided with a wide range of cases representing a variety of circumstances through which the dentist and CWA advisor had to navigate. These include the highlights of a 25-year dental career, recently graduated dentists with over \$300,000 of dental debt and complications associated with splitting revenues/costs in a partnership. They will outline where money was found in the practice to fund a defined benefit plan, how to determine if the timing is right to bring in an associate, tax planning opportunities and strategies and much more.

Upon completion of this lecture, attendees should be able to:

- Evaluate their current advisor’s knowledge on both tax planning strategies and running their dental practice.
- Apply specific strategies to afford them the greatest chance for a successful practice transition.
- Select new alternatives to splitting money in their existing practice partnership.

What are the most appropriate options for the totally edentulous patient?

TOTAL EDENTULISM—CHALLENGES AND OPPORTUNITIES

Dr. George V. Duello

The patient suffering from total edentulism or the patient soon to be edentulous presents with significant clinical challenges. Dental teams in the past were only able to suggest a limited number of solutions for the patient who had lost his/her natural dentition. Patients who require advanced surgical options may be resistant to undergoing potentially life-changing procedures due to various challenges encountered by the interdisciplinary team. Research has demonstrated that other options are available to allow the patient a less invasive treatment option when offered with a multi-disciplinary approach. Dr. Duello and the Gateway Study Club have given the SSC National Symposium some of the most interesting and dramatic treatment planning sessions—this program will be no different. Technological advances in conebeam CT, NobelClinician 3D software, biomaterials, CAD-CAM manufacturing, and new laboratory procedures can facilitate the treatment process. Dr. Duello, with his extensive All-on-4 expertise, will guide attendees through the pre-treatment planning, surgical, prosthetic and laboratory steps in providing the patient with a fixed prosthesis using various biomechanical and bioengineering principles.

Upon completion of this session, attendees should be able to:

- Implement an evidence-based approach to edentulous patients using the interdisciplinary approach of the Seattle Study Club.
- Demonstrate the principles of immediate loading, utilizing non-grafted solutions for the clinical team.
- Present the rationale for the use of various prosthetic biomaterials in the delivery of a fixed prosthesis for the dental patient.
- Promote a digital pathway to treatment planning, surgery and prosthetics for the edentulous patient.
- Discuss the patient's experience associated with the delivery of advanced care for the edentulous patient in an interdisciplinary team.

George V. Duello

Dr. Duello has been in private practice in St. Louis since 1983 after serving as chief of periodontics, MacDill AFB in Tampa, Florida. Dr. Duello holds four advanced education degrees from The University of Missouri in Kansas City. In 1986, he was one of the first periodontists in the United States to place dental implants using the Brånemark surgical and prosthetic protocol at The University of Texas at San Antonio. Dr. Duello is on the Professional Advisory Board of Nobel Biocare. He is a member of numerous professional organizations including the American Dental Association, American Academy of Periodontology and the International Congress of Oral Implantologists. He is a fellow of the American College of Dentists and a diplomate of the American Board of Periodontology. He is a past-president of the Greater St. Louis Dental Society and the Missouri Society of Periodontists and has appeared on several news programs in St. Louis speaking on periodontal and implant-related subjects.

Brennan Rimer

Mr. Rimer's love for photography began when he was quite young, traveling to places near and far. When he was 10, he made his first "real" trip to wild Africa. After graduating from The University of Florida with degrees in sociology and political science, Brennan decided to pursue his longtime passion for photography and currently works as a Nikon professional photographer in South Florida, working within the commercial and advertising industry. That is, of course, when he is not traveling to exotic destinations with Journeys Unforgettable, where he specializes in tailor-made, professionally-led photographic workshops for individual and group safari trips.

Jeffrey S. Rouse

Dr. Rouse maintains a full-time private practice limited to prosthodontics. He received his specialty certificate in prosthodontics from The University of Texas Health Science Center at San Antonio where he serves as a clinical assistant professor in the Department of Prosthodontics. (To read more about Dr. Rouse's background, please refer to his full biography on page 14.)

OPTIONAL WORKSHOPS

Do you want to take pictures like a pro?

FLORIDA WILDLIFE PHOTOGRAPHY TOUR

Mr. Brennan Rimer (Limited to 15 participants)

This guided photo tour has been customized to facilitate a maximum learning experience and, at the same time, enjoy a fun adventure. The trip leaders include professional photographer, Brennan Rimer and local specialist guide, George Luther, who has lived and guided the swamp trails near Naples, Florida. Attendees will be guided through the forested wetland and instructed on how to best photograph the mix of wet flatwoods and endangered plants and animals that call the Bird Rookery Swamp their home. Photographers of all levels are welcome. This specialized photo tour has been designed for those interested in learning and improving their photographic art, technique and passion. There is no specific photographic/computer knowledge required.

Upon completion of this workshop, attendees should be able to:

- Enhance their picture taking skills.
- Capture and develop stunning images of some of the most beautiful natural habitats found in Southwest Florida.

Are you up to date on "airway" and how it has opened up mindsets to an expanded view that maintains the professional integrity from concept to patient care and management?

AIRWAY: BREATHING LIFE INTO THE FUTURE OF DENTISTRY

Dr. Jeffrey S. Rouse

Who are the individuals, both personal and professional, that are being impacted by airway issues? What is the correlation between sleep and bruxism? When should the obstructive sleep apnea (OSA) patient seek resolution rather than maintenance? Where is the impact of fragmentation more significant than hypoxia? The future of dentistry is the concept of airway and the 21st century practitioner must be forward thinking in the various types of mandibular advancement appliances (MAA) and understand why the complementing technology of pulse oximetry is integral in patient detection of sleep-related breathing and its impact on dentistry. This lecture will present the key features of many of the popular designs of MAA, discussing the advantages and disadvantages that will yield in an appliance algorithm. Dr. Rouse will conduct a hands-on demonstration of appliance seating, incorporating titration and verification modalities. Dental sleep medicine is no longer simply trending, it is a part of our daily regimen, personally and professionally.

Upon completion of this session, attendees should be able to:

- Clarify the sleep-disease connection including dental diseases such as caries, periodontal disease, dental erosion and nocturnal bruxism.
- Illuminate the unique role that dentists and dental hygienists play in resolving sleep and airway issues.
- Create an algorithm for appliance selection and simplify the seating and titration process.
- Understand the value of high-resolution pulse oximetry in assisting dentists to envision airway transformation with an oral appliance.

PREVENTIVE CARDIOLOGY

Do you know what your risk for heart disease is?

CAROTID IMT (C-IMT)

Carotid IMT testing is a non-invasive, ten-minute ultrasound measurement of the inner lining of the carotid artery, where vulnerable "hot" plaque can grow. C-IMT is side effect free, painless and independently predicts your risk for heart attack and stroke. The American Heart Association recommends C-IMT for all Americans over the age of 45 and for younger patients with a family history of heart disease or other risk factors.

How does stress affect your heart?

M.O.S.T. PROTOCOL (MENTAL OFFICE STRESS TESTING)

During this test, technicians are looking for high blood pressure and abnormal stress response by taking multiple blood pressure measurements at rest and during simulated mental stress. This unique stress assessment is designed to detect the presence of stress factors that trigger heart attack, stroke and heart failure.

The Boone Heart Institute and the Seattle Study Club have teamed up once again to offer preventive cardiology testing to all Symposium registrants who are interested. Testing booths and appointments will be available Monday, January 21 through Wednesday, January 23. Results will be mailed to participating individuals within three weeks following Symposium and will include the findings by the Boone Heart Institute and Dr. Boone's personalized recommendations. For these three days only, Symposium registrants will have access to the C-IMT and M.O.S.T. Protocol tests for a nominal fee to cover the expenses of providing these important services.

And while some questions may appear trivial,
they are in fact
surprisingly significant.

Wednesday
January 23

I am reminded of Twenty Questions when I visit my grandson. As with many three-year-olds, he is inherently inquisitive. I can imagine that many of you proud parents and grandparents have also heard the all-too-common beginnings of investigative greatness from your own young family members: What is it? How does it work? Why does it do that? And while some questions may appear trivial, they are in fact surprisingly significant. It is through these queries that children begin to make sense of their world.

WEDNESDAY, JANUARY 23

Brian Goldman

Dr. Goldman is one of those rare individuals with great success in more than one high-pressure field. For more than 20 years, he has been a highly regarded emergency physician at Toronto's Mount Sinai Hospital. He has also parlayed his medical expertise into an award-winning career in medical journalism. Dr. Goldman was a health reporter for *The National*, CBC Television's flagship news program and for CBC TV's *The Health Show*. Dr. Goldman released his first book in September 2010, *The Night Shift—Real Life in the Heart of the ER*, published by HarperCollins, where he attempts to show you hour by hour what happens in the ER during a typical night shift and to pull back the curtain to reveal the culture of emergency medicine.

Michael A. Pikos

Dr. Pikos completed his residency training in oral and maxillofacial surgery at The University of Pittsburgh, Montefiore Hospital. He is a diplomate of the American Board of Oral and Maxillofacial Surgery, the American Board of Oral Implantology/Implant Dentistry and the International Congress of Oral Implantologists. He is the recipient of the 2006 Aaron Gershkoff Memorial Award from the American Academy of Implant Dentistry. Dr. Pikos is a well-published author who has lectured extensively on dental implants in North and South America, Europe, Asia and the Middle East. He is founder and CEO of The Pikos Implant Institute. Since 1990, he has been teaching advanced bone and soft tissue grafting courses with alumni that now number more than 2500 from all 50 states and 32 countries. Dr. Pikos maintains a private practice in Palm Harbor, Florida, which is limited exclusively to implant surgery.

Doctors make mistakes. Do you want to talk about it?

MEA CULPA

Keynote: Dr. Brian Goldman

Every doctor makes mistakes. But medicine's culture of denial and shame keeps doctors from ever talking about those mistakes, or using them to learn and improve. Telling stories from his own practice, Dr. Goldman calls on doctors to start talking about being wrong. This is his journey to confront his own human frailty and help create a culture of safety in health care. Using one of his own medical mistakes, Dr. Goldman digs down to discover the roots of the medical profession's difficulty confronting and dealing with medical errors.

Upon completion of this lecture, attendees should be able to:

- Understand the phases of reflective error recognition.
- Apply Dr. Goldman's personal stories of failure to those of their own in their practice.

Is predictable restorative/cosmetic success in everyday dentistry a reality in cases where soft tissue compromise is evident?

SYNERGY OF RECONSTRUCTIVE HARD AND SOFT TISSUE SURGERY: THE ROLE OF BIOENGINEERING IN CLINICAL PRACTICE

Drs. Michael A. Pikos & Maurice A. Salama

To be a viable treatment choice in the partially edentulous case, the implant-supported restoration must cosmetically equal or surpass that of conventional crown and bridge. This requires development of the edentulous ridge or potential implant restorative site to mimic that of a natural tooth. The essence in the creation of this illusion of reality is the soft tissue restorative frame. The three-dimensional reconstruction of the implant receptor site comprises three distinct phases: (1) development of the hard tissues, (2) reconstruction of the soft tissue and (3) shaping of the tissues through the restorative profile. Biologic modifiers can often be synergistically combined with periodontal plastic surgical techniques, guided bone regeneration and various osseous grafts to effectively establish the optimal foundation for functional and aesthetic implant restorations. Vertical soft tissue and interdental papilla enhancement is frequently combined with innovative second-stage periodontal plastic surgery to create an ideal restorative frame. This presentation will cover the importance of CBCT and 3D software planning in reconstructive dentistry and site preparation techniques for conventional restorative dentistry as well as prior to and at the time of implant placement utilizing new bioengineering protocols as treatment planning options in everyday clinical practice.

Upon completion of this lecture, attendees should be able to:

- Diagnose and classify implant recipient sites using CBCT and 3D software.
- Augment techniques available at the time of extraction.
- Discuss the management of the "deficient" site through horizontal and vertical augmentation techniques.

Is your treatment planning team up to the challenge?

TEAM TREATMENT PLANNING

Connecticut Study Club for Excellence in Dentistry versus Santa Barbara Dental Study Group

Case presentation by Dr. Stefano Gracis

This session will follow the format of traditional team treatment planning sessions with two Seattle Study Clubs. Dr. Stefano Gracis will provide a compelling case to each Study Club team for treatment planning in advance of Symposium. Following the introduction of the case, attendees will have time to discuss their own ideas for treatment with other audience members, after which each team will present their treatment plan for the case. Dr. Gracis will facilitate this session and provide active treatment rendered. The floor will then be opened for Q & A.

