

COMMUNICATOR

AADP

Sharing a Better Way in Dentistry

Summer/Fall 2022

***Taking Your Practice to
the Next Level***

**San
Antonio**

HYATT REGENCY HILL COUNTRY RESORT & SPA

MARCH 1-4, 2023

9800 Hyatt Resort Drive • San Antonio, TX 78251 • 210-647-1234

***REGISTER
TODAY!***

***Make Your
San Antonio, TX
Reservations NOW!***

MEMORIES OF 2022 IN CARLSBAD, CA

COMMUNICATOR
AADP - Sharing a Better Way in Dentistry
Summer/Fall 2022

Editor's Notes	2
President's Message.....	3
2022-23 Sponsors and Exhibitors	4
Past President's Message.....	5
Auction Committee Chair	5
Thank You Members, Guests and Speakers for Making Our 2022 Meeting a Huge Success!	6-7
What if the Solution was not Recruiting and Hiring?	8-10
Vice President's Report.....	11
2021 Annual Business Meeting Minutes.....	11
Executive Director's Report	12
Future Meeting Dates & Sites	12
2023 Annual Meeting — Taking Your Practice to the Next Level....	13-24

COMMUNICATOR:

Bren M. O'Connor, DDS, Editor
108 E. Market St. • Iowa City, IA 52245 • (319) 338-1171
Fax (319) 337-8350 • Email: bren.oconnor.dds@gmail.com

PUBLISHED BY:

ADS Publishing • Rick Roesener • 3902 Mesa Verde Street • Fort Collins, CO 80525
(970) 223-1743 • Email: Rick@ADSFC.com or production@ADSFC.com

AADP WEBSITE: AADPA.org

2022-2023 OFFICERS:

Sarah B. Heuer, DDS, President, (920) 435-6894
Debra L. Engelhardt-Nash, AA, BFA, President-Elect, (704) 895-7660
Julie A. Spaniel, DDS, Vice President, (503) 906-8600
Annette E. Dufour, DDS, Secretary, (906) 786-3814
Kyle E. Simmons, CPA/PFS, Treasurer, (972) 404-1040
Steve L. Pejsar, DDS, Past President, (402) 488-1234
Karen Edds, Executive Director, (254) 563-5354

COMMUNICATOR DEADLINES:

All stories, articles and photographs are due:

Winter/Spring 2023..... December 1, 2022
Summer/Fall 2023..... July 7, 2023

PUBLISHING INFORMATION

Opinions expressed in the *Communicator* are those of the authors and not necessarily those of the editor or publisher. The editor and publisher disclaim any responsibility or liability for such opinions and do not guarantee or endorse any product or service mentioned in this publication.

Communicator is published two times a year by The American Academy of Dental Practice (AADP), 1063 S. Whippoorwill Lane, Palatine, Illinois 60067. Bulk rate postage paid at Fort Collins, Colorado.

POSTMASTER: Send address changes to The American Academy of Dental Practice (AADP), 1063 S. Whippoorwill Lane, Palatine, Illinois 60067. The publisher cannot assume responsibility for replacing undeliverable issues.

Please submit all stories in Microsoft Word, via email to editor and Denise Znamenacek-Knuppel, ADS - production@ADSFC.com. High-resolution photos may be sent via email or surface mailed to Denise. Should you have very large files or any questions, please call ADS at (970) 223-1743.

Editor's Notes

Almost Back To Normal

Greetings AADP members.

What an amazing and insightful annual meeting in Carlsbad this past March. It feels great to get back to some semblance of normal.



Getting back together in person and enjoying each other's fellowship reminds me of the real value of this organization. As we all face continued challenges both personally and professionally, our unique organization is here to help us become better dental care providers and better human beings. Moreover, AADP provides us access and insight into some of the best and innovative minds in the dental industry. With that, this issue not only has inspirational messages from our accomplished leadership, but also an excellent guest article discussing ways to overcome one of the current pressing issues facing the dental industry, staffing shortages.

Enjoy reading and learning from this issue of the *Communicator*. Also, continue to spread the word to your colleagues and help grow this organization. We are the best messengers to get the word out regarding the excellence of AADP. So please, invite guests and let's build on this momentum from Carlsbad and make the 2023 annual meeting even better.

I hope to see everyone in beautiful San Antonio, TX in 2023.

Your Editor,
Bren O'Connor, DDS

The 2023 Meeting in San Antonio will be Incredible!

Sarah B. Heuer, DDS

Greetings fellow AADP Members! The time has gone quickly since we were last together in Carlsbad! Before we know it, we will be together again in March in the beautiful Hill Country of Texas. I look forward to some great learning and personal growth. Most

the program will have "heart" as we are accustomed to and love! The meeting will wrap up on Saturday night with a Tex Mex Fiesta under the Texas Sky!

Look for some exciting updates to our AADP website and logo. We have teamed up with Lasso MD for a strategic

The program chair, Dr. Kris Aadland, has come up with a great list of speakers who are fresh and new to AADP.

of all, I look forward to the camaraderie I share with you or y'all as they say in Texas.

The Annual Meeting is shaping up to be an incredible one! Look forward to a Wednesday night Members meeting, followed by a light walking dinner. The program chair, Dr. Kris Aadland, has come up with a great list of speakers who are fresh and new to AADP. We have speakers who are leaders in dentistry and also have other interesting things to offer. What a perfect complement to AADP! Yes,

partnership to update our AADP external marketing. You can look forward to seeing and hearing from Lasso MD at our meeting. They are a great team to work with.

Now is the time to tell your fellow dentists about our great meeting and invite them to attend. I recently spoke with one of my dentist friends who stated that she is cutting back on her in person CE. She said that she is busy with her young family and received a lot of CE through her recent



purchase of a cone beam and scanner. She did make the statement that she will miss the camaraderie of the study club that we are in. Who can you think of who would love the camaraderie of our group?

Camaraderie is the best benefit of AADP! Please share the word!

Thank you and see you in Texas in March!

2022-23 Sponsors and Exhibitors

Each year our Academy is supported by some incredible Exhibitors and Sponsors. And they were truly present and engaged at our meetings in 2022. Please continue to show your support and thanks to them throughout the year. Let them know you are an AADP member or guest, so they will continue to see the value of our annual meetings. Not only were many of these fine companies in attendance, many also provided products,

equipment and services to our auction, which was great fun for all, providing incredible bargains for members and guests. We also thank ALL of our members who so graciously provide items to the auction.

Without our Exhibitors and Sponsors strong support, we would not be able to provide our incredible meeting year after year.

Thank you to these valuable 2022-23 partners — without your help our AADP Annual Meeting would not be the tremendous success it is.

