

COMMUNICATOR

APDP – Supporting Fee for
Service & Private Practices
for Over 60 Years.

Summer/Fall 2023



APDP
ACADEMY FOR PRIVATE DENTAL PRACTICE

Pillars for Success
In Today's Private Dental Practice

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Summer/Fall 2023

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Editor's Notes

APDP, Revitalizing Our Organization

Change is a constant in our ever-evolving industry, and it is with great excitement that we announce a pivotal transformation in the history of our cherished AADP. We are thrilled to unveil our comprehensive rebrand to the **Academy of Private Dental Practice (APDP)**. A manifestation of our unwavering commitment to staying at the forefront of private practice dentistry.



For years, AADP has been a beacon of knowledge, a trusted companion for dental professionals seeking mentorship, fellowship and the best practices in oral health and private practice dentistry. However, in a world where progress is relentless, remaining stagnant is not an option. We recognize the need to adapt and evolve to better serve our current members and help grow our membership.

Our rebrand is more than just a visual facelift. It's a representation of our dedication to private practice dentistry. It reflects the seven pillars that have been the cornerstone of AADP, while also describing our core mission in a more succinct manner to the larger dental community.

Furthermore, our online presence will also undergo a significant

(continued on page 7)

Please submit all stories in Microsoft Word, via email to the editor.

High-resolution photos may be sent via email to Denise at ADS Marketing LLC.

If you have very large files or any questions, please contact Denise at Denise@adsfc.com.

Get Ready For 2024 In Florida

Debra L. Engelhardt-Nash, AA, BFA

Hello from the new name, new logo Academy! If you missed the meeting in Texas (which was exceptional, by the way) you may have missed the intent of our name change. We are **committed** to perpetuating private practice dentistry. Statistics reveal this type of dental practice is dwindling at the rate of 7% per year — with DSO practices proliferating the industry. We are not suggesting that DSOs are wrong — they just aren't us.

We want our name to be reflective of who we are — the **Academy for Private Dental Practice**. Hence — the name and logo change. Our purpose is to help dentists in private practice grow in productivity, profitability, and professional satisfaction. We want to create a collaborative environment where they and their Teams can learn together, grow together, and mentor each other.

Our purpose is to help dentists in private practice grow in productivity, profitability, and professional satisfaction.

Like the reduction of private dental practices — our membership numbers are lessening — due to several factors: our organization has been around for a VERY long time — and we have members who have retired and have become inactive. Pair that with not a lot of new members joining our ranks (possibly due to our members have been members for a VERY long time and have already recommended their friends) and we have a dwindling tribe.

Our attendance at the meetings has been low. Some folks speculate that the younger dentists want to learn

online and don't want to attend meetings in person anymore. I don't think that is the case for everyone. I am getting ready to speak at a private dental organization meeting with 750 dentists attending. The Academy of Dental Office Managers has 10,000 members and their meeting is sold out with 2500 attendees and 150 exhibitors. The Chicago MidWinter meeting continues to have robust attendance. These organizations are defying major thinking.

The 2024 board is committed to revitalizing the APDP. We believe in our organization and are working hard to maintain its relevance. The board members have been reaching out to industry leaders, companies, organizations, and societies asking for their help in promoting our 2024 meeting. They will be sending emails and videos to groups and asking them to share these with

their mailing lists. We want to see you and your Team and your friends at our 2024 meeting in Ft. Lauderdale.

Our 2024 meeting agenda is outstanding. There is truly something to learn for every dentist and Team Member. There are opportunities to be re-energized and recommitted. A Gallup Organization poll recently revealed that 71 out of every 100 employees simply go through the motions every day. What if no one on your Team pursued improvement? Are you modeling the behavior you seek? Are you connecting and involving your Team in learning new



trends and industry innovation? We are a resource for you and your Team to stretch and grow.

If you are a younger practitioner — this meeting is for you. If you are an older practice owner — looking at retiring soon — this is an opportunity to learn how to increase our EBIDA to make your office more appealing at the sale. If you have colleagues who are owners of a private practice — they should know about our organization and BELONG.

John F. Kennedy captured the world in his 1961 inaugural address asking, "Ask not what your country can do for you — ask what you can do for your country."

I am certainly no JFK, but I am asking what can you do for your Academy? Can you spread the word? Can you invite your colleagues, and bring your Teams? Can you pay your dues? Can you volunteer? Will you attend your meeting the future of your Academy depends on it.

2023-24 Exhibitors & Sponsors

Each year our APDP is supported by some incredible Exhibitors and Sponsors. And they were truly present and engaged at our meetings in 2023. Please continue to show your support and thanks to them throughout the year. Let them know you are an APDP 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 2023-24 partners — without your help our APDP Annual Meeting would not be the tremendous success it is.

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Greetings APDP Friends

Sarah B. Heuer, DDS

It has been a productive time for APDP since our last meeting. The movement forward from our announcement of a name change is exciting and promising for the group. As we all get used to the new acronym, we look forward to a new day. Change is a big theme at our meeting and going forward. We have to do things differently. That is occurring as we speak!

The meeting in Texas seems a faint but a sweet memory. The lazy river, a beautiful round of golf, dinner with old and new friends, learning new things. That hasn't changed! This is what we all love about APDP.

I would like to thank those who were so crucial to our meeting. There are too many names to mention. I truly never knew how much coordination goes into planning a meeting. Teamwork makes dream work. Just like our dental office, no one person can do it all. I would especially like to thank our sponsors and exhibitors who support our **Academy for Private Practice Dentistry**.

It is exciting to see the passion going into our next meeting in Florida. I can't wait to see everyone there!



KULA 2023 Member Award

Congratulations to Dr. LeeAnn Podruch, for being the 2023 KULA Award Winner and we are grateful for her many years of outstanding service, visionary guidance and dedication to APDP and Dentistry!