Upon completion of this treatment planning session, attendees should be able to:

- Improve their treatment planning skills by incorporating the clinical approaches and concepts used by the teams.
- Understand the importance of communicating with all team members.

Stefano Gracis

Dr. Gracis received his DMD in 1986 from the University of Pennsylvania and in 1987 from the University of Pavia in Italy. (To read more about Dr. Gracis' background, please refer to his full biography on page 7.)

Maurice A. Salama

Dr. Salama completed his undergraduate studies at the State University of New York at Binghamton in 1985, where he received his BS in Biology. He received his DMD from the University of Pennsylvania School of Dental Medicine, where he also later received his dual specialty certification in orthodontics and periodontics. Dr. Salama completed his implant training at the Brånemark Center at Penn. He is currently on the faculties of the University of Pennsylvania and the Medical College of Georgia as a clinical assistant professor of periodontics. He is a permanent member of the Scientific Committee of the world's leading online dental education website—DENTALXP.com. He is also a member of Team Atlanta Dental Practice, which is an interdisciplinary practice world-renowned for their clinical research in reconstructive and aesthetic dentistry.

Asking the right questions
involves purposefully investigating

Though my grandson's carefree method of questioning does have entertainment value, the program Twenty Questions didn't follow his strategy; the panelists were much more purposeful. The guessing panel developed a unique ability to listen closely to each other's questions and work together to query more deliberately with each turn, thus markedly reducing the seemingly infinite list of possible answers with every question. This effectual technique was even noticed by academia and adopted in universities.

deeper into
what we intuitively know.

Is sexual activity and HPV the most common cause of head and neck cancer?

HUMAN PAPILLOMAVIRUS (HPV) IN HEAD AND NECK CANCER

Dr. Theodoros N. Teknos

There is a newly described head and neck cancer entity that arises from the human papilloma virus. It behaves very differently than the “traditional” head and neck cancers that are caused by smoking and alcohol consumption. It affects young healthy adults that have never smoked and have no alcohol abuse history and is treated differently. Early detection by the dental community can help save many lives. During this session, Dr. Teknos will challenge attendees to address whether they feel that vaccination can prevent head and neck cancer and who should receive it.

Upon completion of this lecture, attendees should be able to:

- Cite the cause of the HPV increase in head and neck cancer.
- Identify the clinical presentation of HPV in the oral cavity.
- Target specific treatment modalities.

What is the difference between a good team and a great one, a good leader and a great one, a good parent and a great one?

BREAKTHROUGH LEADERSHIP!

Mr. Brian Biro

When one really stops to think about it, a dental practice is in the breakthrough business. Every day clinicians seek breakthrough with patients to generate loyalty, satisfaction and relationship. A huge key to lasting success in the practice is breaking through with team members so they eagerly embrace personal responsibility, committed purpose and leadership. They must see themselves as breakthrough leaders, especially in times of challenge. They must focus persistently on what they can do rather than wasting time and energy on the things they don't control. This one-of-a-kind presentation ignites the energy and true leadership potential that everyone possesses. Breakthrough leadership is full-spectrum leadership that will teach attendees how to shape their future, energize their team, build effective relationships, drive results and model personal excellence, integrity and accountability. In this vibrant, engaging presentation, attendees will gain new appreciation for their impact on others and how they can make a genuine difference.

Upon completion of this lecture, attendees should be able to:

- Ignite the “E” Power in their team—the #1 key to igniting others and themselves.
- Understand that being fully present is the key to building people, trust and balance.

Theodoros N. Teknos

Dr. Teknos is a head and neck surgeon scientist with clinical trial and basic science expertise. He is professor of Otolaryngology-Head and Neck Surgery at The Ohio State University Medical Center, director of the Head and Neck Surgery Division at the James Cancer Hospital, chief of the Division of Head and Neck Oncologic Surgery and the inaugural holder of the David E. and Carole H. Schuller Chair in Head and Neck Oncologic Surgery. Dr. Teknos is a member of the NCI Steering Committee for Head and Neck where he co-chairs the Recurrent/Metastatic Disease Task Force. He is a world authority on the treatment of head and neck cancers and the reconstructive surgery necessary following complete excision of these tumors.

Brian Biro

Mr. Biro is America's Breakthrough Coach! He is one of the nation's foremost speakers and teachers of leadership, possibility thinking, thriving on change and team building and has delivered over 1,200 presentations around the world in the last 20 years. A former vice-president of a major transportation corporation and the author of nine books including the bestseller *Beyond Success!*, Brian was rated #1 of over 40 speakers at four consecutive *INC, Magazine* International Conferences. With degrees from Stanford University and UCLA, Brian has appeared on *Good Morning America*, CNN's *Business Unusual*, Fox News Network and as a featured speaker at the Disney Institute in Orlando. He was recently named one of the top 100 most inspirational graduates of the UCLA Graduate School of Business in honor of their 75th Anniversary. Brian lives in Asheville, North Carolina with his wife and daughters.

we must listen to our instincts
and develop the RIGHT QUESTIONS

in an effort to move closer
to the knowledge we seek.

Friday
January 25

There are different levels of complexity to asking the right questions, but the structure is surprisingly simple. Asking the right questions involves purposefully investigating deeper into what we intuitively know. "Investigation Beyond Suspicion." However, there is nothing "suspicious" about this idea: questions are born when we suspect something. Often this is an instinctive nudge to encourage us to gather evidence and dig deeper. We must listen to our instincts and develop the right questions in an effort to move closer to the knowledge we seek.

Shawn Achor

Mr. Achor is the author of the #1 national bestseller, *The Happiness Advantage*. Shawn spent over a decade at Harvard University where he won over a dozen distinguished teaching awards for his work. He graduated *magna cum laude* from Harvard and earned a master's in Christian and Buddhist ethics. In 2006, he was named Head Teaching Fellow for "Positive Psychology," which eclipsed "Intro Economics" as the most popular course at Harvard. In 2007, Shawn founded Good Think Inc. to share his research with the world. He has now become the world's leading expert on the connection between happiness and success. In 2012, his research on happiness made the cover of *Harvard Business Review*, his TED talk is one of the most popular of all time with over 2 million views, and he has a new lecture airing on PBS called "The Happiness Advantage."

Iñaki Gamborena

Dr. Gamborena graduated from The University Odontológica Dominicana in 1989. In 1990 he received his certificate in occlusion and temporomandibular disorders from the Mexican Association of Occlusal Reconstruction in México City. He received his certificate in restorative dentistry at the Autonoma of Nuevo León University in Monterey, México in 1992 and his certificate in prosthodontics and MS in dentistry at the University of Washington in 1996 where he was also awarded the "Bolender Contest Award." In 1997 he received his certificate in the oral and craniofacial implant fellowship program at The University of Texas. Dr. Gamborena has been an active member of the European Academy of Esthetic Dentistry since 2002 and the American Academy of Restorative Dentistry since 2010. He maintains a private practice in San Sebastian, Spain dedicated to comprehensive dental care.

FRIDAY, JANUARY 25

What does being happy have to do with work?

THE HAPPINESS ADVANTAGE: LINKING POSITIVE BRAINS TO PERFORMANCE

Keynote: Mr. Shawn Achor

Most companies and schools follow this formula: if you work harder, you will be more successful and then you will be happy. This formula is scientifically backward. A decade of research shows that training one's brain to be positive at work first, actually fuels greater success second. In fact, 75 percent of job success is predicted not by intelligence, but by one's optimism, social support network and the ability to manage energy and stress in a positive way. By researching top performers at Harvard, the world's largest banks and Fortune 500 companies, Mr. Achor discovered patterns that create a happiness advantage for positive outliers—the highest performers at the company. Based on his new book, *The Happiness Advantage*, he explains what positive psychology is, how much one can change and practical applications for reaping the "happiness advantage" in the midst of change and challenge.

Upon completion of this lecture, attendees should be able to:

- Cite the principles of positive psychology that fuel success at work.
- Improve their productivity, performance and satisfaction by putting *The Happiness Advantage* to work.

Can you predictably eliminate the "gray" from implant aesthetics?

THE GRAY ZONE AROUND DENTAL IMPLANTS: KEYS TO AESTHETIC SUCCESS

Dr. Iñaki Gamborena

Single-implant restorations in the anterior maxilla have become a routine treatment. While customized tooth-colored prosthetic components have greatly improved clinical outcomes, aesthetic success is not limited to the restorative result but must include soft-tissue aspects. A common aesthetic shortcoming is the grayish appearance of the peri-implant soft tissues, which are difficult to manipulate around dental implants. Influencing parameters for aesthetic success and clinical guidelines to avoid the "gray zone" around dental implant restorations will be summarized and categorized into 5 key factors.

Upon completion of this lecture, attendees should be able to:

- Cite the 5 key factors to aesthetic success.
- Establish protocols for minimizing unanticipated and disappointing treatment expectations.

What do you do with extraction sockets?

EXTRACTION SOCKETS AND SOFT TISSUE MANAGEMENT: WHAT DO WE NEED TO KNOW TODAY AND WHAT OPTION DO WE HAVE FOR THE FUTURE?

Dr. Ronald Jung

Millions of extractions are going to be performed worldwide and no clear strategies and indications regarding ridge preservation are available. Strategies for the handling of extraction sockets can either try to preserve hard and soft tissue or try to optimize hard and soft tissue by grafting procedures. Based on new techniques to evaluate volume changes over time, different therapies will be evaluated and qualified. During this session, advantages and limitations of different techniques will be discussed, along with future possibilities to regenerate hard and soft tissues by means of soft tissue alternatives. Clinical strategies for various situations will also be defined based on an overall comparison of the different techniques for hard and soft tissue preservation.

Upon completion of this lecture, attendees should be able to:

- Discuss alveolar ridge changes after tooth extraction.
- Consider therapeutic options after tooth extraction on soft and hard tissue.

How can you be protected from malpractice or copyright infringement?

LEGAL CONSIDERATIONS IN HIGH-TECH DIGITAL DENTISTRY

Mr. Arthur Curley

Digital and high-tech dentistry are no longer in the future. They are here now and will soon dominate dentistry and potentially change the standards of care for some professions and practitioners. Digital dentistry includes records, imaging, communications, delivery of care, staff management and marketing. There can be significant issues for practitioners failing to understand the laws of digital dentistry, ranging from malpractice to copyright infringement. This program will discuss the changing laws of digital dentistry, present specific cases and provide risk management tips and tools.

Upon completion of this lecture, attendees should be able to:

- Comprehend how the laws of digital dentistry can make old practices substandard.
- Implement simple tools to reduce the risks of a claim for malpractice.

Ronald Jung

Dr. Jung is trained in oral surgery, prosthodontics and implant therapy. He is currently vice chairman of the Department of Fixed and Removable Prosthodontics and Dental Material Sciences at the University of Zürich, Switzerland. In 2006 he worked as visiting associate professor at the Department of Periodontics at the University of Texas Health Science Center at San Antonio. In 2008 he finalized his "Habilitation" (venia legendi) in dental medicine and was appointed associate professor at the University of Zürich. He received his PhD doctorate degree in 2011 at the University of Amsterdam, ACTA Dental school, Netherlands. He is an accomplished and internationally renowned lecturer and researcher best known for his work in the field of hard and soft tissue management and his research on new technologies in implant dentistry.

Arthur Curley

Mr. Curley is a senior trial attorney in the San Francisco-based healthcare defense firm of Bradley, Curley, Asiano, Barrabee, Abel & Kowalski, P.C. After graduating from the University of California, Berkeley with honors in 1970, he obtained his JD in 1974 from the University of California, Hastings School of Law in San Francisco. Mr. Curley is currently an assistant professor of Dental Jurisprudence at the Arthur A. Dugoni School of Dentistry in San Francisco and an adjunct faculty professor at the University of California, San Francisco. As a trial attorney, he has been defending doctors for over 35 years and has presented risk management courses throughout the United States and Canada. He is an associate of the American Board of Trial Advocates and has published several articles on risk management and authored chapters in textbooks.

Having Colleagues with whom we can direct

None of us has all the answers, but as a team we come pretty darn close. This makes Study Clubs and interdisciplinary teams not just helpful, but indispensable. Having colleagues with whom we can direct questions and learn is vital. Seattle Study Club clinicians are world-class and bring expert knowledge to their club—making their group a premier resource for thought-provoking questions. It is with this community of peers that we are able to continue to grow as clinicians and professionals, and it is this same idea that has been the inspiration for Seattle Study Club Symposia for the past 20 years.

questions and learn is Vital.

What is the secret that bridges the gap between “knowing” and “doing” and motivates us to change?