Diamond Sponsor - \$10,000

YOUR VIRTUAL CONSULT
<https://www.yourvirtualconsult.com>
1111 Plaza Drive
Suite 300
Schaumburg, IL 60173
Tom Brown, Partner and
VP of Sales
hello@yourvirtualconsult.com

Platinum Sponsor – over \$5,000

LAASSO MD
<https://www.lassomd.com>
5703 Oberlin Dr. Unit 209
San Diego, CA 92121
858-243-8667
Eric Bunnell
eric@lassomd.com

SUNBIT, INC.
<https://sunbit.com>
10940 Wilshire Blvd. #1850
Los Angeles, CA 90024
855-678-6248
Robert Nunziato
Esti Marvisi
Andrew Klaiber

Gold Sponsors - \$5,000

ADIT
<https://adit.com>
1420 Kettner Blvd.
Suites 100, 200, 300
San Diego, CA 92101
832-410-8230
Vivek.gohel@adit.com
Gary Weintstein
Steve Marinkovich

CARECREDIT
<https://www.carecredit.com>
4141 Anton Blvd. Suite 700
Costa Mesa, CA 92626
210-792-8829
Sameer Bhasin
abhasin@carecredit.com

CEATUS MEDIA GROUP LLC
<https://www.ceatus.com>
4141 Jutland Dr. Suite 215
San Diego, CA 92117
858-518-5809 (Tammy's cell)
John Oliver
David Evans

DENTAL CMO
<https://www.dentalcmo.com>
5252 N. Edgewood Dr. #365
Provo, UT 84403
385-254-6066
Rusty Curtis
rusty@dentalcmo.com

DENTAL INTELLIGENCE
<https://www.dentalintel.com>
2100 Pleasant Grove Blvd. #400
Pleasant Grove, UT 84062
855-776-2673
Stacy Gaggero, Event Manager
801-949-7724
sgaggero@dentalintel.com
Jake Hansen
jhansen@dentalintel.com
385-455-9669

EASSIST DENTAL SOLUTIONS
<https://dentalbilling.com>
665 W. 750 N
American Fork, UT 84003
404-539-7684
Jamie King - Events Coordinator
tradeshow@eassist.me
Penny Reed
Jacquelyn Hurley

LEGALLY MINE
<https://legallymine.com>
1337 E. 750 N St.
Orem, UT 84097
800-375-2453
Dan McNuff

SWELL
<https://www.swellcx.com>
6550 S. Milrock Dr.
Holladay, UT 84121
Danny Laneri
Danny@swellcx.com

Silver Sponsors - \$3,000

BOOMCLOUD
<https://boomcloudapps.com/>
3369 W. Mayflower Ave.
Lehi, UT 84043
201-910-3884
Justin Comstock
Justin@boomcloud.com
Brody Wright

DENTAL WARRANTY
<https://dentalwarrantycorp.com>
1910 Pacific Ave. Suite 20000
Dallas, TX 75201
800-691-7234
hello@dw-corp.com
Vanessa Vitagliano
Jared Parente
Brad Titensor

GROWTHPLUG, INC.
<https://www.growthplug.com>
3031 Tisch Way 110 Plaza West
San Jose, CA 95128
408-882-9779
contact@growthplug.com
Imrin Uppal
Nicholas Navarro
Andrew Wechsler

SIMPLIFEYE
<https://simplifeye.co>
96 Spring St. 8th Floor
New York, NY 10012
727-643-8676
Nicole Gonzalez
nicolegonzalez@simplifeye.com
Dr. Ryan Hungate
Addison Hummel
Daniel Sporn

WEAVE
<https://www.getweave.com>
1331 W. Powell Way
Lehi, UT 84043
385-315-2626
Wade Draper, Events Manager
wade.draper@getweave.com
Ty Kendrick

Bronze Sponsors – over \$1,000

PULPDENT CORPORATION
<https://www.pulpdent.com/>
80 Oakland St.
Watertown, MA 02472
800-343-4342
Allison Millian
Allison@pulpdent.com
617-926-6262
Gale Hostert
Jeff Hostert

SHOFU DENTAL CORPORATION
<https://www.shofu.com>
1225 Stone Drive
San Marcos, CA 92078
800-827-4638
Christina Diaz
cdiaz@shofu.com
Bridget Waldren

Affiliate Partners

BRENDA MCNULTY
brenda@supportdds.com
951-551-9884

SCN
Lois Banta
Lois@BantaConsulting.com
816-847-2055

Past President's Message

Thank You for all the Support!

Steven L. Pejsar, DDS

Greetings everyone, I hope all is well. I have successfully transitioned to Past President but it's a little like riding in the back seat when you are used to driving the car. I have adapted nicely to the reduction of duties but you feel a bit out of the loop. However, I have had no problem filling my time.

My mother passed away in late August and some of you "older" members may remember my Father and Mother as active members of the Academy. I have been so thankful for them introducing me to the Academy early in my career as it has had a profound impact on my personal and professional life. I have made lifelong friends and made lifelong memories.

I cannot emphasize enough to the younger members that you must put effort into the Academy to receive maximum benefit. You cannot expect the Academy to carry you forward. You must carry the Academy forward to receive the lifetime benefits that the Academy can reward you. As President John F. Kennedy said "ask not what your country can do for you, ask what you can do for your country. This has never been more true. Don't procrastinate as time moves quickly. Looking forward to seeing ya'll in San Antonio.

Dr. Steven L. Pejsar, Past President AADP



Auction Committee Chair

Hello AADP Friends!

Julie E. Kangas, DDS

This year is flying by for all of us and the 2023 annual meeting is just months away. As you are closing out 2022 with all your activities, please keep in mind some fun ideas for our annual auction.

We all enjoy receiving thoughtful, personal gift items, so be thinking of valued items you can't get enough of, or special experiences you can offer to our members and guests! Here are a few options:

- Weekend getaways at your favorite resort or secluded setting
- A stay at your vacation home or primary residence
- Custom designed items such as wearable art/jewelry, arts and crafts gifts

- Experiences in the Texas hill country near our meeting location
- Business consulting packages, training or CE programs
- Healthy living products and spa items
- Gift certificates for hotel spa services or nationally available dining spots

Please submit your donation items to me at:

julie@jungman.org; 760 215-0850
or jduncan22@mac.com

We'd love to receive your response by December 31.

Best Wishes and see you in San Antonio!

*Julie Kangas DDS
Jimmy Duncan DDS*



Thank You Members, Guests and Speakers for Making Our 2022 Meeting a Huge Success!