The Impact Of Connection

Julie A. Spaniel, DDS

In an era characterized by digital communication and remote work, the significance of personal connections cannot be overstated. Maintaining relationships with friends and colleagues goes beyond just socializing; it plays a pivotal role in enhancing our quality of life and work productivity. Reconnecting with your old friends and creating new friendships at our annual APDP meetings and throughout the year creates bonds that contribute to our emotional well-being. The **Academy for Private Dental Practice** has always been the organization that supports dentists in private practice with life-changing speakers at our annual meeting, lifelong friendships, and connections with new members.

The Academy for Private Dental Practice may be a new name, but we are the same organization that has always led our private practice dentists to the highest purpose and quality in their practices. APDP is more than just our annual meeting. We are an organization where our members form connections with other like-minded private practice dentists nationwide. We form friendships that we depend on throughout the year. We mentor and have been mentored. We are exposed to different perspectives from people we respect. Our annual meeting is the re-connection point and the place we welcome new dentists that want to learn the secrets we have used to create success in our practices and lives.

Connecting with friends provides support during challenging times, a platform for sharing experiences, and a sense of belonging. These

connections foster positive emotions, reduce stress, and combat feelings of isolation, ultimately leading to a higher quality of life. We can get our continuing education online. If we want to “check the box,” we can easily sit alone in our offices and plug in. It has become so simple that we are losing out on the benefits of socializing with our colleagues and the impact of their support. When we miss out on a human connection with dentists that work in similar environments, in quality-minded private practices, and with similar challenges, we can feel like no one understands what we are experiencing. The friends we make at APDP become a life-long support system for us.

We are constantly challenged to live our best lives. We strive to be the best clinicians, business owners, and employers. As parents, partners, or spouses, we want to be present and attentive in our relationships and families. A healthy work-life balance is important but can be challenging for a busy business owner. The physical and emotional exhaustion of keeping all the balls in the air and doing it perfectly can be overwhelming. Our membership at APDP understands what it is like to experience it all. The valuable lessons, the mentoring, and the human understanding your colleagues receive at APDP are unlike any other group. We are private practice dentists. We may feel that no one understands, but WE do. You can pick up the phone any day and call a fellow APDP member. This is the value of connection, and we need it now more than ever.



The significance of our membership in APDP is so much more than an annual meeting. As a member of the Academy for Private Dental Practice, we develop relationships and can connect with people who understand what it is like to be in our shoes. By collaborating throughout the year and supporting or receiving support from our colleagues, we are empowered with solutions or new ideas in our practices and personal lives. In a world that sometimes prioritizes digital interactions over genuine connections, the impact of nurturing relationships with friends and colleagues cannot be ignored. Join us for our next APDA annual meeting in Fort Lauderdale in March 2024 but join our membership for the camaraderie and connection with your colleagues in the private practice of dentistry!

Invite One Colleague!

Dave S. Carpenter, DDS, PC

I recently found an article that I had written for the *Communicator* in 2018. Here are the two opening paragraphs:

"None of us can or should be summed up by one word. We are multifaceted beings. But if you forced me to choose one character quality or one word that motivates me, it would be LOYALTY. I don't even understand the roots of this in my life, but loyalty has always been a big deal for me. Conversely, disloyalty really aggravates me.

expect loyalty from its members, APDP needs to show loyalty to the membership. The Academy for Private Dental Practice can show loyalty by being true to our ideals of supporting, preserving and promoting the private practice of dentistry. The Academy can demonstrate loyalty by making sure that the speakers at our annual meeting are exceptional in every respect. Loyalty is shown by how carefully the leadership handles the business of the Academy. Loyalty is maintaining the extraordinary

Invite at least one colleague to come and experience the APDP culture.

One of the things that attracted me to AADP (now APDP) was the loyalty that was evident among the members. I saw members who were loyal to the organization, loyal to their patients and clients, and loyal to each other. What's not to love about an organization like that?

Five years' time has not diminished my belief in those words. But I have also realized that loyalty is a two-way street. For our organization to

culture of our organization. I can report that the leadership of APDP is focused on each of these key ingredients and determined to accomplish them.

Now, regarding the loyalty of the membership to APDP, I have several requests:

1. Make your reservations today for our Ft. Lauderdale meeting in March 2024.



2. Invite at least one colleague to come and experience the APDP culture. (I am sending a personal letter to every dentist in my area inviting him or her to Ft. Lauderdale meeting. If anyone would like a copy of the letter that I am mailing, please email me at drdave@beaumontdentist.com).

3. Pay your membership dues.

Let's commit together to bringing about a resurgence of this great Academy.

See you in Ft. Lauderdale.

APDP, Revitalizing Our Organization *(continued from page 2)*

transformation, making it easier for members and potential members to access our content on various platforms. Again, extending our visibility and reach in the dental community.

Although the name has changed to APDP, rest assured, the aspects of this organization that make it great,

have not changed. As always, we have our exciting annual meeting coming up in March 2023. The APDP annual meeting is not just another conference — it's a dynamic platform designed to inspire, educate, and rejuvenate the spark of innovation and the passion for private practice dentistry.

Additional details for the meeting can be found in this edition of the *Communicator*. I urge you to register for the annual meeting soon if you have not already done so. Join us as we embark on this exciting journey. Together, we will grow this organization,

Bren O'Connor, DDS

Summer Is Beautiful Here In The U.P. Of Michigan...

Annette E. Dufour, DDS

As we transition to Fall, NOW is the time to get our annual dues paid up to date and register for the annual meeting. The 2024 annual meeting will bring us to sunny Fort Lauderdale/ Coral Springs, Florida.

Dr. Susan Maples has planned a dynamic program for us. She and the entire APDP board have been hard at work to deliver a great meeting. A successful meeting depends on all of us.

We need YOU!

Please review the 2023 Annual Business Meeting Minutes, San Antonio and be prepared to vote on our official name change at the 2024 Annual Business Meeting, Coral Springs.