FUSION

Mr. Kirk Behrendt & Dr. Michael C. Fling

The evolution to becoming relevant with one’s team, business and within one’s self requires fundamental re-purposing in thinking and culture. A person’s success or failure is determined by their willingness and ability to “FUSE” their managerial, technical and philosophical concepts. Great leaders not only understand this, they also realize that “why” becomes more important than “what.” During this session, Dr. Fling and Mr. Behrendt will take attendees on a journey that fuses lessons of creativity, energy and passion that will change how they view their world and will add relevance to their personal and professional fulfillment.

Upon completion of this lecture, attendees should be able to:

- Experience the results of possessing clarity, passion and an emotional spirit in everyday tasks.
- Create more productive, predictable and sustainable patterns in their business and life.
- Develop a healthier and more consistent culture of prosperity.

Kirk Behrendt

Mr. Behrendt has been involved in public speaking, practice coaching, dental marketing and leadership facilitation for 16 years. As the founder of ACT, a dental practice coaching company, his vision is driven by his commitment to provide highly personalized care to the dental profession. The Pankey Institute and Dr. Peter Dawson’s treatment philosophies influenced him early in his career. Since then, ACT’s mission has been to provide the most ethical and value-driven service known to the profession of dental practice development. Mr. Behrendt lectures all over the United States to help individuals take control of their own lives. He has completed four Ironman Triathlons, loves golf, basketball, stand-up comedy and, most of all, spending time with his wife and kids.

Michael C. Fling

Dr. Fling began his career in dentistry in 1976 as a laboratory technician and went on to graduate from Oklahoma University College of Dentistry in 1984. Currently, he serves as a guest lecturer at O.U. College of Dentistry in the Department of Fixed Prosthodontics and as an associate faculty member at the L.D. Pankey Institute. He is a member of the American Academy of Restorative Dentistry, the American Academy of Fixed Prosthodontics and the American College of Dentists. Dr. Fling is the founder and president of “Fling Seminars” and lectures internationally. Dr. Fling maintains a private practice emphasizing restorative dentistry and *Dentistry Today* has named him one of the “Top 100 Clinicians in Dental Education” every year since 2005.

We will harness
the INVESTIGATIVE NATURE
of our dental school days
and pair this with the
Wealth of experience
we all bring to the treatment
planning team.

Saturday
January 26

We can refine the skill of asking the right questions when we treatment plan together. During our treatment planning sessions today, we will harness the investigative nature of our dental school days and pair this with the wealth of experience we all bring to the treatment planning team. Together we will dive into the cases presented and tackle the investigative questions posed to us by the treating clinicians in order to transcend the obvious to reveal the best options for comprehensive treatment.

John Marchetto

Dr. Marchetto received his DMD and orthodontics degree from Tufts University Dental School in Boston, Massachusetts. He is part of numerous study clubs that emphasize comprehensive orthodontic and dental treatment and is an active member of the D.E.A.L. Study Club in Florida. Dr. Marchetto was a founding member of the West Broward YMCA in South Florida and has been active for over ten years with Kids In Distress, an agency that provides children and their families programs and services to maintain a safe, stable and healthy environment in which to thrive. He has been active with Facing It Together, a fundraising organization for disadvantaged craniofacial patients, for over five years and is involved in the Joe DiMaggio Children's Hospital Craniofacial Program for facial birth defects. When not in the office, Dr. Marchetto enjoys mountain climbing, auto mechanics, woodworking and cycling as a founding member of the Weston Flyers.

Tal Morr

Dr. Morr received his DMD degree from Tufts University School of Dental Medicine. He completed a three-year postgraduate prosthodontic program at the University of Washington dental school where he received a certificate in prosthodontics and an MSD degree. Currently, Dr. Morr maintains a private practice dedicated to aesthetics and complex prosthetic reconstruction. He has lectured internationally and is a published author on various topics such as aesthetic dentistry, complex prosthetic rehabilitation, porcelain laminate veneers and implants. He is also a member of numerous professional organizations such as the American College of Prosthodontics, The American Academy of Esthetic Dentistry and The American Academy of Restorative Dentistry.

Stephen Rimer

Dr. Rimer received his BDS from the University of Witwatersrand in Johannesburg, South Africa. He did his postgraduate education in the United States at Michael Reese Hospital in Chicago and the University of Miami Medical School at Jackson Memorial Hospital in Miami. He completed a fellowship in orthognathic surgery and reconstruction at the University of Miami and maintains a private practice in oral and maxillofacial surgery in Boca Raton, Florida. Dr. Rimer has lectured internationally, is a member of the International Team for Oral Implantology and is on the advisory boards of numerous groups. He is proud to be one of the few oral maxillofacial surgeons who is a member of the American Academy of Esthetic Dentistry. When not committed to his oral surgical practice, Dr. Rimer—together with his son Brennan—enjoys taking wildlife photography and leading digital photographic safaris and workshops to Africa. Together, they run Journeys Unforgettable.

Emanuele Piazzera

Mr. Piazzera was born in 1967 in Trento, Italy. He graduated in 1987 from IPSIA Fedele Lampertico, Vicenza as a dental technician. In 1989 Mr. Piazzera opened his own business and has since acquired extensive hands-on experience by working alongside numerous leading European technicians and dentists. In 2003, he joined CAD-CAM Technologies, a computer-aided design and computer-aided manufacturing company. He is an expert in utilizing CAD-CAM technology as well as numerous innovative materials such as zirconium and titanium. Mr. Piazzera is extremely passionate about his field and welcomes the opportunity to educate and lecture in both the United States and Europe.

SATURDAY, JANUARY 26

How can you optimally treat a young teenager with multiple missing teeth and associated problems, without alerting her peers of her condition or the manner of treatment?

TEENAGE DILEMMA—PARTIAL ANODONTIA TREATED “INVISIBLY”

Drs. John Marchetto, Tal Morr, Stephen Rimer & Mr. Emanuele Piazzera

Treating congenital partial anodontia patients can entail a fairly simple or a very complex and tedious treatment protocol, dependent on the number of missing teeth and their effect on tooth position and growth. Anodontia can profoundly affect both vertical and sagittal craniofacial growth as well as alveolar development. Chewing efficiency and speech can also be impaired. Orthodontic, surgical and prosthetic intervention is generally indicated in these patients although the need to wait for completed growth may be necessary if jaw surgery or implants are required. As a teenager, the psychosocial impact of missing teeth can be overwhelming. Some form of provisionalization is therefore indicated during the developmental years to allow these patients to function normally in society. Unfortunately, this provisional can become a “crutch” and the patient may be unwilling to proceed with further treatment. Finding some unique methods of treatment so that no one knows that the patient is undergoing treatment can be a tremendous challenge. Meticulous treatment planning and management is paramount in order to transition these patients from childhood to adulthood.

Upon completion of this lecture, attendees should be able to:

- Debate what age treatment should start.
- List options of “invisible” treatment to achieve the optimal outcome.
- Study how to use virtual planning to achieve ideal results.
- Examine the benefits of current advances in technology to facilitate a complicated treatment plan.

What can happen if (when) things go wrong?

REENGINEERING THE POORLY PLANNED FULL MOUTH RECONSTRUCTION—AN INEVITABLE REALITY

Dr. Ricardo Mitrani

With the ever-increasing popularity of implant dentistry, there has been both great success and also unfounded and ill-advised decision-making in the treatment planning and execution of these cases. The dental profession is now saddled with the challenges of case failure and “heroic” retrievability. The time has come to look at this issue in a more serious manner. This presentation will address the benefits of a more comprehensive evaluation of cases that fail to live up to expectation. It will also, through in-depth analysis, introduce guidelines for determining whether failure can be handled with minor adjustments and possible compromise versus completely reengineering the entire treatment plan to achieve a more preferable outcome.

Upon completion of this lecture, attendees should be able to:

- Identify and manage a poorly planned, failing, complex implant case.
- Effectively sequence comprehensive therapy.
- Comprehend the importance of a contingency-driven treatment plan.
- Ensure optimal communication between comprehensive treatment team members.

Ricardo Mitrani

Dr. Mitrani received his DDS from the UNITEC University of México City. He then obtained a certificate in prosthodontics as well as a master of science in dentistry from the University of Washington, where he served as the graduate prosthodontics program’s assistant director in 2001. He currently holds academic affiliations at the University of Washington, University of Valencia in Spain and the National University of México. He is a member of many professional organizations and serves as a member on the editorial board of several prestigious journals. Dr. Mitrani has authored numerous scientific publications and chapters in textbooks in the fields of implant prosthodontics and aesthetic dentistry and he has given more than 330 lectures in over 25 countries all over the world. Dr. Mitrani maintains a private practice limited to prosthodontics and implants in México City.

Steven H. Goldstein

Dr. Goldstein received his DDS in 1985 from Georgetown University. In 1990, he completed the Periodontal Prosthesis program at the University of Pennsylvania. He holds two advanced dental degrees: one in periodontics and the other in periodontal prosthesis/fixed prosthodontics. He maintains a full-time practice in Scottsdale, Arizona, limited to implant, prosthetic and cosmetic dentistry. Dr. Goldstein lectures on the subject of implant dentistry for *Biomet 3i*. He has also presented numerous lectures and hands-on clinics in dental digital photography. Having been a "Mac" user since 1987, Dr. Goldstein also teaches courses on Apple computer basics and Keynote. Dr. Goldstein has been a drummer since the age of nine and is an avid cyclist.

Robert Margeas

Dr. Margeas graduated from The University of Iowa College of Dentistry in 1986 and completed his AEGD residency the following year. He is currently an adjunct professor in the Department of Operative Dentistry at The University of Iowa and is board certified by the American Board of Operative Dentistry. He is a diplomate of the American Board of Aesthetic Dentistry and a fellow of the Academy of General Dentistry and International Team of Oral Implantologists. He has written numerous articles on aesthetic and implant dentistry and lectures and presents hands-on courses internationally on those subjects. He serves on the editorial advisory board of *Inside Dentistry*, *Compendium* and is a contributing editor to *Dentistry Today* and *Oral Health in Canada*. Dr. Margeas maintains a full-time private practice focusing on comprehensive restorative and implant dentistry in Des Moines, Iowa.

Ariel Raigrodski

Dr. Raigrodski is a professor and director of the Graduate Prosthodontics program in the Department of Restorative Dentistry at the University of Washington. He is a member of the editorial review boards of the *Journal of Esthetic and Restorative Dentistry*, *Journal of Prosthodontics*, *Journal of Prosthetic Dentistry* and *The American Journal of Esthetic Dentistry*. He is a graduate of the Hebrew University in Jerusalem, Israel and received his certificate in prosthodontics at Louisiana State University School of Dentistry, where he also completed a fellowship in implants and aesthetics and an MS. He is a diplomate of the American Board of Prosthodontics, a fellow of the American College of Prosthodontists and the International College of Dentists and a member of the American Academy of Fixed Prosthodontics, the Academy of Osseointegration as well as several other professional organizations. Dr. Raigrodski's research is mainly clinical and focuses on all-ceramics, dental implants and CAD/CAM technology.

Robert G. Ritter

Dr. Ritter received his dental degree from The Medical University of South Carolina College of Dental Medicine in 1994. He has been the program leader of *PowerPAC* for the Pacific Aesthetic Continuum (PAC-Live). He has taught at TEAM dental seminars and 3:1 Foundation hands-on programs, helping dentists implement the newest aesthetic dentistry into their offices. Dr. Ritter has published many articles on adhesive and cosmetic dentistry, is an editorial board member of *REALITY* and a product consultant to numerous dental manufacturers. He has lectured internationally on cosmetic and implant dentistry, new materials, joint-based dentistry and digital technologies in and for the modern dental office. He is a member of several professional organizations, including the American Equilibration Society, the American Academy of Esthetic Dentistry and the International Association of Dental Researcher. He is past president of The Florida Academy of Cosmetic Dentistry and is a member of the Seaside Study Club.

Paresh Shah

Dr. Shah maintains a private practice in Winnipeg, Canada with a focus on implant, cosmetic and interdisciplinary care. He graduated from The University of Manitoba in 1991 and serves as the co-director of a Seattle Study Club in Winnipeg of which he is one of the founding members. Dr. Shah earned a proficiency certificate in aesthetic dentistry from The University of Buffalo (SUNY) in 2007 as well as a master's in physiology in 1987. He also serves as a consultant for numerous dental manufacturers in product development and evaluations. He is the section editor for esthetics with the *Canadian Association of Restorative Dentistry and Prosthodontics Journal* and *Oral Health Journal* in Canada. He also has fellowships in numerous organizations including the ICOI, Pierre Fauchard Academy and the AGD. He lectures internationally on aesthetics, implants, interdisciplinary care and staging complex restorative dentistry.