Debra Engelhardt-Nash, 2022 Program Chairperson and President-Elect

2022 Carlsbad “Oceans of Discovery” was a wonderful experience to get us back in the “swing of things” for the Academy. The property and the weather were very accommodating. Our fifteen exhibitors were very pleased with the attentiveness of our members – so a big Thank You for helping these important sponsoring partners feel welcome and significant.

Also, a huge thank you to **Pam Sletten** for organizing the auction and helping us increase the coffers for the KULA scholarship. She did an outstanding job securing interesting items for bidding. Our members offered their homes, their skills, and special treasures for our bidders. **Dr. John Mason** also went above and beyond to provide another fantastic tequila tasting- it seems to be an annual event at our meeting, and much appreciated! There were so many folks of AADP who did a great job making 2022 enriching and rewarding: To Name a Few-

Karen Cortell Reisman – provided a great presentation and moderated an outstanding panel discussion with **Dr. Julie Spaniel** and **Dr. Jim Jenkins**.

Our guest lecturers were impressed with the caliber of our attendees and enamored by our Seven Pillars and steadfast commitment to private practice dentistry. **LassoMD** created an amazing “sizzle reel”

about AADP from the interviews and testimonials they recorded during the Carlsbad meeting. AND – **Dr. Sarah Heuer** and I have worked with them to design our new brand image as they prepare to design our new website. We are grateful for our collaboration with Lasso.

Of course, I can’t talk about our 2022 meeting without recognizing and thanking THE BAND – RAW NERVE. Our guests – including sponsoring partners are still talking about our Saturday night party with our live band! Thank you **Care Credit** for sponsoring them (in part). **Dr. Jim Jenkins** and **Dr. Steve Pejsar** – went far above the call of duty to get the band from Nebraska to California! (And they hired a local horn player from LA to round out the band)

This was the type of meeting that gets us talked about – and remembered – and referred!

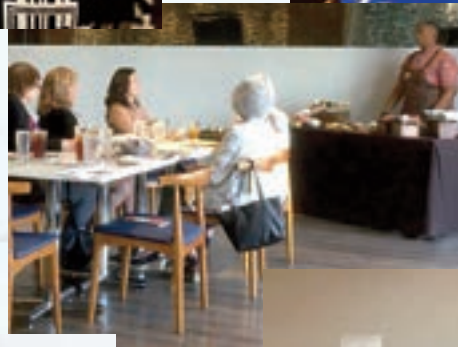
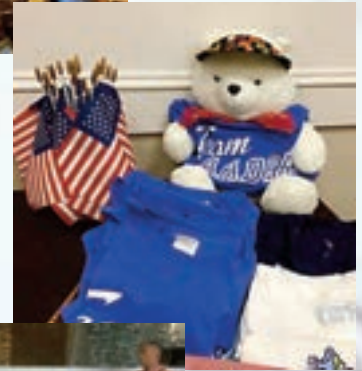
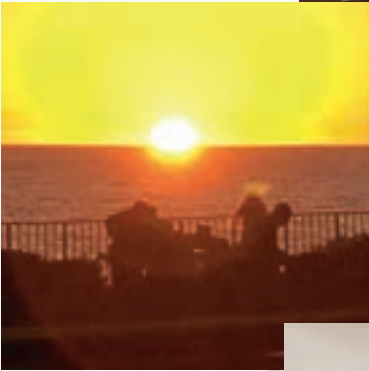
And now on to 2023 and we are already looking ahead to 2024. Our new Executive Director **Karen Edds** has worked diligently reviewing locations for our meeting and we are close to securing our spot. **Dr. Susan Maples** will be the 2024 Program Chairperson so be prepared for an exciting property and program ahead!

I know how much the AADP means to all of us. Please help perpetuate our important organization by inviting your colleagues to our meeting. The academy is



experiencing a natural attrition (members retiring or no longer able /willing to travel) so we need to attract new, engaged colleagues to our ranks. To quote a famous statesman (and manipulate his words a bit) “Ask not what the Academy can do for you – ask what you can do for the Academy”. What YOU can DO is help us grow. There is a rumor out there that the AADP is “aging out” or dwindling. We are desperate for new members. A vital turnout at our meetings is what will keep our sponsoring partners interested and returning. Without meeting attendees, sponsors won’t come. And dentistry needs us more than ever. So please help us grow the Academy. Let’s make our 2023 and 2024 meetings strong and memorable.

Memories of



What if the Solution was not Recruiting and Hiring?

Prior to the pandemic, we were experiencing a tight labor market. This was a result of an expanding economy and fewer available workers for the number of job openings. Now, as a result of the pandemic, the labor market is even tighter, especially in dentistry, but for different reasons. Some of which include:

1. Many have chosen to retire.
2. Many have chosen new or different career paths, given potential risk factors of working in a dental office environment.
3. Many are needed at home for childcare, home schooling and/or care-giving.
4. Many have chosen to delay re-entering the workforce due to underlying health conditions or stimulus checks or extended unemployment benefits.
5. Many dental assisting and hygiene schools closed and have yet to re-open, thus graduating fewer students.
6. Many of the testing options for licensing and certifying were postponed or suspended, meaning smaller numbers of qualified candidates.

Given these factors, it is no wonder that the “pool” of available candidates is quite small and causing a lot of frustration for many dentists.

When it comes to recruiting and hiring there is a “short game” and a “long game.” The short game is doing whatever you can now to fill the openings. The long game is: 1) focusing on developing quality employees, and 2) putting conscious effort into employee engagement and creating the type of organizational culture that supports long term retention, thus

reducing the need to recruit. First we will focus on the short game followed by a look at the long game.

The Short Game

Most dentists want some “silver bullet,” or guaranteed, fool-proof set of tactics for recruiting and hiring. Unfortunately, such a thing does not exist. That being said, there are some basic principles that can help your recruiting and hiring success.

First rule of thumb: **“Clarification of your UEP”**.

Everyone one (seemingly) is familiar with “USP” or Unique Selling Proposition. This term is used over and over in marketing and sales discussions, courses, and books.

Essentially, USP is about defining and clarifying what makes you and/or your business unique. One of the goals is to ascertain why would/should someone buy from you or patronize your business/practice, as opposed to other businesses/practices providing the same or similar products or services.

Getting to your USP is about answering some questions, like:

What differentiates you?

- What is unique about what you do or even how you do it?
- What sets you apart? What makes you different?
- What is unique or special about you, your business, and your practice?

Once defined and clarified, your USP becomes an integral part of your marketing messaging and communication. Your USP becomes part of your identity, a key claim, and an

integral element of your brand and reputation.

As such, USP’s can be a powerful tool in driving business opportunities and establishing expectations—getting a “leg up” on the competition (whatever that may be).