KATHLEEN UEBEL LEADERSHIP AWARD

Please accept my donation of:

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☐ I pledge to bring a guest to the Annual Meeting

Name _____

Please consider _____ for a scholarship of \$_____.

Please contact me at _____ (e-mail or phone) to discuss this guest.

APDP 2023 Business Meeting Minutes

Academy for Private Dental Practice 2023 Annual Business Meeting Minutes San Antonio, Texas March 1, 2023

Welcome and Call to Order:

The meeting was called to Order by President Sarah Heuer at 5:00 p.m. C.T.

Determination of a Quorum:

Dr. Julie Spaniel stated that there was a Quorum.

President's Report:

Dr. Sarah Heuer reported on the status of ADPA

President Elect's Report:

Debra Engalhardt-Nash read the report she presented to the Board.

Secretary's Report:

Dr. Julie Spaniel passed out the Minutes from the 2022 Annual Board meeting. Dr. Randy Jungman moved to approve the minutes. Dr. John Mason seconded. Motion passed.

Dr. Julie Spaniel passed out the proposed Bylaws change as presented in the Winter/Spring *Communicator*. She asked for a vote of the membership on the Bylaws change. The Amendments to the Bylaws passed.

(Dr. Julie Spaniel acted as Secretary for this meeting in Dr. Annette's Dufour's absence)

Treasurer's Report:

Kyle Simmons reported on the change in bank accounts, etc. Membership dues are down.

We are going to be watching our overhead and future revenue. We need to "right size" our meetings. Streamline meetings, and use electronic tools to track easier.

We are striving to keep the Quality of the meeting high, while keeping an eye on the budget.

Membership Report:

Dr. Randy Jungman reported that we are streamlining the membership process.

Dr. John Mason sponsored and introduced Dr. Alex Labaina. President Dr. Sarah Heuer inducted Dr. Alex Labaina as a new member.

Exhibitor's Report 2023:

Dr. Jim Jenkins reported on the 18 exhibitor's (sponsoring partners) present. We need to make a big effort to spend time with them.

Nominations Committee Report:

Dr. Heuer reported on the 2022 Nomination committee slate of officers for 2023 as approved by the Board:

President Elect: Dr. Julie Spaniel

Vice President: Dr. Dave Carpenter

Board Members: Dr. Mark Johnson and Dr. Susan Maples

Dr. Heuer presented each position for officer and board individually, and then called for nominations from the floor. With no nominations from the floor, Dr. Heuer requested the acting Secretary (Dr. Julie Spaniel) to cast one ballot for each position and declare the slate as presented.

Dr. Arlet Dunsworth moved to accept the slate of officers as presented, seconded by Dr. Randy Jungman. Motion passed.

President Dr. Heuer presented the proposed name change: The Academy of Private Dental Practice (APDP).

The Board proposed we use this new name for our Website and promotional materials starting now. We will vote on the official name change at our 2024 Annual Business Meeting.

Dr. Susan Maples, Dr. Randy Jungman, and Dr. Julie Kellogg commented in favor of the name change.

Dr. Randy Jungman moved to adjourn, seconded by Dr. Mike Spencer. Meeting adjourned at 6:00 p.m. C.T.

Respectfully submitted, Dr. Annette Dufour, secretary

Come Grow With Us!

Karen Edds, Executive Director

It has been a very busy few months since our last meeting in San Antonio! AADP has now become APDP — **Academy for Private Dental Practice**. A name that suits our group very well and is a great description of the type of new members that we want to attract.

We also have a new website — www.apdp.net. Be sure to check it out, and while you are there, be sure to register for our upcoming annual meeting in sunny Fort Lauderdale, Florida. Our meeting will be following a new schedule, going from **Thursday-Saturday, March 7-9, 2024**. We will have the Women's Mastermind, Member's Business Meeting, Opening Speaker, and Buffet Welcome Reception Thursday afternoon. Friday and Saturday will be packed full of a wonderful line-up of speakers. This will shorten our

actual meeting time to enjoy plenty of activities and adventures available in the area. Hotel information is also available on the website to book your rooms.

As we continue to grow and focus on who we are and who we want to attract as new members, we need help from you! Be sure to spread the word about the fantastic group of doctors and professionals within our membership and the incredible mentorship that comes with it. We can use volunteers for our Membership Committee and Sponsorship Committee, so please reach out to me or one of the Board Members to contribute your energy and ideas, and let's set a new record for first-time attendees and guests!

We have had some growing pains and lots of transitions, but there are so many new opportunities and exciting things in store. So... come



grow with us and let's celebrate another chapter in the American Academy of Dental Practice Administration's long history!

Blessings to you all!

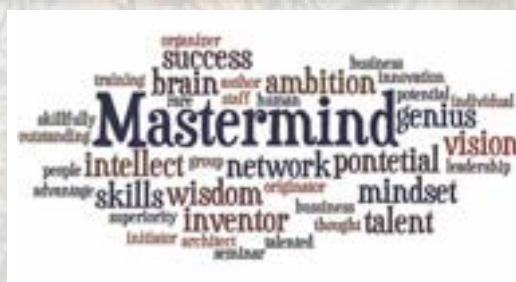
Future Meeting Dates & Sites

- **March 7-9, 2024 - Annual Meeting.** Fort Lauderdale Marriott Coral Springs Convention Center, Fort Lauderdale, FL
- **March 6-8, 2025 - Annual Meeting.** TBD



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Thursday, March 7, 2024 • 9:00 am-4:30 pm

Recreation Day:
Golf, Pickleball, and Everglades

Please contact the hotel concierge for more details.

Thursday, March 7, 2024 • 2:30-4:00 pm

Women Dentists' Mastermind

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

Thursday, March 7, 2024 • 4:30-5:30 pm

Members Business Meeting

Important meeting. Attendance required for all APDP members.