Ward Smalley

Dr. Smalley is a fixed prosthodontist with periodontal training and a board certified orthodontist in Seattle, Washington. He teaches part-time at the University of Washington School of Dentistry in the fields of orthodontics, periodontics, prosthodontics and restorative dentistry at the graduate level. He is also on faculty as the orthodontic advisor at the Kois Center in Seattle. He received his DDS from the University of Washington in 1977 where he earned a certificate in fixed prosthodontics and an MSD in 1984 and a certificate in orthodontics and a second MSD in 1986. Dr. Smalley is currently an affiliate professor in the Department of Orthodontics and the Department of Restorative Dentistry at the University of Washington.

TREATMENT PLANNING BREAKOUTS

Drs. Steven H. Goldstein, Robert Margeas, Ariel Raigrodski, Robert G. Ritter, Paresh Shah, Ward Smalley & Brian S. Vence

During this session, attendees will participate in treatment planning sessions led by long-time friends of the Seattle Study Club. Unique to this session, treating clinicians will provide several significant questions to be considered to ensure that teams work together to examine more explicitly all aspects of the case to provide the best possible treatment plan for the patient.

Upon completion of this treatment planning session, attendees should be able to:

- Collaboratively share clinical experiences and knowledge in order to increase the learning of all team members.
- Recognize the importance of asking critical questions while treatment planning so as to provide the highest-quality care for patients.

Are you ready to become a better communicator?

COMMUNICATION STRATEGIES

Keynote: Mr. Bruce Manchion

Communicating is one thing that all human beings have in common. It is impossible to not communicate. Whether saying something or not, whenever one person comes in contact with another person, they are communicating. The most successful people in any walk of life have one thing in common—they are good communicators who have honed their skills. They use them consciously and strategically in order to get the results they want. During this session, Mr. Manchion will equip participants to tame and control the number one barrier to effective communication—their imagination.

Upon completion of this lecture, attendees should be able to:

- Develop a strategic approach to communication so that their desired results are achieved more often.
- Utilize how they think as the means for making appropriate choices for strategic communication.

Brian S. Vence

Dr. Vence graduated with a degree in honors biology in 1981 from the University of Illinois, Champaign-Urbana. He received his dental degree in 1985 from the University of Illinois School of Dentistry at the Medical Center in Chicago, later completing a hospital residency at the VA Wadsworth-UCLA in 1986 and a mini-residency in temporomandibular joint disorders. Dr. Vence founded the Chicago Academy of Interdisciplinary Dentofacial Therapy in 1992, a study club designed to define and promote excellence in dentistry. He has had manuscripts published in *Quintessence of Dental Technology*, *Practical Periodontics and Aesthetic Dentistry*, *The Journal of Prosthetic Dentistry*, *Compendium* and the *Journal of Esthetic and Restorative Dentistry*. He is a member of the American Academy of Restorative Dentistry, the American Academy of Esthetic Dentistry, the International College of Dentists and the American College of Dentists. He was past president of the Fox River Valley Dental Society in Illinois and maintains a private practice in West Dundee, Illinois with a special interest in comprehensive aesthetic and restorative dentistry.

Bruce Manchion

Mr. Manchion is CEO of Universal Training Concepts, Inc. (UTC), an international training and consulting company based in Mason, Ohio, specializing in building productivity by enhancing people skills at all levels. He has extensive experience in training and consulting for a broad range of individuals in businesses of all sizes. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained and addressed thousands of professionals worldwide. Originally from Brooklyn, New York, Bruce graduated from Emporia State University in Kansas and began a 14-year career in sales and sales management for Procter & Gamble, where he built the foundation of learning and expertise for the programs he delivers now.

This organization
has been my PASSION,
at the heart of which
is each member.

My journey has taken me from New York to Seattle, with many stops in between and I have been fortunate enough to spend the last 20 of those years in a community of the finest people in the world—namely Seattle Study Club clinicians and their families. This organization has been my passion, at the heart of which is each member. And so to each of you, I offer my sincerest thanks. It is with “youthful” enthusiasm that I look forward to seeing you this January in Naples, Florida as we celebrate our 20th Anniversary Symposium together.

Michael Cohen, DDS, MSD

Clinical Program

MONDAY

BREAKFAST - 6:45 a.m.

OPENING CEREMONIES
 &
 KEYNOTE
 Dr. William W. Li
Can We Eat to Starve Cancer?

KEYNOTE
 Dr. Jeffrey L. Boone
Under Pressure

EXHIBITOR SHOWCASE

Drs. Jim Janakiewski &
 Vincent O. Kokich, Jr.
*Interdisciplinary Team: A Collaborative
 Approach to Optimize Treatment
 Outcomes for the Complex Patient*

Dr. Stefano Gracis
*Metal-Ceramics: A Standard on the
 Road to Extinction?*

LUNCH

Dr. Bryce Britton
 versus
 Dr. Vincent O. Kokich, Jr.
*Missing Maxillary Lateral Incisors:
 Implant versus Canine Substitutions*

Dr. Dennis A. Shanelec
 versus
 Dr. John West
*Implant versus Endo:
 How Do I Choose?*

Mr. Gary Zelesky
The Passion Centered Team

20TH ANNIVERSARY PARTY

TUESDAY

BREAKFAST - 6:45 a.m.

Dr. Brian K. Schroder
*Confessions of a Former
 Single Tooth Dentist*

Dr. Jeffrey S. Rouse
Sleep Prosthodontics

Dr. J. William Robbins
*"Global Diagnosis"—A New Vision of
 Dental Diagnosis & Treatment Planning*

EXHIBITOR SHOWCASE

Drs. Bryce Britton, Eric Rindler,
 J. William Robbins & Jeffrey S. Rouse
*The 6 Tools: Putting the Teeth
 in the Middle of the Smile*

OPTIONAL PROGRAMS
 Mr. Tim B. Greaves &
 Mr. Charles Loretto
*What Financial Patterns
 Do Dentists Adhere To?*

Dr. George V. Duello
*Total Edentulism: Challenges
 & Opportunities*

OPTIONAL WORKSHOPS
 Mr. Brennan Rimer
Florida Wildlife Photography Tour

Dr. Jeffrey S. Rouse
*Airway: Breathing Life into the
 Future of Dentistry*

PREVENTIVE CARDIOLOGY
 Carotid-IMT Testing
 Mental Office Stress Testing

WEDNESDAY

BREAKFAST - 6:45 a.m.

KEYNOTE
 Dr. Brian Goldman
Mea Culpa

Drs. Michael A. Pikos &
 Maurice A. Salama
*Synergy of Reconstructive Hard &
 Soft Tissue Surgery:
 The Role of Bioengineering
 in Clinical Practice*

Connecticut Study Club
 for Excellence in Dentistry
 versus
 Santa Barbara
 Dental Study Group
*Team Treatment Planning
 Case Presentation
 by Dr. Stefano Gracis*

LUNCH

Dr. Theodoros N.
 Teknos
*HPV in Head
 & Neck Cancer*

SSC
 Directors
 Session
 &
 Lunch

Mr. Brian Biro
Breakthrough Leadership!

EXHIBITOR SHOWCASE

THE ALLEN STONE TOUR

FRIDAY

BREAKFAST - 6:45 a.m.

KEYNOTE
 Mr. Shawn Achor
The Happiness Advantage

Dr. Iñaki Gamborena
*The Gray Zone Around
 Dental Implants:
 Keys to Aesthetic Success*

Dr. Ronald Jung
*Extraction Sockets & Soft
 Tissue Management:
 What Do We Need
 to Know Today & What Option
 Do We Have for the Future?*

LUNCH

Mr. Arthur Curley
*Legal Considerations
 in High-Tech
 Digital Dentistry*

Mr. Kirk Behrendt &
 Dr. Michael C. Fling
Fusion

BARRAGE IN CONCERT

SATURDAY

BREAKFAST - 7:00 a.m.

Treatment
 Planning
 Breakouts

Dr. Ricardo Mitrani
*Reengineering the
 Poorly Planned
 Full Mouth
 Reconstruction*

Treatment
 Planning
 Breakouts

Dr. John Marchetto,
 Dr. Tal Morr,
 Dr. Stephen Rimer
 & Mr. Emanuele
 Piazzera
Teenage Dilemma