As such, USP’s can be very detrimental if you fail to meet those expectations (differentiators) that you have established. Your reputation and brand will suffer and referrals will lag from not-so-positive reviews on Facebook, Google and other sites that potential patrons might access to evaluate you and your business. Bottom line: to benefit from your USP, you must “walk-your-talk”.

Immense parallels exist between your USP and your “UEP”. What is my UEP, you ask? Your UEP is your **“Unique Employment Proposition”**.

You’ve spent a lot of time and money on your USP. In today’s tight (and competitive) labor market, you must be spending time, energy and money on clarifying and accomplishing your UEP. And most people aren’t paying attention to this most fundamental aspect of owning and running a successful business.

Similar to USP, your UEP is about defining and clarifying what makes you and/or your business unique from an employment perspective. Why would/should someone come to work for you, as opposed to the myriad other employment opportunities that currently exist?

Here are some important questions to answer for establishing your UEP:

- What kind of employer are you?

- What is your reputation as an employer/boss/leader?
- Is your practice one where people want to come to work?
- Would you work for you? Why?
- Why should someone come to work for you as opposed to someone down the street?

If such a thing existed, what would your Google or Facebook reviews be for you as an employer and as a place to work? Great place to work? Lousy place to work? So-so place to work?

Among the benefits of having a great reputation as an employer is that potential employees will seek you out, thus relieving a lot of pressure when you are looking to hire. How nice would it be to already have resumes of people who have said, “I don’t know if you are hiring now, but when you are, I’d like to be considered”?

Once defined and clarified, your UEP becomes an integral part of your recruiting, hiring, onboarding and employee engagement process.

Second rule of thumb: ***“Thinking outside of the box and selling the value, benefits and the opportunity of a career in the dental profession”.***

This one is new. In the past, you could count on schools and/or the profession itself creating an applicant pool for you to choose from. Not true today.

You have to take on that role and think outside-the-box. Who might be interested in a career in the dental profession—not just working for you, but bigger? How will you “sell” the opportunity (4-days per week, climate controlled environment, helping people, making a difference, good income, growth opportunities, etc.).

This also includes the need to “invest” in the training, education or even certifications of potential employees—essentially creating or developing your own talent pool to draw from.

Third rule of thumb: ***“Hire first for the things you cannot teach or train.”***

You cannot teach attitude and personality. Attitude and personality are things that all of us, including your patients, experience when we interact with others. You can’t teach it. You can’t train it. So, you look for these things first and foremost. Experience can be gained by working with you and skills can mostly be taught and/or trained so they are next in line for consideration.

To set the stage for a more effective recruiting and hiring process, make sure you clearly define the job. Have an accurate, up-to-date, and concise job description. This should truly delineate the duties, responsibilities, requirements, and expectations of the job. A comprehensive job description acts as a form of communication that supports performance and accountability—it is the recipe for success for that position. It can provide a road map for training and onboarding. It should be focused and clear. Do not make assumptions about people’s knowledge of the job.

Use all of the common sources for finding candidates, such as: Indeed, Agencies, Craigslist, Dental Post, Zip Recruiter, etc. Don’t forget to contact and network with schools or professional organizations in your area, and especially internally with your existing (good) employees and patients who might know of someone looking for a job or a career change.

Once you have a candidate pool (large or small), engage in applicant screening. The primary purpose of screening is to quickly assess who stays in the running. Eliminate those who, for whatever reason, are not going to be moved forward in the process. It is far easier to eliminate at this stage and saves you time in the long run.

Screening is done via a phone call (with or without Zoom) and lasts only a few minutes. Ask each person the same relevant 2-3 questions and evaluate whether you like them (attitude and

personality), can communicate well with them, and you want to learn more about them. Anyone who passes the screening “test” is then asked to complete and sign an application (if that hasn’t been done yet) and moves on to an actual interview.

When interviewing:

- Prepare by reviewing the applicant’s application and developing questions (i.e., don’t shoot from the hip!)
- Avoid yes/no questions
- Behavioral-based questions should comprise 60% of the questions you ask
- Focus on “fit” over experience
- Ideally interview multiple times with multiple people
- Avoid snap judgments, biases and stereotyping, and
- Allow the candidate to do most of the talking

For the top one or two candidates, create opportunities to “unmask” them to get a deeper idea of what they’re like. This could be something like taking them to lunch, which affords an opportunity to “see” and experience this person and how s/he interacts with servers (respectfully or not) and other people. This might prove to be the best \$25 you ever spend!

Rounding out the recruiting and hiring process is the incorporation of: skills assessments, job match personality assessments, and reference and background checking, all of which are valuable components to increase success and minimize risks.

The Long Game

The long game is: 1) focusing on developing quality employees, and 2) putting conscious effort into employee engagement and creating the type of organizational culture that supports long-term retention, thus reducing the need to recruit.

(continued on page 10)

What if the Solution was not Recruiting and Hiring? *(continued from page 9)*

A big reason to take the “long game” seriously is that there is no “silver bullet,” or guaranteed, fool-proof set of tactics for recruiting and hiring. Another big reason is that you have control over the “long game.”

Question: Which of these two is more important to the success of your practice?

1. Learning recruiting and hiring tactics (assuming they exist), so you can effectively pick the “needle-from-the haystack” of candidates every time, or
2. Being the kind of employer with an organizational culture that supports long term retention of quality employees so you rarely have to recruit and hire?

Kind of a no-brainer, right?

What if you didn't have turnover?

Turnover is not the guaranteed, inevitable consequence of having employees. Many practices experience little to no turnover. Many practices only have to go through the hiring process because of growth or someone retiring or relocating.

Focusing all of your energy on hiring and recruiting is like putting the cart-before-the-horse and ignoring the foundational importance of the kind of employer you are. It also ignores the organizational culture you have.

This is analogous to a patient only focusing on wanting white teeth, while ignoring his/her underlying periodontal disease. Or spending all kinds of time, energy and money getting patients in for hygiene visits, only to lose them through the cracks and holes in your recare/retention program, resulting in a low ROI.

Relative to human resources, long-term success and lower stress is more associated with the type/kind of employer you are and the type/kind of organizational culture you have.

Ask yourself:

- What is my reputation as an employer?
- Why would someone come to work for me rather than someone else down the street?

Once you answer those, then, try this one: ***Would I work for me?***

Many practices are not finding it hard to hire new employees. Why? Because they have a reputation as a great place to work, and thus have resumes of potential employees who have said: “when you have an opening, I'd like to come to work for you.” These practices effectively avoid the financial and emotional toll of turnover.

Your leadership and organizational culture goal, and the “magic” of employee retention is: Employee Engagement.