Thursday, March 7, 2024 • 5:45-7:00 pm • Opening Speaker

Mr. Ryan Vet

**A Shadow in the Spotlight:
Pursuing Significance Over Chasing Success**

As leaders, our passion fuels our drive to succeed. We run towards the improbable to pull off the impossible. Yet, in the pursuit of running, it can become easy to lose sight of why we even started off on our race. It can be exhausting. At the end of the day, we have the opportunity to lead a life of significance over success. Sometimes that means spinning the spotlight around and leading from the shadows. In this conversation, we will embark on the journey of living a life that leaves a lasting legacy long after our moment in the spotlight is up.



Bio: Ryan is an international speaker, entrepreneur, and author. He has presented around the globe on four different continents.

Ryan's experiences range from start-ups to Fortune 500s such as Samsung, Warner Brothers, and Bing. From starting his first business at age 14 to launching and successfully exiting start-ups, Ryan is a serial entrepreneur. He has been featured in countless publications (USA Today, Forbes, Financial Times, NBC, CBS, ABC and more) for his entrepreneurial endeavors and routinely contributes to Forbes and other leading publications. In 2019 he authored the book *Cracking the Millennial Code*.

He holds an MBA from Purdue along with many other certifications business, marketing, and change management from leading institutions including Harvard Business School, Elon University, and Cornell University.

After over a decade in the fast-paced world of startups and venture capital, Ryan has turned a large majority of his personal focus towards the craft beverage and hospitality industry where he has invested heavily. As a fun aside, in pursuing his passion of craft beverages, Ryan is a trained Sommelier.

At the core, Ryan is passionate about helping audiences create positive changes in the lives of those with whom they interact.

Ryan and Jessica currently live with their two boys in Downtown Durham, NC.

Thursday, March 7, 2024 • 7:00-8:30 pm

Buffet Welcome Reception

Important meeting. Attendance required for all APDP members.

Friday, March 8, 2024 • 8:00-8:10 am

Welcome by President and Announcements

Friday, March 8, 2024 • 8:10-10:10 am • Morning Keynote



Mr. Todd Williams

Crafting a First-Place Team

In this workshop we'll discuss the many (and often overlooked components) of pulling together a team that strives to be the best, each and every day... and does so with a deep sense of personal purpose in their work.

We will cover...

- Values-based Hiring (Four Seasons Hotels and Resorts)
- Retention and Creating a Thriving Culture
- Sustaining Culture and Understanding What Keeps It Alive
- Recognition vs. Reward and How to Utilize Both
- Inspiration vs. Motivation and Understanding the Difference
- Inspiring the Uninspired

Bio: Todd is a Human Behavior Expert, Storyteller and Teacher with over three decades of culture development experience in healthcare, hospitality and countless customer-facing industries.

He spent 20+ years developing and implementing the service delivery training programs for Four Seasons Hotels and Resorts, one of the most recognized luxury hotel brands in the world. In his role with Centura Health as Vice President of Culture Development, Todd focused on physician and employee engagement, emotional connections, brand differentiation and more.

The innate and irrefutable similarities between healthcare and hospitality show us the best experiences are actually the end result of teams deeply committed to their individual and collective purpose. In other words, our "why" deeply connects and unites us in a way that is paramount to a successful, profitable business who maintains First Place.

Todd will help us see our work, teams and patients in a whole new light, learning to serve with a level of purpose and depth the competition can never duplicate.

Friday, March 8, 2024 • 10:10-10:30 am

Sponsor Time

Friday, March 8, 2024 • 10:30-11:00 am

Break with the Exhibitors

Friday, March 8, 2024 • 11:00 am-12:15 pm • Breakout 1

Ms. Terry Goss

Lead Well! The Emotionally Intelligent Leadership Skills Required for Success in a Private, Fee-For-Service Practice



Emotional intelligence provides a new paradigm for leaders to measure and monitor their team member's performance as well as their own effectiveness as leaders in creating a positive work environment.

Emotional Intelligence is key to relating well with others, achieving your goals, and leading a strong high-performance team. To be effective, leaders must have a solid understanding of their emotions and how their actions affect the people around them. They must also embrace their leadership responsibilities as crucial to their success as their clinical skills. Ultimately, a leader with high EQ has mastery in self-management, building strong relationships, and influencing others in a positive way.

Learning objectives:

- Identify the Essential EI Leadership Competencies.
- Inspire Loyalty. Maximize Ownership and Commitment.
- Align your Team in Problem-Solving and Decision-Making.
- Lead with Optimism and Humility.

Bio: Terry is a nationally recognized practice management consultant, speaker, and coach, Terry has served the private fee for service dental community for over 30 years. As a Certified Professional Co-Active Coach and Master Practitioner of NLP, Terry has a deep understanding of the challenges facing the dental profession. Terry has extensive training in (EI) emotional intelligence, co-active leadership development, behavioral psychology, and the new neuroscience. Terry is also a wellness coach and a life-long student of health and how to provide exceptional service in comprehensive dentistry.

Friday, March 8, 2024 • 11:00 am-12:15 pm • Breakout 2

Ms. Pam Sletten

Don't Let Dental School Debt Deter Private Practice Opportunities



This break-out lecture will provide you with new insights into what is possible when considering entering private practice, even with significant school loan debt. Pam will provide an optimistic way to look at taking charge of your own preferred future in private practice.

Learning objectives:

- See how you can enter private practice even with significant school loan debt
- The fee-for-service model is alive and well
- The practice Value and Contracts are important, but the most important issue is finding the right opportunity

Bio: Pam has been in the Dental Practice Transition business for the last twenty-two years, helping dentists from all over the United States plan and implement successful practice transitions. Pam works directly with the dentists and their teams on all details of the transition to accomplish successful results, whether the transition includes a practice purchase or sale, adding an associate to the practice that will eventually become an owner/partner, or any practice management details that may arise pre and post-closing.