KEYNOTE
 Mr. Bruce Manchion
Communication Strategies

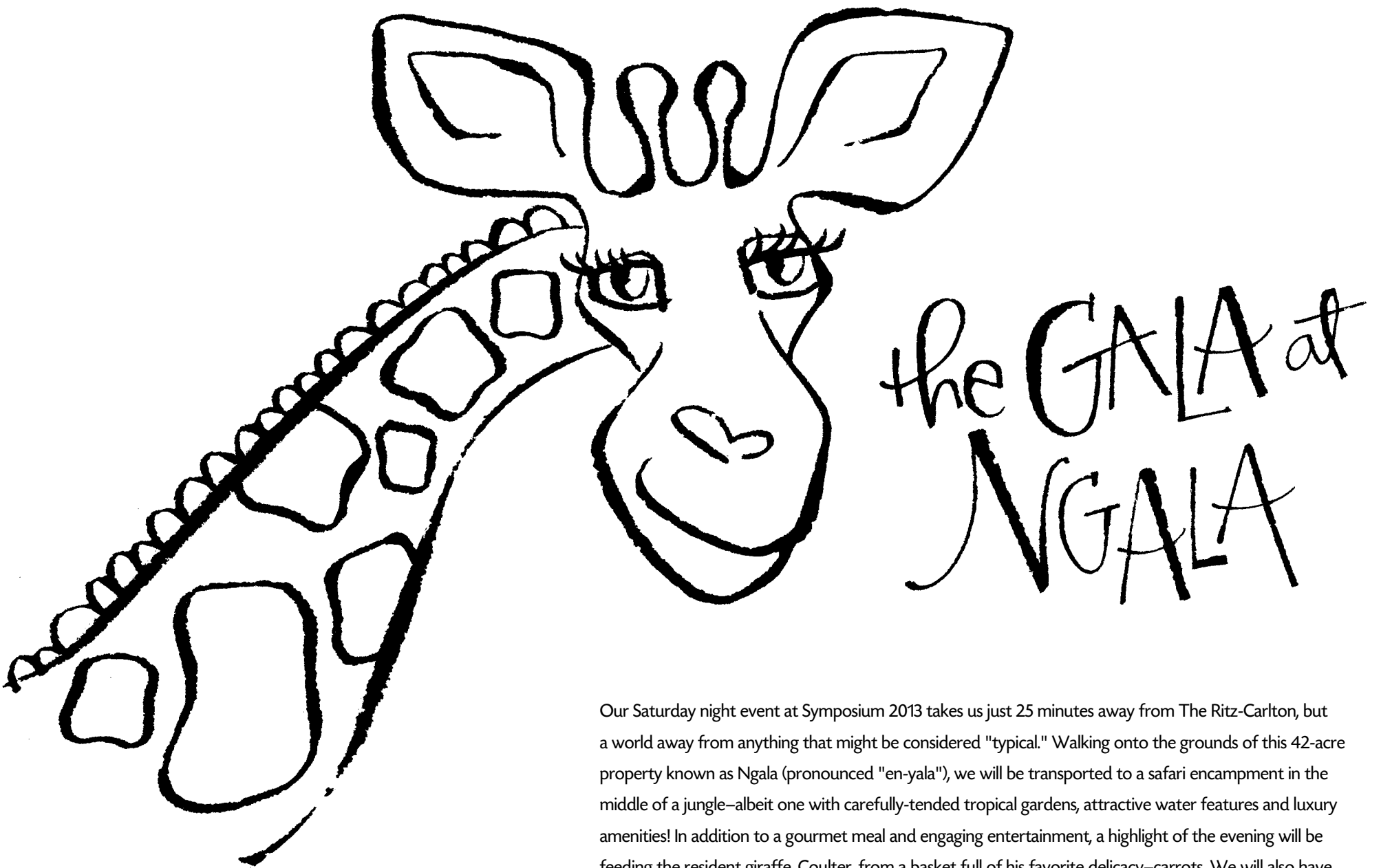
AT YOUR LEISURE

GALA AT NGALA

THURSDAY IS AT YOUR LEISURE

Non-Clinical Program

MONDAY	TUESDAY	WEDNESDAY	THURSDAY IS AT YOUR LEISURE	FRIDAY	SATURDAY
BREAKFAST - 6:45 a.m.	BREAKFAST - 6:45 a.m.	BREAKFAST - 6:45 a.m.		BREAKFAST - 6:45 a.m.	BREAKFAST - 7:00 a.m.
<p>OPENING CEREMONIES & KEYNOTE Dr. William W. Li <i>Can We Eat to Starve Cancer?</i></p>	<p>Ms. Anelody Tice <i>Experience the Benefits of Yoga</i></p> <p>Mr. Brian Bradley <i>Egoscue Posture Therapy</i></p>	<p>KEYNOTE Dr. Brian Goldman <i>Mea Culpa</i></p>		<p>KEYNOTE Mr. Shawn Achor <i>The Happiness Advantage</i></p>	<p>Ms. Anelody Tice <i>Experience the Benefits of Yoga</i></p>
<p>KEYNOTE Dr. Jeffrey L. Boone <i>Under Pressure</i></p>	<p>Ms. Lee Hammond <i>Introduction to Drawing</i></p> <p>Bird Rookery <i>Nature Walk</i></p>	<p><i>Edison & Ford Winter Estates Behind-the-Scenes Tour & Lunch</i></p>		<p>Ms. Anelody Tice <i>Whole Body Fitness: Pilates for Beginners</i></p> <p>Mr. Brian Bradley <i>Egoscue Posture Therapy</i></p>	<p>Ms. Marla Ottenstein <i>Get Organized: Pack Smart, Travel Light & Dress Like a French Woman</i></p>
<p>Ms. Anelody Tice <i>Whole Body Fitness: Pilates for Beginners</i></p>				<p>Ms. Penny Rambacher <i>A Passion for Empowering Women</i></p>	<p>KEYNOTE Mr. Bruce Manchion <i>Communication Strategies</i></p>
<p>Mr. Eddie Ross <i>Refresh Renew Restyle</i></p>	<p>OPTIONAL PROGRAM Mr. Tim B. Greaves & Mr. Charles Loretto <i>What Financial Patterns Do Dentists Adhere To?</i></p> <p>OPTIONAL WORKSHOP Mr. Brennan Rimer <i>Florida Wildlife Photography Tour</i></p> <p>PREVENTIVE CARDIOLOGY Carotid-IMT Testing Mental Office Stress Testing</p>	<p>Mr. Brian Biro <i>Breakthrough Leadership!</i></p>		LUNCH	
LUNCH				<p>Dr. Kelly McGonigal <i>The Willpower Instinct</i></p> <p>Mr. Arthur Curley <i>Legal Considerations in High-Tech Digital Dentistry</i></p>	
<p>Mr. Gary & Mrs. Cherisse Zelesky <i>Are You Fun to Live & Work With?</i></p>				<p>Mr. Kirk Behrendt & Dr. Michael C. Fling <i>Fusion</i></p>	<p>AT YOUR LEISURE</p>
<p>Mr. Gary Zelesky <i>The Passion Centered Team</i></p>	<p>AT YOUR LEISURE</p>	<p>EXHIBITOR SHOWCASE</p>			
<p>20TH ANNIVERSARY PARTY</p>		<p>THE ALLEN STONE TOUR</p>		<p>BARRAGE IN CONCERT</p>	<p>GALA AT NGALA</p>



Our Saturday night event at Symposium 2013 takes us just 25 minutes away from The Ritz-Carlton, but a world away from anything that might be considered "typical." Walking onto the grounds of this 42-acre property known as Ngala (pronounced "en-yala"), we will be transported to a safari encampment in the middle of a jungle—albeit one with carefully-tended tropical gardens, attractive water features and luxury amenities! In addition to a gourmet meal and engaging entertainment, a highlight of the evening will be feeding the resident giraffe, Coulter, from a basket full of his favorite delicacy—carrots. We will also have the opportunity to get close to several other exotic animals and we will see how well they are cared for and loved by the owners and staff of this amazing facility. This is not a zoo and the venue cannot even be visited unless it is booked for a private event such as ours. It's no exaggeration to say that this will be a truly magical, once-in-a-lifetime experience.

NON-CLINICAL PROGRAM*

What does being happy have to do with work?

THE HAPPINESS ADVANTAGE: LINKING POSITIVE BRAINS TO PERFORMANCE

Keynote: Mr. Shawn Achor

Most companies and schools follow this formula: if you work harder, you will be more successful and then you will be happy. This formula is scientifically backward. A decade of research shows that training one's brain to be positive at work first, actually fuels greater success second. In fact, 75 percent of job success is predicted not by intelligence, but by one's optimism, social support network and the ability to manage energy and stress in a positive way. By researching top performers at Harvard, the world's largest banks and Fortune 500 companies, Mr. Achor discovered patterns that create a happiness advantage for positive outliers—the highest performers at the company. Based on his new book, *The Happiness Advantage*, he explains what positive psychology is, how much one can change and practical applications for reaping the "happiness advantage" in the midst of change and challenge.

Upon completion of this lecture, attendees should be able to:

- Cite the principles of positive psychology that fuel success at work.
- Improve their productivity, performance and satisfaction by putting *The Happiness Advantage* to work.

What is the secret that bridges the gap between "knowing" and "doing" and motivates us to change?

FUSION

Mr. Kirk Behrendt & Dr. Michael C. Fling

The evolution to becoming relevant with one's team, business and within one's self requires fundamental re-purposing in thinking and culture. A person's success or failure is determined by their willingness and ability to "FUSE" their managerial, technical and philosophical concepts. Great leaders not only understand this, they also realize that "why" becomes more important than "what." During this session, Dr. Fling and Mr. Behrendt will take attendees on a journey that fuses lessons of creativity, energy and passion that will change how they view their world and will add relevance to their personal and professional fulfillment.

Upon completion of this lecture, attendees should be able to:

- Experience the results of possessing clarity, passion and an emotional spirit in everyday tasks.
- Create more productive, predictable and sustainable patterns in their business and life.
- Develop a healthier and more consistent culture of prosperity.

*Please note that the presentations in this section are listed in alphabetical order by the speaker's last name. For dates & times, refer to the Non-Clinical Program Grid on page 41.

Shawn Achor

Mr. Achor is the author of the #1 national bestseller, *The Happiness Advantage*. Shawn spent over a decade at Harvard University where he won over a dozen distinguished teaching awards for his work. He graduated *magna cum laude* from Harvard and earned a master's in Christian and Buddhist ethics. In 2006, he was named Head Teaching Fellow for "Positive Psychology," which eclipsed "Intro Economics" as the most popular course at Harvard. In 2007, Shawn founded Good Think Inc. to share his research with the world. He has now become the world's leading expert on the connection between happiness and success. (To read more about Mr. Achor's background, please refer to his full biography on page 28.)

Kirk Behrendt

Mr. Behrendt has been involved in public speaking, practice coaching, dental marketing and leadership facilitation for 16 years. As the founder of ACT, a dental practice coaching company, his vision is driven by his commitment to provide highly personalized care to the dental profession. The Pankey Institute and Dr. Peter Dawson's treatment philosophies influenced him early in his career. Since then, ACT's mission has been to provide the most ethical and value-driven service known to the profession of dental practice development. (To read more about Mr. Behrendt's background, please refer to his full biography on page 31.)

Michael C. Fling

Dr. Fling began his career in dentistry in 1976 as a laboratory technician and went on to graduate from Oklahoma University College of Dentistry in 1984. Currently, he serves as a guest lecturer at O.U. College of Dentistry in the Department of Fixed Prosthodontics and as an associate faculty member at the L.D. Pankey Institute. He is a member of the American Academy of Restorative Dentistry, the American Academy of Fixed Prosthodontics and the American College of Dentists. Dr. Fling is the founder and president of "Fling Seminars" and lectures internationally. (To read more about Dr. Fling's background, please refer to his full biography on page 31.)

Brian Biro

Mr. Biro is America's Breakthrough Coach! He is one of the nation's foremost speakers and teachers of leadership, possibility thinking, thriving on change and team building and has delivered over 1,200 presentations around the world in the last 20 years. A former vice-president of a major transportation corporation and the author of nine books including the bestseller *Beyond Success!*, Brian was rated #1 of over 40 speakers at four consecutive *INC*, *Magazine* International Conferences. With degrees from Stanford University and UCLA, Brian has appeared on *Good Morning America*, CNN's *Business Unusual*, Fox News Network and as a featured speaker at the Disney Institute in Orlando. He was recently named one of the top 100 most inspirational graduates of the UCLA Graduate School of Business in honor of their 75th Anniversary. Brian lives in Asheville, North Carolina with his wife and daughters.

Jeffrey L. Boone

Dr. Boone is a consultant in cardiometabolic health, preventive cardiology and stress medicine in private practice in Denver, Colorado. In 2007, he was selected as one of the 160 Top Doctors in America by *Men's Health Magazine* and listed as one of the 17 Top Cardiovascular Doctors in *America for Men*. He is the president, CEO and medical director of Boone Heart Institute, a Denver-based health care organization dedicated to the eradication of heart disease and stroke. Dr. Boone is a national co-director of the NFL Player Care Foundation Cardiovascular Program. He has authored and co-authored numerous professional articles and books pertaining to cardiometabolic risk, preventive cardiology and stress medicine. Dr. Boone's unique clinical approach focuses on aggressive prevention of cardiovascular disease, including the evaluation of the cardiovascular consequences of mental stress, the early clinical use of the latest cardiac imaging techniques and the advanced detection and treatment of cardiometabolic risk.

What is the difference between a good team and a great one, a good leader and a great one, a good parent and a great one?

BREAKTHROUGH LEADERSHIP!

Mr. Brian Biro

When one really stops to think about it, a dental practice is in the breakthrough business. Every day clinicians seek breakthrough with patients to generate loyalty, satisfaction and relationship. A huge key to lasting success in the practice is breaking through with team members so they eagerly embrace personal responsibility, committed purpose and leadership. They must see themselves as breakthrough leaders, especially in times of challenge. They must focus persistently on what they can do rather than wasting time and energy on the things they don't control. This one-of-a-kind presentation ignites the energy and true leadership potential that everyone possesses. Breakthrough leadership is full-spectrum leadership that will teach attendees how to shape their future, energize their team, build effective relationships, drive results and model personal excellence, integrity and accountability. In this vibrant, engaging presentation, attendees will gain new appreciation for their impact on others and how they can make a genuine difference.

Upon completion of this lecture, attendees should be able to:

- Ignite the "E" Power in their team—the #1 key to igniting others and themselves.
- Understand that being fully present is the key to building people, trust and balance.

How does stress affect you and your heart?

UNDER PRESSURE: THE CARDIOVASCULAR CONSEQUENCES OF MENTAL INTENSITY

Keynote: Dr. Jeffrey L. Boone

Most heart attacks occur during times of stress. When humans encounter stress blood clots faster, which is a survival mechanism the body evolved over generations of experiencing and surviving physical trauma. But most of modern man's stresses occur in slightly different situations. Giving presentations. Paying bills. Taking a test. During these stressful times, the body's survival mechanism can turn against it, leading to the number one killer of Americans today: heart attack and stroke. Dr. Boone is an internationally recognized expert on the effects of mental stress on the heart. He has worked extensively with professional athletes, CEOs, firefighters, police officers and other high intensity populations to ensure their safety and manage their risk. Dr. Boone's patented M.O.S.T. Protocol uses unique methods to identify "hot reactors;" people who display increased vulnerability during mental stress. This program will empower attendees to take control of their health and make sure their body is working for them and not against them.

Upon completion of this lecture, attendees should be able to:

- Comprehend the workings of the cardiovascular system, both at rest and under stress.
- Recognize how, as day-to-day human life changed over the centuries, natural defense mechanisms have become a danger to the very bodies they seek to protect.
- Implement an aggressive and proactive approach to their cardiovascular health.

Are you tired of living with back and neck pain?

EGOSCUE POSTURE THERAPY

Mr. Brian Bradley

This custom therapeutic approach brings posture back into balance, thus returning the body to proper function. During this session, attendees can expect to feel better, have less or no back pain, restore their physical self-confidence and increase their daily energy.

Upon completion of this session, attendees should be able to:

- Restore optimal muscle balance, length and tension.
- Reduce and/or eliminate musculo-skeletal and joint pain.

How can you be protected from malpractice or copyright infringement?

LEGAL CONSIDERATIONS IN HIGH-TECH DIGITAL DENTISTRY

Mr. Arthur Curley

Digital and high-tech dentistry are no longer in the future. They are here now and will soon dominate dentistry and potentially change the standards of care for some professions and practitioners. Digital dentistry includes records, imaging, communications, delivery of care, staff management and marketing. There can be significant issues for practitioners failing to understand the laws of digital dentistry, ranging from malpractice to copyright infringement. This program will discuss the changing laws of digital dentistry, present specific cases and provide risk management tips and tools.