Employee Engagement is characterized by:

- The extent to which employees feel valued (appreciation and recognition)
- The extent to which employees enjoy and believe in what they do (making a difference)
- The extent to which employees are committed to something or someone in the practice
- The extent to which employees will stay in or with the practice based on that commitment
- The extent and degree to which each of the above is true is the extent to which you have (or don't have) high employee engagement.

The benefits of increased employee engagement, in addition to lower turnover, are:

- Commitment
- Loyalty
- Pride
- Contribution

- Sense of ownership
- Sense of belonging, and
- Employees who won't go somewhere else

In other words, long-term retention with little to no turnover.

“But I pay them, in fact, I pay them well, isn't that good enough?” No, today, like it or not, that is not good enough. Today, your people represent your primary source of competitive advantage. And an engaged workforce (i.e., team) is the true competitive edge. Achieving an engaged team is not exclusively about pay.

To be successful at the “long game,” a leader's or employer's primary focus has to be on his/her people and outcomes, not just results. This means the leader's focus and commitment has to be on increasing employee engagement through communication, mentoring, coaching, problem-solving, and supporting his/her employees.

Success with employee engagement boils down to you, your leadership, and the organizational culture you create. Successful practices provide employees with a sense of purpose and belonging. Coveted employees aren't interested in working for practices that don't provide motivation, opportunity, or trust them.

Focusing on employee retention (leadership, culture and engagement) maybe a little more work than just tactics of recruiting and hiring, but is well worth it in the long run.

Author Note:

Tim Twigg is the President of Bent Ericksen & Associates, the dental industry's “go-to” resource for Human Resources and Employment Compliance. To subscribe to the company's newsletter or to learn more, contact them at (800) 679-2760 or at www.bentericksen.com

Returning to Our New Normal

Julie A. Spaniel, DDS

2022 has been a year to return to our “new normal”. We have all experienced a shift in the way we live and our work. We have a new appreciation for the simple things in life. We appreciate our freedom to travel or even grocery shop. We are making choices for how we truly want to spend our time and money. We quickly learned over the past couple years how valuable our close friends and colleagues are, especially in AADP. The American Academy of Dental Practice has supported private practice dentistry for decades, and in the last couple years, we’ve seen that support in action!

The practice of dentistry has changed immensely over my lifetime and 32 years as a private practitioner. My membership in AADP for the last 21 years has absolutely shaped my career. There is immense value of the beautiful friendships, connection, and mentoring from some of the most respected providers in the industry. At the beginning of the pandemic, we saw our academy in action. Zoom calls, support and collaboration were weekly occurrences. We knew we could reach out to any member or AADP colleague, if we needed help. This is your AADP. This is who we are.

Over the next few years, we will be working hard to not let our organization be the best kept secret. Dentists and those that support our industry in private practice need AADP more than ever. We need the connection and resources held within our membership.

The Academy has not only improved our practice of dentistry, but we have all experienced many life changing annual meetings. Dentists health and wellness is not only a passion of mine but is a position I hold with the ADA as an appointee to the Dental Wellness Advisory Council. We are living in a time of new awareness of our quality of life. The reality of how difficult it can be to own a business, be tops for our patients and be our best when we return home to our families, has come to light. It’s not uncommon to hear of our colleagues needing support. We know private practice dentistry is challenging. Our academy shapes us personally and professionally from meetings to mentorship.

We are the academy to lead and mentor new dentists. Our younger dentists can tap into the wealth of knowledge in the academy. Our seasoned dentists are empathetic to the newer practitioners but learn the new challenges as our profession changes.

The battle for the commodification of dentistry must be challenged in our ranks. We are one of the best resources for the support, mentoring and connection, in the private practice of our profession. We must continue to encourage our younger colleagues to look to AADP for answers to the issues they face in their offices. Chances are that most of us have had those experiences.



It’s been said, “You only get out of something what you put into it”. We can all recount the vast benefits, life changing annual meetings, memories and experiences we have gained from our membership. The next few years will be a time for us all to give back. We all love this academy and are proud to members. Let’s share with our neighboring colleagues the great wealth we have enjoyed. At AADP, we will be working hard, with your help to create awareness of our mission in private practice, our value and benefits. I look forward to seeing you all, with your families and friends at our meeting in San Antonio!

Thank You for All Your Support!

Karen Edds, Executive Director

It has been a very busy six months since stepping into the large shoes that Kathy Uebel left to fill as Executive Director. Kathy always made every event look effortless, even though there were countless hours of preparation, phone calls, emails, and attention to every detail involved. In true Kathy style, she made sure that her beloved AADP could carry on with her blessings by providing me with everything she knew I would need, along with her friendship and guidance.

I cannot describe how honored I am to take on this position. I was truly humbled by the sweet words of encouragement and appreciation that each of you shared with me at our 2022 meeting. Thank you from the bottom of my heart for your support! I look forward to many years of being a part of the wonderful and unique AADP family.

Looking Forward To March 2023!

We are back in sunny San Antonio, Texas at the beautiful Hyatt Hill Country Resort & Spa! As always, there will be a team of inspiring speakers with powerful messages for your personal and professional lives.

Our meeting kicks off **Wednesday, March 1, 2023** with our annual **Members Only Business Meeting** (required for all members) from 5:00 to 6:00 p.m. We will follow with a **Welcome Cocktail Reception & Light Dinner** from 6:15 to 9:00 p.m.

Thursday, March 2, begins our event with a dynamic group discussion on personality types and ways to relate with one another, followed by a personal DISC personality assessment at our **Special Luncheon**. The luncheon is open to attendees and spouses. We have a great line up of speakers Thursday afternoon that will wrap up with our **Exhibitor & Cocktails Cash Bar** and always fun, **Live Auction**.

Friday, March 3, we have lots to look forward to! An informative keynote, a special sponsor presentation, a relaxing **Spouse Luncheon with a Spa Blend Bar** making your own bath salts or lotion, and a **golf tournament** with a Shotgun Start at 12:45 p.m. The afternoon will end with our **Women Dentist Mastermind** from 1:30 to 2:30 p.m.

Saturday, March 4 starts with an **"Extreme Team"** early morning keynote and **ABC's of Sleep, Airway and Dentistry** closing keynote. The **President's Install**



Luncheon and 2024 Program

Presentation will close our morning. There will be plenty of time Friday afternoon to enjoy the beautiful Hill Country resort, explore historic San Antonio, or just relax before our **Tex-Mex Closing Fiesta** from 6:00 to 9:00 p.m.

Register today and don't forget to invite your fellow dentists to join the best kept secret around for the private practice dentist. Let's get the word out to help those doctors succeed in their businesses and personal life and share the very unique fellowship that sets AADP apart.