Pam is a current board member of the Academy for Private Dental Practice (APDP) (formerly American Academy of Dental Practice [AADP]), Kids in Need of Dentistry (KIND) and volunteers annually for Colorado Mission of Mercy (COMOM).

Friday, March 8, 2024 • 12:15-1:30 pm • Lunch-n-Learn 1



Mr. Todd Williams

The 5 Biggest Pitfalls in Driving Culture

Plus a healthy dose of Q&A to discover and address your struggles, road blocks and challenges when it comes to culture with your teams.

See bio on page 12

Friday, March 8, 2024 • 12:15-1:30 pm • Lunch-n-Learn 2

Dr. Robert Lustig

How to Lose Weight Once and For All

Join us for an informative discussion about the real facts of what is in our food and how it affects our bodies, with renowned author and speaker, Dr. Rob Lustig. Dr. Lustig will guide us through making smarter choices when it comes to our diets.

Bio: Robert is Emeritus Professor of Pediatrics in the Division of Endocrinology, and Member of the Institute for Health Policy Studies at UCSF. Dr. Lustig is a neuroendocrinologist, with expertise in metabolism, obesity, and nutrition. He is one of the leaders of the current “anti-sugar” movement that is changing the food industry. He has dedicated his retirement from clinical medicine to help to fix the food supply any way he can, to reduce human suffering and to salvage the environment. Dr. Lustig graduated from MIT in 1976, and received his M.D. from Cornell University Medical College in 1980. He also received his Masters of Studies in Law (MSL) degree at University of California, Hastings College of the Law in 2013. He is the author of the popular books *Fat Chance* (2012), *The Hacking of the American Mind* (2017), and *Metabolical: The Lure and the Lies of Processed Food, Nutrition, and Modern Medicine* (2021). He is the Chief Science Officer of the non-profit Eat REAL, he is on the Advisory Boards of the UC Davis Innovation Institute for Food and Health, the Center for Humane Technology, Simplex Health, Levels Health, and ReadOut Health, and he is the Chief Medical Officer of BioLumen Technologies, Foogal, Perfect, and Kalin Health.



Friday, March 8, 2024 • 12:15-1:30 pm • Lunch-n-Learn 3

Ms. Lois Banta

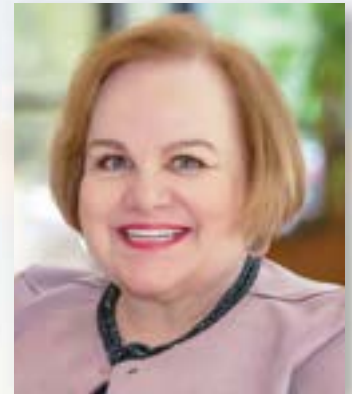
Secrets to Becoming Insurance Independent... Changing Your "Relationship" with PPOs

Navigating the stormy waters of In Network plans can be very difficult, confusing and frustrating. This presentation assists the practice in a step by step process of how to become truly insurance independent, increase productivity and collections plus maintain healthy patient centered practice.

What the audience will learn:

- How to analyze your insurance plans
- How to determine which plans are the most financial risk
- Key communication skills with patients
- The secret way to make insurance work FOR the practice and patients

Bio: Lois is CEO, President and Founder of Healthcare Enterprises, Inc., a company that specializes in all aspects of dental practice retreats and lectures. Lois has over 45 years of dental experience and consults and speaks nationally and internationally. She is the CEO of The Speaking Consulting Network, and a member of several professional organizations. Office-816/847-2055, Email: lois.banta57@gmail.com, info@speakingconsultingnetwork.com





Dr. Bob Frazer

Creating Legacy Through Leadership

Leadings today's practice, while also serving as a primary revenue producer, is analogous to riding a bicycle on a cobblestone street. The very act requires so much energy and attention that little is left for you to decide where you really want your practice and life to go. In this content rich, compelling presentation, Dr. Bob Frazer, the foremost authority in applied strategic planning in dentistry today, shares the critical beliefs, processes and actions necessary for success from some of the world's most respected and profitable companies in the context of our dental practices. Participants will explore the three cornerstones of our life and life's work, clarifying what matters most in each of these dimensions of life — both as a whole person and as a committed professional. A central theme will be the values-based, principle-centered life. Laugh and perhaps even shed a tear as Dr. Frazer shares some of his life's trials and triumphs toward a life well lived.

Learning objectives:

- Understand the Applied (Action Oriented) Strategic Planning process
- Learn how to create a clear and compelling vision of your best possible future
- Through energizing exercises and discussions, clarify your values and highest aspirations for what you really want for your life and practice.
- How to write an empowering mission, supporting goals and concrete objectives, and integrated action plans that assure your vision's attainment.
- Know and act on what matters most for you to live an intentional life of uncommon success and significance.
- Most importantly how to create, monitor and execute your plan

Bio: Bob is an innovative leader in the world of dentistry. He has been a sought- after speaker and consultant for dentists and their organizations for 30 years. He conducts workshops across North America and Europe and is a member of the National Speakers Association.

In addition to being a popular presenter, he offers dentists a range of transformational services including applied strategic planning, performance coaching, wilderness leadership adventures, and a National Study Club. He helps dentists realize lives of balance, fulfillment and significance while he shows them how to make comprehensive and restorative dental practices not only health-centered and highest-quality but also profitable. He removes barriers to people's potential by providing exciting models, principles and processes from which they and their organizations can design and build a preferred future.

- Bob led a successful private dental practice for over 30 years and now limits his practice to a few major rehabilitative cases a year. He founded his consulting firm, R.L. Frazer & Associates, Inc. in 1991 in response to mounting interest in his dental consulting services.
- Recognized as the foremost authority in applied strategic planning and strategic management in dentistry today, he has led top tier dentists and their organizations, including the Dawson Academy, through the strategic planning process.
- A masterful storyteller, he shares with humor and poignancy how to harness the powers of vision and emotional intelligence in one's life and practice.
- Bob is a Fellow of The American College of Dentists and The International College of Dentists. He has published over 50 articles in dental journals such as Dental Economics.