Upon completion of this lecture, attendees should be able to:

- Comprehend how the laws of digital dentistry can make old practices substandard.
- Implement simple tools to reduce the risks of a claim for malpractice.

Doctors make mistakes. Do you want to talk about it?

MEA CULPA

Keynote: Dr. Brian Goldman

Every doctor makes mistakes. But medicine's culture of denial and shame keeps doctors from ever talking about those mistakes, or using them to learn and improve. Telling stories from his own practice, Dr. Goldman calls on doctors to start talking about being wrong. This is his journey to confront his own human frailty and help create a culture of safety in health care. Using one of his own medical mistakes, Dr. Goldman digs down to discover the roots of the medical profession's difficulty confronting and dealing with medical errors.

Upon completion of this lecture, attendees should be able to:

- Understand the phases of reflective error recognition.
- Apply Dr. Goldman's personal stories of failure to that of their own in their practice.

Brian Bradley

Mr. 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 multiple best selling DVDs on posture and pain. With two decades in the rehabilitation and fitness fields, Brian is recognized as a true expert on posture, pain and performance. He has been featured on NBC's *Today Show*, *Good Morning Texas* and currently writes for *PEAK Running Performance*, the *Titliest Performance Institute*, *MAXOUT Golf*, *World Team Tennis*, *PTontheNet.com*, the *Thorlo Sock Company* and the *American Fitness Professionals and Associates*. Brian is a true motivator of the highest level and is a sought after consultant to thousands of rehabilitation, fitness, strength/conditioning professionals and certified Egoscue Posture Alignment Specialists (PAS). He specializes in enhancing specific performance issues by focusing on the biomechanics and the mentality the athlete is taking to their sport.

Arthur Curley

Mr. Curley is a senior trial attorney in the San Francisco-based healthcare defense firm of Bradley, Curley, Asiano, Barrabee, Abel & Kowalski, P.C. After graduating from the University of California, Berkeley with honors in 1970, he obtained his JD in 1974 from the University of California, Hastings School of Law in San Francisco. Mr. Curley is currently an assistant professor of Dental Jurisprudence at the Arthur A. Dugoni School of Dentistry in San Francisco. (To read more about Mr. Curley's background, please refer to his full biography on page 29.)

Brian Goldman

Dr. Goldman is one of those rare individuals with great success in more than one high-pressure field. For more than 20 years, he has been a highly regarded emergency physician at Toronto's Mount Sinai Hospital. He has also parlayed his medical expertise into an award-winning career in medical journalism. (To read more about Dr. Goldman's background, please refer to his full biography on page 22.)

Lee Hammond

Ms. Hammond has been a professional artist and instructor for more than 30 years. She has authored over 30 instructional drawing and painting books for North Light books and has a line of teaching DVDs. Ms. Hammond has a private art studio in Overland Park, Kansas where she teaches full-time. She conducts drawing and painting seminars, gives school lectures and mentors nationwide. She also teaches art in Naples, Florida during the winter months. Ms. Hammond is a certified police composite artist on call for the Kansas City area Police Departments. She has been featured on *America's Most Wanted*, *Court TV* and many other crime documentaries. She was also one of NASCAR's leading illustrators for more than five years, doing driver portraits and prints. Ms. Hammond is currently writing more art books for North Light and authoring a motivational book titled *REACH*. She is also writing and illustrating a series of children's books.

William W. Li

Dr. Li is an international expert in health and disease fighting based on a new approach called angiogenesis—keeping the body's blood vessels in natural balance. He received his undergraduate degree from Harvard College, his medical degree from the University of Pittsburgh School of Medicine and completed his clinical training in internal medicine at the Massachusetts General Hospital in Boston. He is president and founder of the Angiogenesis Foundation, where he is leading worldwide efforts to bring forth revolutionary ways to conquer cancer, diabetes, blindness, heart disease and more than 70 other conditions. Dr. Li's unique expertise extends across many health frontiers, ranging from preventing and treating cancer, saving vision, using stem cells to heal the heart and healing wounds. His work has been covered by *USA Today*, *The New York Times*, *TIME Magazine*, *Wall Street Journal*, *O Magazine*, *The Atlantic* and *CNN*. Dr. Li created the "Eat to Defeat Cancer" program, a healthy eating campaign, which now has spread to more than 40 countries and he is a member of the Clinton Global Initiative.

Have you always wanted to draw, but thought you couldn't?

INTRODUCTION TO DRAWING

Ms. Lee Hammond

During this fun workshop, professional artist and art instructor Lee Hammond will share her own tricks and tips to create lifelike drawings in a short amount of time. Through easy-to-follow demonstrations, attendees will find themselves learning the basics of line drawing and shading to create beautiful drawings that they themselves won't believe are their own. No experience is required—simply the desire to learn something new and fun.

Upon completion of this workshop, attendees should be able to:

- Understand the basics of line drawing, pencil shading and blending.
- Discover how to capture the individuality of the subject.
- Recognize their hidden talents and creativity.

Can you add foods to your diet to boost your body's defense system?

CAN WE EAT TO STARVE CANCER?

Keynote: Dr. William W. Li

Angiogenesis, the process bodies use to grow new blood vessels, is a field where medical revolutions are in progress, bringing new insights to staying healthy and new tools for conquering disease. During this session, Dr. Li describes how angiogenesis is a "common denominator" in the most feared and significant diseases of today; underlying cancer, heart disease, stroke, blindness, obesity, Alzheimer's disease and more than 70 other conditions. By deciphering its control switches, researchers have developed revolutionary new therapies that can selectively "turn off" or "turn on" angiogenesis to restore health. Treatments that turn on blood vessels heal wounds and save limbs from amputation. On the other hand, treatments that turn off blood vessels (anti-angiogenesis) can halt and even reverse blindness or starve cancers by cutting off their blood supply. Dr. Li will share how the research for treatments aimed at angiogenesis is also leading to the discovery of foods that starve cancers. He describes how he takes the tools of biotechnology from the lab into the kitchen and garden and how anti-angiogenic foods are emerging as a new weapon to prevent cancer. By targeting a disease's common denominator, people can eat to starve cancer and halt major health conditions.

Upon completion of this lecture, attendees should be able to:

- Recognize how the differences in food varieties, cooking and combinations can have an impact on their cancer starving benefit.
- Examine the anti-angiogenesis approach to prevention—using food to take aim at cancer cells before they can ever become a disease.

Are you ready to become a better communicator?

COMMUNICATION STRATEGIES

Keynote: Mr. Bruce Manchion

Communicating is one thing that all human beings have in common. It is impossible to not communicate. Whether saying something or not, whenever one person comes in contact with another person, they are communicating. The most successful people in any walk of life have one thing in common—they are good communicators who have honed their skills. They use them consciously and strategically in order to get the results they want. During this session, Mr. Manchion will equip participants to tame and control the number one barrier to effective communication—their imagination.

Upon completion of this lecture, attendees should be able to:

- Develop a strategic approach to communication so that their desired results are achieved more often.
- Utilize how they think as the means for making appropriate choices for strategic communication.

Can you train your willpower so it is easier to go after what you really want in life?

THE WILLPOWER INSTINCT

Dr. Kelly McGonigal

In this workshop, Dr. McGonigal will explore the most common traps that keep people from their goals, and how to avoid them. Together, attendees will discover the biggest myths about willpower and the latest insights about self-control and motivation from the fields of psychology and neuroscience all the while considering how willpower can be contagious, why self-compassion (not self-criticism) is the key to successful change and how to cultivate “want power.” They will leave with practical strategies on how to boost their own focus, resilience and motivation. This workshop has been designed to help participants go after what they want, whether it’s losing weight, creating health, conquering old habits, overcoming anxiety, strengthening relationships or pursuing their passion.

Upon completion of this workshop, attendees should be able to:

- Identify their own most important goals and the motivation that will support them.
- Recognize the most common willpower mistakes in their own lives and how to avoid or recover from them.
- Implement specific stress-reducing skills to handle common willpower obstacles, including temptation, anxiety and overwhelm.
- Practice specific willpower-boosting exercises that train the brain for better focus, self-awareness and motivation.

Bruce Manchion

Mr. Manchion is CEO of Universal Training Concepts, Inc. (UTC), an international training and consulting company based in Mason, Ohio, specializing in building productivity by enhancing people skills at all levels. He has extensive experience in training and consulting for a broad range of individuals in businesses of all sizes. He is a sought-after keynote speaker, as well as a skilled trainer and consultant, having trained and addressed thousands of professionals worldwide. Originally from Brooklyn, New York, Bruce graduated from Emporia State University in Kansas and began a 14-year career in sales and sales management for Procter & Gamble, where he built the foundation of learning and expertise for the programs he delivers now.

Kelly McGonigal

Dr. McGonigal is a health psychologist and lecturer at Stanford University, and a leading expert in the new field of “science-help.” She is passionate about translating cutting-edge research from psychology, neuroscience and medicine into practical strategies for health, happiness and personal success. She teaches a wide range of programs at Stanford University and has received a number of awards for her undergraduate psychology courses, including Stanford University’s highest teaching honor, the Walter J. Gores Award. Dr. McGonigal is a founding member of the Yoga Service Council and serves on the advisory boards of several non-profit organizations bringing yoga and meditation to underserved and at-risk populations. Her work has been covered widely by the media including the *CBS Evening News*, *U.S. News & World Report*, *CNN.com*, *O! The Oprah Magazine* and the *American Psychological Association’s Monitor on Psychology*.

Marla Ottenstein

Ms. Ottenstein is a member of the National Association of Professional Organizers (NAPO). She also writes a regular column for the Naples Daily News called "Get Organized." During her career, Ms. Ottenstein has written for numerous national and regional architecture and design publications and has earned acclaim for her photo essays depicting her travels in Africa, South America, China, Viet Nam, Cambodia, Thailand, Turkey and Europe, as well as throughout the United States. Before moving to Florida to work for The Ritz-Carlton as the sole person in charge of promoting and organizing the hotel's week-long millennium celebration, Ms. Ottenstein worked in New York City as a buyer for Bloomingdales, was an assistant producer for NBC News in Washington, D.C., and owned two successful luggage and travel accessory stores in the Washington metropolitan area. Now she not only works as a professional organizer but she also owns Ottenstein Marketing, a boutique marketing firm specializing in website design, logo development and corporate branding. In 2010 she was selected as the Editor's Pick for *Naples Illustrated* A-List as the best professional organizer in Southwest Florida.

Penny Rambacher

Ms. Rambacher is founder of Miracles in Action, an IRS approved non-profit charity, through which she has coordinated the construction of 37 rural primary schools, 20 village water systems, 19 vocational workshops, and over 1700 safe, fuel-efficient stoves. She also has made available hundreds of scholarships to students. Penny supports women and girls through the Mayan women's cottage industry by designing and purchasing beaded and woven handicrafts that are then sold by Miracles in Action volunteers—going "beyond fair trade." Her mission is to "help impoverished families to help themselves;" provide a hand up, not handouts.

Can you travel for a month with only one carry-on suitcase and still look great every day of your trip?

GET ORGANIZED: PACK SMART, TRAVEL LIGHT AND DRESS LIKE A FRENCH WOMAN

Ms. Marla Ottenstein

Southwest Florida's authority on how to get and stay organized, Marla Ottenstein shows how easy it is to travel anywhere in the world with just one carry-on suitcase. In this fun session, she will show attendees how to pack smart by organizing their travel wardrobe in advance, how to maximize wardrobe selection and minimize fashion frustration by accessorizing, and how to mix and match their travel wardrobe so that it literally works in more ways than one.

Upon completion of this lecture, attendees should be able to:

- Create a fashionable and functional travel wardrobe that will work anywhere in the world.
- Choose accessories that multiply the options in their suitcase.
- Pack and travel with less frustration and more fun.

Can social entrepreneurship change the world?

A PASSION FOR EMPOWERING WOMEN

Ms. Penny Rambacher

Penny Rambacher is a registered dietician and social entrepreneur who discovered her passion for helping impoverished families in Latin America when she was employed as an American Airlines flight attendant. During a visit to the Quito, Ecuador city garbage dump in 1999, Penny and her mother Noreen were shocked by the abject poverty of the people who lived and scavenged at the dump. After that visit, Penny and Noreen began leading charitable missions to bring aid to families from the dumps in Quito and also Guatemala City. Sadly, Noreen was diagnosed with cancer in 2001 and told she would live only 3 months. However, she lived 4 years longer and she inspired Penny to create Miracles In Action, a non-profit charitable organization that focuses on building schools, providing scholarships, vocational training and basics like clean water, safe stoves and water filters to impoverished families in Guatemala. In this informative and moving presentation, attendees will learn the definition of extreme poverty and how social entrepreneurs like Penny are empowering women in developing countries to help themselves.