Future Meeting Dates & Sites

- **March 1-5, 2023 - Annual Meeting.** Hyatt Regency Hill Country Resort & Spa, San Antonio, TX



AMERICAN ACADEMY OF DENTAL PRACTICE

Taking Your Practice to the Next Level

San Antonio

HYATT REGENCY HILL COUNTRY RESORT & SPA

MARCH 1-4, 2023

9800 Hyatt Resort Drive • San Antonio, TX 78251 • 210-647-1234



PACE
ACADEMY of
GENERAL DENTISTRY
PROGRAM APPROVAL
FOR CONTINUING
EDUCATION

American Academy of Dental Practice
Nationally Approved PACE Program
Provider for FAGD/MAGD credit.
Approval does not imply acceptance by
any regulatory authority or AGD endorsement.
07/01/2022 to 06/30/2025
Provider ID# 218328

www.AADPA.org • Online Registration Fall 2023

AADP 2023 In San Antonio, Texas

You are invited to Taking Your Practice To The Next Level, March 1-4, 2023, at The Hyatt Regency Hill Country Resort & Spa, in beautiful San Antonio, Texas. This meeting gives AADP members, guest dentists, consultants, spouses and team members the opportunity to collaborate and learn together in a warm relaxing setting.

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

Be a part of this valuable innovative program to invigorate yourself and your practice. Join us in fabulous San Antonio!

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

Check out the specifics and register at www.AADPA.org OR send your completed attached registration form to Karen at aadp.execdir@gmail.com.



Sarah B. Heuer, DDS
AADP President



Kristine M. Aadland, DMD
2023 Program Chair



Ms. Karen Edds
AADP Executive Director

Members Only Business Meeting
Wednesday, March 1, 2023 • 5:00-6:00 P.M.

Important meeting — attendance required for all members.

Welcome, Cocktail Reception & Light Dinner
Wednesday, March 1, 2023 • 6:15-9:00 P.M.



Morning Keynote

Thursday, March 2, 2023 • 9:00 A.M.-12:00 P.M.

Mr. Steve Rigby

Know Thyself

Three-hour group discussion and interaction based on personal DISC behavioral style assessment.

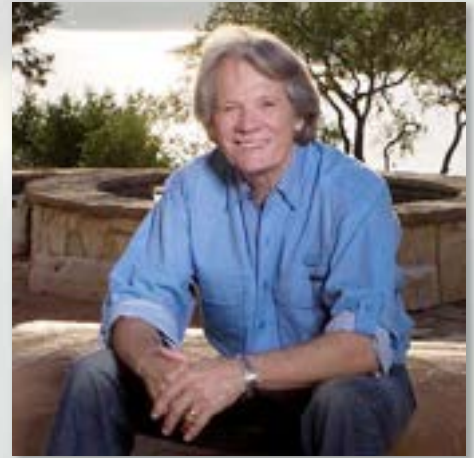
Objectives:

1. Identify individual behavioral strengths and limitations.
2. Recognize behavioral style of others.
3. Learn to make purposeful adjustments to better communicate and relate with other styles.

Bio: For nearly two decades, Steve Rigby served the homebuilding industry as both a student and a teacher of selling, managing, and training. He was responsible for directing the sales efforts for three of the nation's top-ten public homebuilders. As a result, those companies experienced tremendous growth with very healthy bottom lines.

In the past decade plus, Steve has continued to prove his proficiency as a thought leader through his own business, New Wings Consulting, LLC, which serves companies across a variety of industries. As he's accustomed to seeing, those companies are also experiencing tremendous growth and very healthy bottom lines.

Steve resides on Lake Travis, just outside Austin, Texas, with his wife, Susan, their two horses, Blondie and Envy, and their dog, Drizzle.



Special Luncheon With Steve Rigby

Open To All Attendees Including Spouses

Thursday, March 2, 2023 • 12:00-1:00 P.M.

Mr. Steve Rigby

DISC Analysis

Deep dive into different personality types and everyone who participates will have their own personality test analyzed and how we take this analysis and communicate with others and their personality types. It's really cool and is for everyone.

Cost: \$60 per person for analysis PLUS \$75 per person for lunch (\$135 per person)

Early Afternoon Keynote • Thursday, March 2, 2023 • 1:00-3:00 P.M.

Dr. Tarun Agarwal

The Comma Mentality

Tarun's focus is always to better the professional and personal lives of dentists everywhere. He has an excellent way of motivating his audience to reduce the noise of life, make it less complicated but more productive.

Objectives:

1. Discuss why we do things the way we do in dentistry
2. How do go beyond traditions to accelerate our lives
3. Make your journey your own

Bio: Tarun Agarwal, DDS is considered one of the top dentists in the country. He is a recognized speaker, author, and dental leader. He has been featured on CBS, NBC, ABC, FOX, and News 14 Carolina. Dr. Agarwal has been awarded '40 under 40' Business Leaders by the Triangle Business Journal.

He is regularly invited to teach other dentists around the world and recently built a training center within the practice dedicated to sharing his expertise.

Most importantly he is a loving husband and dedicated father of three wonderful children. His biggest accolade was being voted 'Best Dad in the World' by two of his three kids.



Late Afternoon Keynote • Thursday, March 2, 2023 • 3:00-4:00 P.M.

Dr. Tim Anderson

The Technology Driven Practice

This topic will focus on the day-to-day dentistry that Dr. Anderson provides incorporating clinical pearls in using the latest technologies in dentistry.

Objectives:

1. What does the future of dentistry look like with the technology available today in dentistry
2. The ROI of technologies. What makes sense to you.
3. Give your patients a wow factor

Bio: Dr. Tim Anderson has a fee for service practice in Bismarck, North Dakota that has incorporated all of the latest technologies to serve his patients. From restorative to surgery, Tim combines the latest CAD/CAM, 3D Printing, and lasers giving his patients a phenomenal experience while also maintaining a profitable practice.



Exhibitors & Cocktails (Cash Bar)
Thursday, March 2, 2023 • 4:00-5:00 P.M.

Live Auction
Thursday, March 2, 2023 • 5:00-6:00 P.M.

Morning Keynote
Friday, March 3, 2023 • 8:00-11:30 A.M.

Dr. Chris Salierno

Thinking Like a CEO

This topic will focus on the economic factors today that are threatening the way our practices have traditionally operated. With the looming threats of increased competition and decreasing revenue, dentists will benefit from learning how to think like a CEO. In this workshop we will learn about how to use popular management models to re-imagine our businesses.