Friday, March 8, 2024 • 12:15-1:30 pm • Spouse/Partner Lunch



Mr. Ryan Vet

Spouse/Partner Lunch and Wine Tasting

More detail to come.

Friday, March 8, 2024 • 1:30-1:45 pm

Sponsor Time

Friday, March 8, 2024 • 1:45-2:30 pm • Early Afternoon Keynote

Mr. Todd Williams

The Ideal Leader

In this workshop we'll take a fresh look and deep dive into servant leadership and the importance of guiding a team from behind.

We will cover the five most important competencies of a First Place leader:

- Maturity: Self-Awareness, Controlled Self-Confidence and more
- Leadership: Role Modeling, Charisma and Flexibility
- Inspiration: Drive, Resilience and Encouragement
- Empathy: Passion and Compassion
- Judgment: Understanding the Critical Path, willingness to hear others, making the right trade-offs and more.

See bio on page 12



Friday, March 8, 2024 • 2:30-3:15 pm • Mid Afternoon Keynote

Mr. Shawn Peers

Let Them Eat Steak: The CEO Approach to Thriving in Private Practice

Dentistry has changed. Have you? In a world where corporate consolidation has become the norm, we ask what does it take for dentists to find satisfaction in private practice. It all starts with adopting a successful CEO approach to leadership that allows you to become more profitable without working harder.

Learning objectives:

1. Understanding the importance of visionary leadership;
2. Using your standard of care to bring your vision to life;
3. Building trust between you and your team;
4. Focusing on the financial numbers that really matter; and
5. Why you should get comfortable with the idea of ethically selling dental care.

Bio: With Masters degrees in both law and business administration, Shawn brings his unique perspective and story telling skills to the world of dentistry. He has an ability to engage and educate an audience with stories that allow him to share his rare insight into the industry. As the Dental CEO Maker, his focus is to encourage the dentist to embrace the leadership role that comes from ownership and bring a fresh, business oriented approach that remains adaptable in a world where rapid change has become the norm.



Friday, March 8, 2024 • 3:15-3:45 pm

Break with the Exhibitors

Friday, March 8, 2024 • 3:45-4:45 pm • 30 min FasTalk 1

Ms. Penny Reed

How to Get Paid for What You Do

Running a profitable practice takes a team, and “everyone” on the team influences your revenue cycle. The process of getting paid begins long before treatment is completed. From the first phone call... to treatment planning, scheduling, and collecting the amount you are rightfully owed there are many key moments where knowing the right steps and having the best conversations are vital to your success.

In this session you will learn:

- How revenue cycle management impacts your brand and your marketing, and why it is so important
- Where the primary breakdowns in “getting paid” occur, and how to overcome them
- When and how payment arrangements should be made
- What your standards should be for your outstanding insurance
- When it makes sense to outsource your accounts receivable management, and what standards you should look for

Bio: Penny is the Chief Growth Officer for eAssist Dental Solutions. Penny began her career in IT with the Walmart Corporation and was recruited by her own dentist to run his growing practice. She has over 30 years of experience in dentistry and has been designated a Leader in Dental Consulting by Dentistry Today from 2007 to present. She is a member of the Academy of Dental Management Consultants, Speaking Consulting Network, and a member of AADOM’s Speaker/Consultant alliance. In addition, she is the author of two books, *Growing Your Dental Business* and *Persuade With A Case Acceptance Story*.



Friday, March 8, 2024 • 3:45-4:45 pm • 30 min FasTalk 2



Dr. Carolyn Rutledge

The Power of Telehealth in the Dental World

This program will focus on how telehealth can be used to enhance and streamline the delivery of dentistry. Emphasis will be placed on services that can be provided via telehealth and technology that will be required. Use cases will be provided along with methods of overcoming barriers.

Participants will be able to:

1. Identify services they could provide via telehealth
2. Outline telehealth models and technologies that are relevant for dental practice
3. Discuss methods of overcoming barriers to telehealth implementation
4. Describe the benefits of having telehealth services within a dental practice

Bio: Carolyn is Professor and Associate Dean of Nursing at Old Dominion University (ODU) where she founded the Doctor of Nursing Practice program.

She is Professor of Family Medicine at Eastern Virginia Medical School where she maintained a clinical practice for 32 years. She published over 70 articles and served as investigator on 32 grants totaling over \$25 million focusing on new care models such as telehealth. She developed the NONPF position paper on educating Nurse Practitioners in telehealth. Dr. Rutledge developed the Telehealth Certification for Providers and Educators, a national training programs for telehealth delivery and education. She is a sought-after national consultant in telehealth education and published the book, "Telehealth Essentials for Advanced Practice Nursing". She is Co-Director of the Center for Telehealth Innovation, Education, and Research (C-TIER) at ODU and led the development of the ODU Center for Interprofessional Education. In 2014, Dr. Rutledge received the SCHEV Outstanding Faculty Award, the highest honor for faculty in Virginia and was selected as a Fellow in the American Academy of Nursing.

Friday, March 8, 2024 • 4:45-5:00 pm

Dr. Susan Maples

Brief Recap of the Day and a Look at Tomorrow

Friday, March 8, 2024 • 5:00-6:30 pm

Wine Pull and Live Auction

Cash bar in exhibit hall with wine pull with Ryan Vet and live auction with Jim Jenkins as auctioneer. Dinner on your own.