Upon completion of this lecture, attendees should be able to:

- Articulate the benefits of giving "third world" girls and women the opportunity of education and training.
- Recognize how social entrepreneurship can be used to improve the lives of the world's most needy inhabitants.
- Understand that having a passion to help others can be the most rewarding career of all.

Do you want to throw a super chic party without spending a lot of time or money?

REFRESH RENEW RESTYLE

Mr. Eddie Ross

Join former *Martha Stewart Living* editor, Eddie Ross as he demonstrates easy and elegant ways of adding fresh, new life to your home. Learn the style editor's secrets to effortless decorating and entertaining that will dazzle friends and family. From the front door to the backyard patio, intimate gatherings to lavish dinner parties, get the inside scoop on how to do it all in style.

Upon completion of this lecture, attendees should be able to:

- Spot diamonds in the rough at flea markets (thrift stores, yard sales) and recognize easy, inexpensive ways to update them.
- Throw a "buy and assemble" cocktail party that looks like it came straight out of some of America's best magazines.
- Update old serving-ware and china patterns with color to create dazzling table settings, beautiful buffets and stylish bars.
- Make small decorating changes that create a big impact.

How strong is your core?

WHOLE BODY FITNESS: PILATES FOR BEGINNERS

Ms. Anelody Tice

Pilates is a body conditioning routine that helps build flexibility and focuses on core strength. It puts emphasis on breathing to relieve stress and promotes good oxygen flow to muscles while improving coordination and balance. During this beginner session, Ms. Tice will lead the group through safe Pilates exercises that help improve flexibility, strengthen core muscles and promote a stronger back.

Upon completion of this session, attendees should be able to:

- Strengthen muscles, build flexibility and better coordination through controlled movements.
- Immediately apply exercises learned and incorporate them into their daily exercise routine.

Is there an exercise you can do to relieve stress?

EXPERIENCE THE BENEFITS OF YOGA

Yoga is a relaxing form of exercise that improves circulation, stimulates the "power house" or core abdominal muscles and teaches a controlled breathing technique resulting in better flexibility, strength and alignment for the body. This class has been created to help attendees achieve and maintain balance and health through exercise, deep stretches and breathing.

Upon completion of this session, attendees should be able to:

- Improve their overall mental and physical wellbeing.
- Reduce stress and relax by focusing on calmness, control and breathing.

Eddie Ross

Mr. Ross is a designer, style editor and tastemaker who has worked in editorial positions at some of America's most beloved magazines, including *House Beautiful*, *Martha Stewart Living* and *Southern Living*. As Associate Decorating Editor at *House Beautiful*, he conceptualized and produced "Weekend Shopper," a monthly article for which he would travel to flea markets around the country, giving new life to old things. Mr. Ross has appeared on *Bravo's Top Design*, an entertaining special for HGTV. He chronicles his decorating and entertaining projects on his blog eddieross.com.

Anelody Tice

Ms. Tice is a massage practitioner, craniosacral therapist as well as a mat Pilates, Pilates reformer and yoga instructor. She graduated from the Brian Utting School of Massage in Seattle, Washington and is certified in Pilates reformer through STOTT Pilates. Anelody has been teaching for over 12 years and currently works at the Northshore YMCA leading group classes as well as private reformer sessions. Anelody believes in helping people find awareness and ease in their bodies by working towards optimal posture in daily activities through movement, breath and therapeutic massage.

Cherisse Zelesky

Ms. Zelesky is co-founder with her husband Gary of *The Passion Centered Couple* retreats and seminars. They have been living and working together for the past 21 years. Cherisse is a relational expert with insights for couples that face the challenges of work and family. Her non-boring approach to life is reflected on and off of the stage. Together, Cherisse and Gary bring to the platform more than just advice, but a true sense of hope, forgiveness and the adventure of living and working together. They have conducted dental staff retreats across the nation and have been featured speakers for the Hallmark Card Company in creating successful home-based businesses. Gary and Cherisse have three children and two grandbabies, and yes, they are still FUN to live and work with!

Gary Zelesky

Mr. Zelesky, author of *The Passion Centered Person*, has 30 years' experience as a passion performance speaker; helping hundreds of dentists and their teams achieve extraordinary results. Gary has been described (by his wife, Cherisse) as the human defibrillator that jumpstarts lifeless relationships with his hallmark humor and practical information. He is not a "motivation sugar fix" and his revolutionary training concepts help healthcare professionals access and harness the power of a passion centered office. Since 1990, Gary has traveled around the globe to thousands of organizations from Boeing, Hilton Hotels and MasterCard International as well as to most major dental conferences, bringing the message that passion for living will take you where you want to go in life.

If you had to do it over again ... would you?

ARE YOU FUN TO LIVE AND WORK WITH?

Mr. Gary & Mrs. Cherisse Zelesky

Being married to a dentist can be ecstasy and agony all at the same time. "Are You Fun to Live and Work With?" has been described as the verbal vacation that every couple should book! Attendees will be laughing one minute and crying the next when Mr. and Mrs. Zelesky bring the human experience of The Power of S.H.A.R.E.—attitudes that every spouse must know to get the fun back—along with The Power of Priority (the 4 "P's") that will take relationships from survive to thrive in a New York minute.

Upon completion of this workshop, attendees should be able to:

- List the 5 best kept secrets of highly successful working couples that puts the fun back into the relationship.
- Recognize the "power tools" for restoring effective couples communication when no one seems to be listening.
- Recognize the 4 keys to know when the job ends, the family begins and what to do about it.

What is the most talked about and misunderstood word that can change everything?

THE PASSION CENTERED TEAM

Mr. Gary Zelesky

This presentation is based on Gary's book, *The Passion Centered Person*, which speaks to the heart of the dental office. How do people maintain high levels of energy, commitment and team unity in the mundane ritual of doing their job every day? It's simple. Bring the passion for their life to their position in life!

Upon completion of this lecture, attendees should be able to:

- Discover how to make their practice passion centered and not problem driven.
- Tap into the "human spark" that ignites every team member not just for a day, but for a lifetime.
- Understand the difference between busy and intentional by learning the power behind every human action.
- Portray more intentional and focused behavior in relational profit through creating high levels of team synergy and, in financial profit, by performing less mistakes and creating higher levels of positive accountability.

OFF-SITE TOURS

Have you experienced the subtle beauty of a swamp?

BIRD ROOKERY NATURE WALK

During this special tour, CREW Land & Water Trust volunteer and naturalist, George Luther will guide attendees on an entertaining and informative 3-hour walk at the Bird Rookery Swamp Trails near Naples, FL. George is a master storyteller, weaving tales of the Calusa Indians, outlaws, misfits, ranching and logging into his interpretation of the natural world. Bird Rookery Swamp is home to Florida's panthers, black bears, deer, bobcats, otters and many bird species.

Upon completion of this tour, attendees should be able to:

- Experience a sampling of "Old Florida" and its native species.
- Appreciate the cultural and natural history of the Bird Rookery Swamp.

If Edison had lived long enough, would he have invented the Internet?

EDISON & FORD WINTER ESTATES BEHIND-THE-SCENES TOUR

Visiting the Edison & Ford winter estates in Fort Myers is fun, but taking a behind-the-scenes tour is even better. On this two-hour VIP tour, attendees will break up into small groups and be led by curators through portions of the estates that are typically off-limits to the public. They will have the unique opportunity to walk through Thomas Edison's Botanic Research Lab, still outfitted with its original equipment, and explore the charming interiors of the Ford and Edison homes. This experience is fascinating on many levels, as it is not only highly educational but it also provides a glimpse into the friendship of two of the most important inventors in history. Lunch on the historic grounds is included.

Upon completion of this tour, attendees should be able to:

- Appreciate the inventive spirit of Thomas Edison and Henry Ford.
- Describe their contributions to society.
- Gain an in-depth understanding of the genius of Thomas Edison.

Bird Rookery Swamp

The vast majority of the Bird Rookery Swamp features forested wetland dominated by bald cypress and red maple trees. There is also a mix of wet flatwoods and dome swamps bordering the western edge and an area of open marsh, dominated by sawgrass and Carolina willow in the center tract. Many threatened and endangered plants and animals call Bird Rookery Swamp home.

Edison & Ford Winter Estates

The Edison & Ford Winter Estates in Fort Myers comprises 20 acres of historical buildings, historic gardens, the Edison Botanic Research Lab and the Edison Ford Museum. The newly restored buildings include the Edison Main House, Guest House, Caretaker's House and the Ford House. The 1929 historic landscape is throughout the property including the award winning Moonlight Garden. The Edison Ford Museum has hundreds of inventions, artifacts and special exhibits.

TUESDAY AFTERNOON OPTIONAL PROGRAM

Tim B. Greaves

Mr. Greaves is a partner at Cain, Watters and Associates P.L.L.C., a "fee only" certified public accounting firm located in Dallas, Texas. Mr. Greaves has designed financial plans for hundreds of dental professionals across the country that help them take advantage of their earning power. Mr. Greaves received his BBA in accounting in 1991. He is a member of the Texas Society of Certified Public Accountants, American Institute of Certified Public Accountants and is a registered investment advisor with the Securities and Exchange Commission. Prior to joining CWA, Tim spent four years at the international public accounting firm of Pricewaterhouse Coopers LLP. There, Tim performed the audit manager role on a publicly traded multinational manufacturing company and coordinated and reviewed the audit work performed by other Pricewaterhouse Coopers LLP offices, both domestically and internationally. Additionally, Tim performed the audit manager function on various middle market companies. In the last several years, he has been lecturing on a national level to various dental societies, study clubs and state and national dental associations.

Charles Loretto

Mr. Loretto is director of new client services and is a registered investment advisor representative of Cain, Watters and Associates P.L.L.C., a nationally recognized accounting firm, whose primary focus is to help dentists achieve both their personal and business financial goals. He spends most of his professional time advising dentists on their finances as well as how to help them transition their business for the purpose of accelerating their financial plan. He received his BBA in marketing from the University of Texas at Arlington in 1994. He has spoken to over 11,000 dental students and residents at more than 35 schools across the nation since 2004. He regularly presents at local study clubs as well as state and national dental meetings on how to prepare financially for the future and how to successfully transition associates into a dental practice. Additionally, Charles is the president of National Dental Placements, a national search firm helping hiring dentists find the right candidates for their practice.

How do you know your current financial plan is the best for you and your practice?

WHAT FINANCIAL PATTERNS DO DENTISTS ADHERE TO THAT CONTINUE TO AMAZE US AFTER 28 YEARS?

Mr. Tim B. Greaves & Mr. Charles Loretto

Over the last 28 years, Cain, Watters and Associates, P.L.L.C., has meticulously studied thousands of dental practices and personal finances through business and financial consulting. In this exciting and informative lecture, Mr. Greaves and Mr. Loretto will share specific studies from over a thousand of CWA's successful dental clients. Attendees will see actual before and after results of each case and recognize the impact specific actions may have on finances in both their office and their home. Attendees will also be provided with a wide range of cases representing a variety of circumstances through which the dentist and CWA advisor had to navigate. These include the highlights of a 25-year dental career, recently graduated dentists with over \$300,000 of dental debt and complications associated with splitting revenues/costs in a partnership. They will outline where money was found in the practice to fund a defined benefit plan, how to determine if the timing is right to bring in an associate, tax planning opportunities and strategies and much more.

Upon completion of this lecture, attendees should be able to:

- Evaluate their current advisor's knowledge on both tax planning strategies and running their dental practice.
- Apply specific strategies to afford them the greatest chance for a successful practice transition.
- Select new alternatives to splitting money in their existing practice partnership.

OPTIONAL WORKSHOP

Do you want to take pictures like a pro?

FLORIDA WILDLIFE PHOTOGRAPHY TOUR

Mr. Brennan Rimer (Limited to 15 participants)

This guided photo tour has been customized to facilitate a maximum learning experience and, at the same time, enjoy a fun adventure. The trip leaders include professional photographer, Brennan Rimer and local specialist guide, George Luther, who has lived and guided the swamp trails near Naples, Florida. Attendees will be guided through the forested wetland and instructed on how to best photograph the mix of wet flatwoods and endangered plants and animals that call the Bird Rookery Swamp their home. Photographers of all levels are welcome. This specialized photo tour has been designed for those interested in learning and improving their photographic art, technique and passion. There is no specific photographic/computer knowledge required.

Upon completion of this workshop, attendees should be able to:

- Enhance their picture taking skills.
- Capture and develop stunning images of some of the most beautiful natural habitats found in Southwest Florida.

PREVENTIVE CARDIOLOGY

Do you know what your risk for heart disease is?