Objectives:

1. Determine the popular management models of business today
2. Identify factors that are threatening traditional dental practices and how they are operating
3. Develop business strategies on how to prepare your practice for the future

Bio: Dr. Chris Salierno is a general dentist from Long Island, New York. He graduated from Stony Brook School of Dental Medicine in 2005. Dr. Salierno has served as National President of the American Student Dental Association, Chair of the ADA New Dentist Committee, and as the President of his local dental society.

He lectures Internationally on clinical dentistry, practice management, and leadership development. He has been a practice owner of Broadhollow Dentistry for over 10 years. In 2017 he became the Chief development Officer with the Celebrant Consulting Group. He was the Chief Editor of Dental Economies from 2014-2021. In 2021, he became the Chief Dental Officer at Tend.



Sponsor Presentation
Friday, March 3, 2023 • 11:30 A.M.-12:00 P.M.



Marketing for Today's Dental Practice

Spouse Spa Luncheon
Friday, March 3, 2023 • 12:00-1:30 P.M.

Spouse Luncheon at the Windflower Spa

Experience true relaxation and bliss at Windflower Spa. Housed in a refurbished barn, with a homey interior feel, this is truly a unique spa experience. Book a massage, body treatment, facial, or nail service, and make sure to leave time before and after your appointment to enjoy our secluded outdoor pool, steam room, sauna, and indoor and outdoor relaxation areas. We will have a Spa Blend Bar for making salt scrubs. **Cost: \$95 per person**



Golf • Friday, March 3, 2023
12:30-5:00 P.M. • Shotgun Start At 12:45 P.M.

Golf Tournament at the Hill Country Golf Club

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

Ranked in the Top 25 Southern U.S. Golf Resorts by Condé Nast Traveler in 2012, Hill Country Golf Club is a remarkable golf course in San Antonio, TX. Our state-of-the-art golf destination features a stocked pro-shop, GPS-equipped golf carts, a full-service clubhouse, and practice area with putting green and instruction area. The 9-hole Family Express Golf course offers tees at shorter distances to make golf more playable and enjoyable for the whole family. Shotgun start at 12:45 p.m.

Cost: Golf \$150 per person, Grab & Go Lunch \$42 per person.

Golf clubs rentals are available for \$70 per person plus tax. Call the Golf Shop at (210) 520-4040 to reserve your clubs.



Women Dentist Mastermind Friday, March 3, 2023 • 1:30-2:30 P.M.

An opportunity for women dentists and to visit and share practice successes and new ideas.



Early Morning Keynote

Saturday, March 4, 2023 • 8:00-10:00 A.M.

Dr. Daron Praetzel

Extreme Team

What is holding you back from creating your dream team? Let's ditch the assumptions and really get to the nitty gritty of how to create the ideal culture and environment that you want in your practice.

Objectives:

1. Explore what defines a team.
2. Learn about the assumptions of who does what in a dental practice.
3. Discuss the possibilities and efficiencies of the dream team

Bio: Dr. Praetzel is from Erie, Pennsylvania. He completed his oral and maxillofacial surgery residency at the Wilford Hall Medical Center at Lackland Air Force Base in San Antonio, Texas, and he served for 13 years as an active duty surgeon with the U.S. Air Force. Dr. Praetzel also founded the "Faces Foundation," which is a non-profit organization that provides facial surgery to correct cosmetic and functional deformities for patients who otherwise would not be able to have surgery.



Closing Keynote

Saturday, March 4, 2023 • 10:00 A.M.-12:00 P.M.

Dr. Dianna Batoon

The ABC's of Sleep, Airway and Dentistry

Is sleep apnea and airway a concern for dentistry? Why should we concern ourselves about a medical condition that we cannot diagnose? This level of service definitely has a place in our dental practices and the task of getting your team and patient on board may discourage your motivation to incorporate this type of treatment. Be inspired about changing people's lives! Come and learn how....



Objectives:

1. Introduction to Dental Sleep Medicine for the dental provider to use in everyday practice.
2. Understand the role of the dental provider in screening for airway and other sleep disorders.
3. Implement steps and collaboration using an integrative approach in your practice.

Bio: Dr. Diana Batoon founded AZ Center for Breathing & Sleep Wellness in Scottsdale, AZ. She has been treating many of these conditions for years in her dental practice and saw the need for additional service in this area. A graduate of Tufts University with specialized training in Dental Cosmetic from the American Academy of Cosmetic Dentistry. She completed a General Practice Residency at VA Hospital in Loma Linda, California. Dr. Batoon has extensive training in Full Mouth Rehab, TMJ, and Dental Implant Restorations. She has been most successful with her patients' overall health and pairing it with the right treatment. It's been proven in our dental office that this approach leads to long-lasting restorations and overall improvement in oral health. Dr. Batoon spends a lot of time and attention to detail and her patients' desires to achieve the right outcome.

Dr. Batoon is a leader in the dentistry profession, an international speaker and an active member in multiple industry organizations. She contributes her time and services at dental events serving the local community. Her areas of expertise include Restorative Dentistry, Sleep Medicine in the Dental Practice, Sleep Disordered Breathing in the Pediatric Population and more.

She participates in continuing education to provide her clientele with the latest techniques and technology to provide the best dental care available. Dr. Batoon enjoys doing her Health and Wellness seminars for the public to educate and inform about their oral and overall health. Dr. Batoon always finds time to be active in the community and give back. She enjoys spending her free time with her husband and three boys.

President's Install Luncheon & 2024 Program Presentation

Saturday, March 4, 2023 • 12:00-2:00 P.M.

Tex-Mex Closing Fiesta • Saturday, March 4, 2023 • 6:00-10:00 P.M.

Join us for our Tex-Mex fiesta celebration with great food, music and dancing. Experience your final chance to relax with friends before we all take off for home the next day!

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

Please print, only one person per registration form...you may copy this form.
Deadline: February 11, 2023 — Limited Attendance.