Saturday, March 9, 2024 • 8:00-8:30 am

KULA Introductions, Board Recognitions and 2025 Meeting Presentation

Saturday, March 9, 2024 • 8:00-8:30 am

Sponsor Time

Saturday, March 9, 2024 • 8:30-10:30 am • Keynote

Dr. Robert Lustig

Corporate Wealth or Public Health

Mountain Dew Mouth has been the scourge of dentists for decades. But there's a new disease which affects even more people: Mountain Dew Liver. And they are the same people. Especially children – 13% of autopsies in all children show fatty liver disease; and 38% of obese children. This disease belies all our other chronic diseases, including diabetes, heart disease, and cancer. And both are due to excessive sugar consumption.

Dietary sugar is composed of one molecule each of glucose and fructose. It is the fructose that is the primary driver of both diseases. Fructose gets turned into fat in the liver mitochondria, just like alcohol. Which is why children get the diseases of alcohol without alcohol.

As my colleagues at the University of California, San Francisco have shown, the Sugar Research Foundation – the industry's trade group – even sought to persuade clinical medicine to focus on saturated fat instead of sugar, and pushed clinical dentistry to focus on a vaccine for tooth decay rather than sugar reduction.

Altering our diet is where public health prevention starts. But the dark forces of Big Sugar conspire to keep us consuming even more. They employ many tactics, similar to those of Big Tobacco. Their prime tactic is that of "Personal Responsibility", an ideology championed as the solution for every one of our societal ills. It is in industry's best interest to promote such a paradigm, as it contributes to their bottom line.

The problem is that every personal responsibility issue eventually morphs into a public health crisis. Because these diseases are not due to behaviors, but rather exposures.

Lead poisoning, vitamin deficiencies, TB, asthma; all of these were initially blamed on personal responsibility, but science made it clear that each of these were really exposures. More perniciously, teen pregnancy, smoking, and HIV were also attributed to personal responsibility. How about vaccine denial and guns? And of course, the sugar epidemic falls under the same rubric. Diet and exercise, gluttony and sloth, "it's your fault" – individuals exercise free choice as to what they put in their mouths. But what if you don't have a choice? And what if society cannot afford the health consequences of the Industrial Global Diet?

Learning Objectives:

1. Understand the effect of fluoride on cariogenesis, and its role as adjunct vs. primary prevention
2. Understand how subcellular energy overload drives insulin resistance and chronic disease
3. Be familiar with the differences and similarities between hepatic glucose vs. ethanol vs. fructose metabolism
4. Be familiar with corporate tactics to maintain the status quo
5. Discuss ways to counteract corporate propaganda

See bio on page 14



Saturday, March 9, 2024 • 10:30-11:00 am

Break with the Exhibitors

Saturday, March 9, 2024 • 11:00 am-12:30 pm • Breakout 1



Ms. Terry Goss and Dr. Carson Rutledge Creating a Niche Startup Practice

There are so many different types of dental practices out there, but they say that riches are in the niches. With that being said, pediatric dentist, Dr. Carson Rutledge and national dental consultant, Terry Goss will be explaining how Dr. Carson found a niche and started his practice around sleep and airway management for both kids and adults.

Learning objectives:

1. Carson's Story
2. Finding a Niche
3. Marketing your Niche

See Terry's bio on page 13.

Bio: Carson found his passion for helping children at a young age while volunteering as a mentor for children with special needs. He received his Bachelor's Degree from Clemson University and following undergrad he attended Virginia Commonwealth University where he obtained his Doctorate of Dental Surgery. After dental school Dr. Carson followed his passion in pediatrics, completing a postdoctoral program in advanced pediatric dentistry with NYU Lutheran Medical Center, in conjunction with Rady Children's Hospital in San Diego, CA.

Carson now practices in Charlotte, NC and loves working with children where he strives to improve not only dental health, but systemic health as well. He has completed extensive postgraduate training and specializes in pediatric airway, sleep, and feeding related treatments. He spends his time educating parents and patients alike of the importance of pediatric growth and development, which can be hindered by tongue-ties and other developmental disturbances. Dr. Carson has developed a strong network of support providers to ensure his patients receive a full scope of care. Through treatments including laser tongue-tie releases/frenectomies and additional growth related guidance, Dr. Carson aims to help children grow into happy, healthy kids, teens, and adults.



Saturday, March 9, 2024 • 11:00 am-12:30 pm • Breakout 2

Mr. Allen Schiff

How Not to Let Dental School Debt Deter Private Practice Opportunities



1. Thinking of starting your own practice? There is plenty of money to lend you!
2. Thinking of doing a “start up”, there is plenty of money to lend you!
3. There is good debt and there is bad debt! Please join us to learn about debt.
4. At this session you will learn the 10 major KPIs , Key Performance Indicators.
5. How to control your overhead at get to 60% or better! 6. How is debt priced?
6. How is debt priced?
7. What is the current cost of capital?
8. How do you measure risk vs the reward?
9. How to build cash flows and forecast the overhead to arrive at 40% profitability
10. How to build wealth through the employment of your family members within your dental practice.

Bio: Allen is the managing member of Schiff & Associates, LLC (S&A). Prior to forming S&A, Allen was a partner with Schiff & Associates (formerly Grabush, Newman) for 30 years and was their practice leader for dental practice management services. Allen has over 35 years of experience in the areas of dental practice management. Allen’s services include business planning to include obtaining financing, succession planning, exit strategies and long-range planning. Allen has assisted dentists with practice acquisitions, start-ups, operational analysis and associate contract analysis.

Allen received his BS degree in accounting from the University of Baltimore (June 1975) and is an accomplished speaker on topics such as dental practice management, transition planning, choosing a dental CPA, obtaining financing, identifying embezzlement in the workplace and business start-ups.

Allen has published numerous articles within the dental industry and can frequently be seen in Dental Economics, as he is a contributing writer to the magazine. In 1998, Allen earned the designation of Certified Fraud Examiner (CFE), having the expertise to resolve allegations of fraud, obtain evidence, take statements, write reports, testify to findings and assist in the detection and prevention of fraud and white-collar crime. Recently, Allen has received the SMART CEO award 6 out of the last 7 years as one of the Top CPA’s in the State of Maryland, most recently awarded in May 2015.