CAROTID IMT (C-IMT)

Carotid IMT testing is a non-invasive, ten-minute ultrasound measurement of the inner lining of the carotid artery, where vulnerable “hot” plaque can grow. C-IMT is side effect free, painless and independently predicts your risk for heart attack and stroke. The American Heart Association recommends C-IMT for all Americans over the age of 45 and for younger patients with a family history of heart disease or other risk factors.

How does stress affect your heart?

M.O.S.T. PROTOCOL (MENTAL OFFICE STRESS TESTING)

During this test, technicians are looking for high blood pressure and abnormal stress response by taking multiple blood pressure measurements at rest and during simulated mental stress. This unique stress assessment is designed to detect the presence of stress factors that trigger heart attack, stroke and heart failure.

Brennan Rimer

Mr. Rimer’s love for photography began when he was quite young, traveling to places near and far. When he was 10, he made his first “real” trip to wild Africa. After graduating from The University of Florida with degrees in sociology and political science, Brennan decided to pursue his longtime passion for photography and currently works as a Nikon professional photographer in South Florida, working within the commercial and advertising industry. That is, of course, when he is not traveling to exotic destinations with Journeys Unforgettable, where he specializes in tailor-made, professionally-led photographic workshops for individual and group safari trips.

The Boone Heart Institute and the Seattle Study Club have teamed up once again to offer preventive cardiology testing to all Symposium registrants who are interested. Testing booths and appointments will be available Monday, January 21 through Wednesday, January 23. Results will be mailed to participating individuals within three weeks following Symposium and will include the findings by the Boone Heart Institute and Dr. Boone’s personalized recommendations. For these three days only, Symposium registrants will have access to the C-IMT and M.O.S.T. Protocol tests for a nominal fee to cover the expenses of providing these important services.

Fine Print

SYMPOSIUM PASSPORT

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

CLINICAL PROGRAM

Passport provides access to all presentations shown in the Clinical Program Grid found on page 40 and all social programming, including five breakfasts, three lunches, two dinners and all late night entertainment events.

Payment on or before October 15, 2012:	\$2895
Payment after October 15, 2012:	\$3095

NON-CLINICAL PROGRAM

Passport provides access to all presentations, workshops and activities shown in the Non-Clinical Program Grid found on page 41 and all social programming, including five breakfasts, three lunches, two dinners and all late night entertainment events.

Payment on or before October 15, 2012:	\$1995
Payment after October 15, 2012:	\$2195

MEALS & ENTERTAINMENT ONLY

Passport provides access to five breakfasts, three lunches, two dinners, all late night entertainment events and five keynote speeches (Dr. William W. Li, Dr. Jeffrey L. Boone, Dr. Brian Goldman, Mr. Shawn Achor and Mr. Bruce Manchion). Does not include access to any other presentations, workshops or activities shown on the Program Grids, found on pages 40 and 41.

Payment on or before October 15, 2012:	\$1695
Payment after October 15, 2012:	\$1895

CHILDREN

Passport provides access to five breakfasts, three lunches and two dinners. Children may attend the five keynote speeches (Dr. William W. Li, Dr. Jeffrey L. Boone, Dr. Brian Goldman, Mr. Shawn Achor and Mr. Bruce Manchion) and late night entertainment events at the discretion of the parents. Does not include access to any other presentations, workshops or activities shown on the Program Grids, found on pages 40 and 41.

Ages 16 and over:	\$1695
Ages 12–15:	\$1295
Ages 7–11:	\$595
Ages 0–6:	Free

REGISTRATION

This is a lecture, slide and peer discussion-based program suitable for all dentists regardless of prior experience. Register online, by mail or fax, or contact Ms. Carla Kimball at the Seattle Study Club office to register by phone.

Seattle Study Club | Ms. Carla Kimball | 635 Market Street | Kirkland, WA 98033

Phone: 425.576.8000 | Fax: 425.827.4292 | Email: carla@seattlestudyclub.com | Website: 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). Your registration is not confirmed without full payment in advance.

WHEN & WHERE

Monday–Saturday, January 21–26, 2013; The Ritz-Carlton Beach Resort in Naples, Florida. The room rates are \$379 per night (plus taxes and fees) for a coastal view room, \$429 per night (plus taxes and fees) for a gulf view room, or \$469 per night (plus taxes and fees) for a gulf front view room. Be sure to mention you are with the Seattle Study Club to receive this discounted rate. Please understand that in exchange for the Seattle Study Club room rate, a non-refundable deposit equal to 4-nights' room rental (plus taxes and fees) will be charged at the time of your booking. To make your reservation, call the hotel directly at 239.598.3300. If you arrive late, 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 the hotel's policy regarding reservation changes and consider travel insurance if snow or bad weather may affect your travel plans.

CANCELLATION POLICY

Written notice of cancellation must be sent by certified mail to the Seattle Study Club office, 635 Market Street, Kirkland, WA 98033 on or before the dates shown below to be effective. (Cancelled registrants are not entitled to receive Symposium materials and gifts, books, bags, apparel or any other items that may be provided to the attendees.)

By November 16, 2012:	\$200 retained, remainder refunded.
November 17–December 3, 2012:	50% credited toward the 2014 Symposium, remainder retained.
After December 3, 2012:	No refund or credit.

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

UP TO 30.5 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. Term approval: 10/1/2011 to 9/30/2015

ADA C·E·R·P® | Continuing Education Recognition Program

Seattle Study Club is an ADA CERP Recognized Provider (11/2010 to 12/2014). ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Seattle Study Club designates this activity for up to 30.5 continuing education credits.

Fine Print

DISCLOSURE OF COMMERCIAL SUPPORT

The Symposium is funded in part by tuition and in part by unrestricted sponsorship funds from Nobel Biocare, Brasseler USA, 3M ESPE, CareCredit, Benco Dental, Carestream Dental LLC, Geistlich Pharma North America, Inc., Sunstar, Accelerated Practice Concepts, Inc., Biolase, Isolite Systems, Onpharma, Millennium Dental Technologies, Inc., Cain, Watters & Associates, P.L.L.C., Whip Mix Corporation, Dentscape Inc., Infostar, Dental XP, FranklinCovey, Heartland Payment Systems, Bank of America Practice Solutions, My Dental Hub and PerioSciences. As a result, The Seattle Study Club, Inc., The Seattle Study Club Journal, Inc., and/or Dr. Michael Cohen and Suzanne Cohen receive a direct or indirect financial benefit from the listed companies. 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. Kirk Behrendt: CEO for Act Dental.

Mr. Brian Biro: Brian Biro Enterprises, LLC.

Dr. Jeffrey L. Boone: The Boone Heart Institute.

Dr. George V. Duello: Nobel Biocare.

Dr. Michael C. Fling: Act Dental, EX Stats and Fling Seminars.

Dr. Iñaki Gamborena: Nobel Biocare.

Dr. Stefano Gracis: Nobel Biocare and 3M ESPE.

Dr. Ronald Jung: Geistlich Pharma North America, Inc. Biomaterials.

Dr. Michael A. Pikos: BioHorizons, BTI, Salvin Dental Specialties, Carestream Dental LLC, Ellman International Inc, Piezosurgery Incorporated, Osteogenics Biomedical and Materialise.

Dr. Ariel Raigrodski: 3M ESPE, Noritake, Brasseler USA, Biomet 3i and Nobel Biocare.

Mr. Brennan Rimer: Journeys Unforgettable.

Dr. Stephen Rimer: Journeys Unforgettable.

Dr. Maurice A. Salama: Nobel Biocare, Implant Innovations, Inc., Keystone Dental, Dentsply, Brasseler USA, Zimmer, Imaging Sciences, BioHorizons, 3M ESPE, Bisco, Biora, Siemens, Premier, GC America, Ivoclar Vivadent, Den-Mat, Shofu, Vident, ProDentec, Panasonic, Minolta, Kodak, Sony, Carl Zeiss, Hu-Friedy, National Dental Network, Global Surgical, Materialise, Biolase, Belmont, Consult Pro, Stoma, XCPT, Titan Instruments, Heraeus Kulzer, Cosmedent, LED Dental, BTI, Osteohealth, Partners in Synergy™ and DentalXP.

Dr. Brian S. Vence: BioHorizons.

Ms. Cherrise Zelesky: Zelesky & Associates.

Mr. Gary Zelesky: Zelesky & Associates.

SPEAKER AND ACTIVITY SUBSTITUTIONS

This brochure represents the speakers and activities that have been booked at the time of publication; however, speaker or activity cancellations occasionally occur, for reasons beyond our control. If that happens we may substitute another speaker or activity or make a change to the schedule, without giving registrants prior notice.

Clinical Registration

Please complete and fax to 425.827.4292, register online at www.seattlestudyclub.com or mail to: Seattle Study Club | 635 Market Street | Kirkland, WA 98033

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 located on page 55 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.

Name: _____

[circle one] GP OS Perio Prosth Ortho Endo Lab Other

Is this your first Seattle Study Club Symposium? [circle one]: Yes No

Are you an Advisor for your Study Club? [circle one]: Yes No

Your Office Address: _____

City: _____

State/Province: _____ Zip: _____

Study Club Name: _____

Office Phone: _____ Fax: _____

Cell Phone: _____ Email: _____

Shirt Size [circle one]: Male: S M L XL XXL

Female: S M L XL XXL

Special Dietary Requirements [please specify]: _____

Should there be a plated meal, would you prefer [check one]:

Beef Chicken Fish Vegetarian Vegan

I am staying at: The Ritz-Carlton Beach Resort, Naples

Other _____

CLINICAL PROGRAM TUITION

On or before October 15, 2012: \$2895 | After October 15, 2012: \$3095

OPTIONAL PROGRAMS

Mr. Tim B. Greaves and Mr. Charles Loretto, *What Financial Patterns Do Dentists Adhere To?*

Dr. George V. Duello, *Total Edentulism: Challenges & Opportunities*

OPTIONAL WORKSHOPS

\$195 Mr. Brennan Rimer, *Florida Wildlife Photography Tour*

\$295 Dr. Jeffrey S. Rouse, *Airway: Breathing Life into the Future of Dentistry*

PREVENTIVE CARDIOLOGY

\$95 Carotid-IMT (C-IMT)

\$75 M.O.S.T. Protocol (Mental Office Stress Testing)

Tuition: _____

Total Payment Enclosed: _____

Amex/Disc/MC/Visa: _____

Exp: _____ CVS#: _____ Or Check #: _____

Name on Card: _____

Billing Address: _____

City: _____

State/Province: _____ Zip: _____

Non-Clinical Registration

Please complete and fax to 425.827.4292, register online at www.seattlestudyclub.com or mail to: Seattle Study Club | 635 Market Street | Kirkland, WA 98033

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* located on page 55 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.

Name: _____

[circle one] Spouse/Partner Staff Guest Coordinator Other

Is this your first Seattle Study Club Symposium? [circle one]: Yes No

Your Address: _____

City: _____

State/Province: _____ Zip: _____

Study Club Name: _____

Office Phone: _____ Fax: _____

Cell Phone: _____ Email: _____

Shirt Size [circle one]: Male: S M L XL XXL

Female: S M L XL XXL

Special Dietary Requirements [please specify]: _____

Should there be a plated meal, would you prefer [check one]:

Beef Chicken Fish Vegetarian Vegan

I am staying at: The Ritz-Carlton Beach Resort, Naples

Other _____

NON-CLINICAL PROGRAM TUITION

On or before October 15, 2012: \$1995 | After October 15, 2012: \$2195

NON-CLINICAL PROGRAM OPTIONS

All workshops have minimums and maximums. Registrants will be assigned to classes on a first-come, first-served basis. Early registrants are more likely to receive their first choice.

TUESDAY:

Yoga or Egoscue

Introduction to Drawing or Bird Rookery Guided Walk

FRIDAY:

Pilates or Egoscue

OPTIONAL PROGRAM

Mr. Tim B. Greaves and Mr. Charles Loretto, *What Financial Patterns Do Dentists Adhere To?*

OPTIONAL WORKSHOP

\$195 Mr. Brennan Rimer, *Florida Wildlife Photography Tour*

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Amex/Disc/MC/Visa: _____

Exp: _____ CVS#: _____ Or Check #: _____

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City: _____

State/Province: _____ Zip: _____

Acknowledgments

Custom Illustration and Calligraphy:

Iskra, www.iskradesign.com

Printing, Binding & Sleeve:

Dee Grisez, Emerald City Graphics, www.emeraldcg.com

Everything Else:

The Seattle Study Club Staff

SEATTLE STUDY CLUB
Cultivating Excellence in Comprehensive Dentistry