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

Address _____

City/State/Zip _____

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

Cell Phone (_____) _____

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

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

*Three-day meeting (all Sessions, Wednesday evening through Saturday, March 1-4, 2023): INCLUDES Wednesday Evening
 Cocktail Reception & Light Dinner, Saturday Installation/President Induction Luncheon and Saturday Night Dinner/Entertainment*

FULL PROGRAM

	Fee Per Person	Cost
☐ (1) Active Member of AADP — Included in dues.....NC		\$NC
<i>Would you like to pay your dues now? ☐ Yes ☐ No (Senior Active \$825 or Life Dues \$395)</i>	<i>\$1,395</i>	<i>\$ _____</i>
☐ (2) Senior Active Member Meeting Fee.....	<i>\$570</i>	<i>\$ _____</i>
☐ (3) Life Member Meeting Fee	<i>\$695</i>	<i>\$ _____</i>
☐ (4) Spouse of AADP Member Fee	<i>\$795</i>	<i>\$ _____</i>
☐ (5) Team of AADP Member Fee	<i>\$795</i>	<i>\$ _____</i>
☐ (6) Guest Dentist/Guest Consultant Fee	<i>\$1,795</i>	<i>\$ _____</i>
☐ (7) Spouse of Guest Dentist/Guest Consultant Fee.....	<i>\$895</i>	<i>\$ _____</i>
☐ (8) Team of Guest Dentist/Guest Consultant Fee.....	<i>\$895</i>	<i>\$ _____</i>
☐ (9) Dental Student/Resident Fee	<i>\$695</i>	<i>\$ _____</i>

OPTIONAL

- ☐ (10) Special Luncheon with Steve Rigby, Thursday, March 2, 2023, 12:00-1:00 p.m.\$135/person \$ _____
- ☐ (11) Spouse Spa Luncheon, Friday, March 3, 2023, 12:00-1:30 p.m.\$95/person \$ _____
- ☐ (12) Golf Tournament at The Hill Country Golf Club, Friday, March 3, 2023, 12:30-5:00 p.m.,
 Shotgun start at 12:45 p.m.# of Players _____ @ \$150/person \$ _____
 Playing with (golfer's names) _____
 Grab & Go Lunch.....\$42/person \$ _____
- ☐ (13) President's Installation Luncheon & 2024 Program Preview, Saturday, March 4, 2023, 12:00-2:00 p.m.
 _____ Will attend _____ Will not attend (included with full registration)
- ☐ (14) Tex-Mex Closing Fiesta, Saturday, March 4, 2023, 6:00-10:00 p.m. (included with full registration)

TOTAL DUE \$ _____METHOD OF PAYMENT: ☐ Check enclosed (made out to AADP) ☐ Credit Card:☐ MasterCard ☐ VISA ☐ Amex Card # _____ Sec. Code _____Expiration Date ____/____/____ Signature _____
Signature not required on electronically filled form

Name on card: _____

Late fee or Cancellation fee charge after February 11, 2023 is \$150 per person + Hotel Cancellation Fee \$150/room.

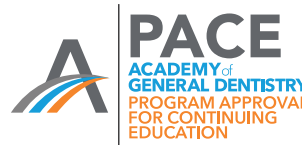
Print out pages 11 and 12 of the registration brochure, make necessary copies (1 set per person) and complete.
Return with your check or credit card information before February 11, 2023.

Mail or email to: AADP c/o Karen Edds, Executive Director • 503 Navajo Trail • McGregor, TX 76657
Cell (254) 563-5354 • aadp.execdir@gmail.com

To make room reservations at The Hyatt Regency Hill Country Resort And Spa,
go to <https://www.hyatt.com/en-US/group-booking/SANHC/G-AA23>
or call (210) 647-1234. Tell them you are with the AADP room block.

For questions on fees or categories, please call
(254) 563-5354.

Please check the session you would like to
attend. Transferable whenever space allows.



American Academy of Dental Practice
Nationally Approved PACE Program
Provider for FAGD/MAGD credit.
Approval does not imply acceptance by
any regulatory authority or AGD endorsement.
07/01/2022 to 06/30/2025
Provider ID# 218328

WEDNESDAY, MARCH 1, 2023 — 5:00-6:00 P.M.

(15) _____ **Members Only Business Meeting:** *Important meeting — attendance required for all members.*

WEDNESDAY, MARCH 1, 2023 — WELCOME, COCKTAIL RECEPTION & LIGHT DINNER, 6:15-9:00 P.M.

(16) _____

THURSDAY, MARCH 2, 2023 — MORNING KEYNOTE, 9:00 A.M.-12:00 P.M.

(17) _____ **Mr. Steve Rigby:** *Know Thyself*

THURSDAY, MARCH 2, 2023 — SPECIAL LUNCHEON WITH STEVE RIGBY, 12:00-1:00 P.M.

(Indicate on registration front page as well)

(18) _____ **Mr. Steve Rigby:** *DISC Analysis (Open to all attendees including spouses - \$135 per person)*

THURSDAY, MARCH 2, 2023 — EARLY AFTERNOON KEYNOTE, 1:00-3:00 P.M.

(19) _____ **Dr. Tarun Agarwal:** *The Comma Mentality*

THURSDAY, MARCH 2, 2023 — LATE AFTERNOON KEYNOTE, 3:00-4:00 P.M.

(20) _____ **Dr. Tim Anderson:** *The Technology Driven Practice*

THURSDAY, MARCH 2, 2023 — EXHIBITORS & COCKTAILS (CASH BAR), 4:00-5:00 P.M.

(21) _____

THURSDAY, MARCH 2, 2023 — LIVE AUCTION, 5:00-6:00 P.M.

(22) _____

FRIDAY, MARCH 3, 2023 — MORNING KEYNOTE, 8:00 A.M.-11:30 P.M.

(23) _____ **Dr. Chris Salierno:** *Thinking Like A CEO*

FRIDAY, MARCH 3, 2023 — SPONSOR PRESENTATION, 11:30 A.M.-12:00 P.M.

(24) _____ **LassoMD:** *Marketing for Today's Dental Practice*

FRIDAY, MARCH 3, 2023 — SPOUSE SPA LUNCHEON, 12:00-1:30 P.M.

(Indicate on registration front page as well)

(25) _____ **Spouse Spa Luncheon:** *At The Windflower Spa (\$95 per person)*

FRIDAY, MARCH 3, 2023 — GOLF, 12:30-5:00 P.M. (Indicate on registration front page as well)

(26) _____ **Golf Tournament:** *Held at the Hill Country Golf Club (\$150 per person)*

(27) _____ **Grab & Go Lunch** *(\$42 per person)*

FRIDAY, MARCH 3, 2023 — WOMEN DENTIST MASTERMIND, 1:30-2:30 P.M.

(28) _____

SATURDAY, MARCH 4, 2023 — EARLY MORNING KEYNOTE, 8:00-10:00 A.M.

(29) _____ **Dr. Daron Praetzel:** *Extreme Team*

SATURDAY, MARCH 4, 2023 — CLOSING KEYNOTE, 10:00 A.M.-12:00 P.M.

(30) _____ **Dr. Dianna Batoon:** *The ABC's of Sleep, Airway and Dentistry*

**SATURDAY, MARCH 4, 2023 — PRESIDENT'S INSTALLATION LUNCHEON &
2024 PROGRAM PRESENTATION, 12:00-2:00 P.M. (Indicate on registration front page as well)**

(31) _____

SATURDAY, MARCH 5, 2023 — TEX-MEX CLOSING FIESTA, 6:00-10:00 PM

(Indicate on registration front page as well)

(32) _____