Allen is the President of the Academy of Dental CPAs (www.adcpa.org). This group of very knowledgeable CPA firms across the nation specializes in practice management services to the dental industry for over 9,000 clients. He serves on the ADCPA Executive Committee and is Chairperson of the ADCPA Marketing & New Members Committees. The ADCPA combines its outstanding resources and expertise to share information and jointly develop resources to better serve the dental community.

Allen enjoys sharing his dental practice management knowledge. He continues to present to the ADA (American Dental Association), the AGD (Academy of General Dentistry), AAPD (American Academy of Pediatric Dentists), local Mid-Atlantic societies, as well as various dental study clubs. For the last 34 years, Allen has taught at a local dental school as well as 8 other national dental schools on the subject of dental practice management. Allen is a current Board Member of the Maryland State Dental Association Foundation (MSDAF) as well as a Consultant to the ADA (September 2019). Recently, Allen has been on various ADA webinars along with various State Dental Associations webinars informing the attendees of the financial aspects of the CARES Act during the COVID-19 crisis.

Saturday, March 9, 2024 • 12:30-1:45 pm

Lunch with the Exhibitors



Dr. Brett Kessler

From Addiction to Significance

It seems that people who have faced extreme hardships have a special perspective on life. In 1998, Brett hit rock bottom and had to answer some difficult questions—"Do I want to live or do I want to die?"

Relentless Addiction had its grip on him. The end result of untreated addiction is death.

There is a disturbing upward trend in the healing professions. Depression, anxiety, substance abuse disorder, other mental illnesses and suicide are evermore prevalent. Many of our colleagues are leaving the profession as they are unable to see a bright future.

Brett chose life. As he recovered from his substance abuse disorder, he became inspired to live his best life possible. Join Brett as he vulnerably shares his life journey, living with intention. Brett has been an outspoken advocate on behalf of wellness in the healthcare realm and beyond for over two decades.

"Tomorrow is probable but not guaranteed. Therefore we must choose to live our best possible life today (and every day)."

Objectives:

1. Learn the prevalence of mental illness and substance abuse disorder within the dental profession
2. Exposure to different recovery modalities, specifically identifying the best practices for the treatment of health care professionals
3. Discover that many of the tenants of recovery can be applied to everyone's everyday life.
4. Introduce holistic wellness incorporating physical, mental, emotional and spiritual health.
5. Inspired the audience with tools to live their best life possible.

Bio: Brett has been practicing esthetic, functional and reconstructive dentistry since 1995. He has been published in multiple national and local periodicals and news outlets on various subjects with respect to cosmetic dentistry and well-being issues. In 2015, he was featured by the *Denver Post* as the only dentist in Colorado with its inaugural "Strength in Health" award. He has been recognized by his peers as a "Top Dentist" in 5280 (*fifty-two-eighty*) Magazine every year since its inception in 2005.

Brett is a past president of the Colorado Dental Association. He also serves as the chairman of the well-being Committee for the State of Colorado and is a consultant for the American Dental Association, serving for several years on the Dental Well Being Advisory Committee as well as the Council on Dental Benefits. Brett currently serves as the Trustee from the 14th ADA District as its representative to the ADA's Board of Trustees. As a Trustee, he is Chair of the ADA's Science and Research Institute, Chair of the Diversity and Inclusion Committee as well as the Chair of the ADA's Audit Committee.

He is a Fellow in the American College of Dentists, International College of Dentists and the Pierre Fauchard Academy.

In the fall of 2007, Brett testified on behalf of the American Dental Association before the US Congress on the ravages of methamphetamines on the oral health. He speaks internationally to various organizations and dental societies with a focus on wellbeing and leadership concepts.

While in private practice, he was a clinical associate professor at the University of Michigan until he moved to Colorado in 1999. Brett then taught occlusion and morphology at the University of Colorado, School of Dental Medicine from 2003-2011.

Brett keeps in shape by both coaching and participating in various endurance races across the United States including the Ironman World Championships in Kona, HI.

Brett and Gina have four children: Abbey, Max, Sydney and Riley.

Saturday, March 9, 2024 • 3:15-3:30 pm

Dr. Susan Maples

**Brief Recap of the Day
and Highlight the Significance of Masterminds**

Saturday, March 9, 2024 • 3:30-5:30 pm • Happy Hour Mastermind 1



**Ms. Pam Sletten and Mr. Allen Schiff
Practice Transitions**



Saturday, March 9, 2024 • 3:30-5:30 pm • Happy Hour Mastermind 2

**Ms. Lois Banta
Marketing and Practice
Growth Mastermind**



Saturday, March 9, 2024 • 3:30-5:30 pm • Happy Hour Mastermind 3



**Ms. Terry Goss
Team Leadership
for Practice Success**

Saturday, March 9, 2024 • 6:30-10:00 pm

Cash Bar, Dinner and Dancing

1980's costume theme and dancing into the night to the live band "The Raw Nerve."

QR Codes for the 2024 Annual Meeting

Scan the QR Codes provided below to access the information about the 2024 Annual Meeting, the hotel to make your room reservations and Whova online registration.

Whova uses a two-part registration process. After you have registered and paid, please download the Whova app to your smart phone if you don't already have the app. Log into your Whova account using your email address and password. If you are new to Whova or used a new email address, you will need to create a new password at this time. Go to Agenda and you can now select the sessions you wish to attend and have paid for. Your selected sessions can be added to your Calendar or Google Calendar.

PLEASE NOTE: Your cell phone is mandatory for all Whova registrations. Each person registered must have their own unique email address – no duplicates!

APDP Web Page



Hotel Reservations



Whova Online Registration

