



Navigating the Tides

PCSO 82nd ANNUAL SESSION

MONTEREY CONVENTION CENTER ▶ OCTOBER 11-14, 2018

REGISTRATION OPENS APRIL 2018

PREVIEW



FRIDAY, OCTOBER 12, 2018

DOCTORS

CLINICAL TEAM

ADMINISTRATIVE TEAM

8:30 - 10:00AM



NEAL KRAVITZ

82 Clinical Pearls for Your Practice



MR. DINO WATT

The Art of Communication and Influence
Joint Clinical / Administrative

10:30AM - 12:00PM



President's Lecture
PETER BUSCHANG

Growth and Development – How It's Applied to Individual Patients?



MS. ANDREA COOK

It's all about Timing – Staying on Time



MS. KATHERINE EITEL

Have Them at Hello: Unscripted Telephone Skills for the Exceptional Practice

1:30 - 3:00PM



DR. PETER MILES

Selling Speed – Is Winter Coming for the Orthodontic Profession?



DR. TODD EHLER

Perform and Manage New Workflows with 3D Printers



MS. JILL ALLEN

Hiring and Firing: Dos and Don'ts

3:30 - 5:00PM



DR. BEN PLISKA

Sleep Disordered Breathing and Orthodontics: The Good, the Bad and the Ugly



MS. CASSIE KELLNER

Laying the Foundation: Creating Effective Clinical Training Systems



MS. RITA BAUER

Pictures for Wow Effect

What to Expect from the Annual Session

Educational Sessions for doctors and Team

15 CE Credits

Complimentary breakfast and lunch Friday and Saturday, breakfast Sunday

Networking opportunities with colleagues

Large Exhibit Hall with PosterBoard Presentations

CONTINUING EDUCATION HOURS



Pacific Coast Society of Orthodontists is an ADA CER.P Recognized Provider.

ADA CER.P is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CER.P does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.

SATURDAY, OCTOBER 13, 2018

DOCTORS

CLINICAL TEAM

ADMINISTRATIVE TEAM

8:30 - 10:00AM



MR. JOHN MCGILL

Tips on Becoming Financially Independent



MS. BETH LEACH

Building Your Practice Reputation from Front to Back



MS. TERRI SHERVEN

Designing Your Practice Culture

10:30AM - 12:00PM



DR. BILL DABNEY

Return on Investment with Orthodontic Technology



MS. RITA BAUER

20 Great Tricks to Get Clinically Correct Pics



MR. GARRETT BURNETT

Marketing 101: Practice Growth

1:30 - 3:00PM



DR. BARRY GLASER

Invisalign Insider Treatment Planning Pearls



MR. JARED NELSON

Retirement Ready: Learn to Manage Your Money and Protect Your Financial Future
60 minutes | 2:00 - 3:00pm *Joint Clinical / Administrative*

3:30 - 5:00PM



DR. COLE JOHNSON

Master of Your Team, Captain of Your Soul



MR. PAUL GANGE

A Simplified Recipe to Reduce Bond Failures



MS. CINDI JAMES

Synergy: 1+1 = 3, The New Patient Process + The Administrative Team = Stellar Case Acceptance

SUNDAY, OCTOBER 14, 2018

9:00AM - 12:00PM



DRS. GAVIN AND HARALD HEYMANN

Conservative Interdisciplinary Approaches to Esthetic Dilemmas



MS. CHARLENE WHITE

Creating a Happy Harmonious Team
Joint Clinical / Administrative



SAIL THE SEAS WITH OUR BRAND NEW APP AND MOBILE EXPERIENCE FOR THE 2018 MEETING!

New Waves for 2018

THURSDAY, OCTOBER 11, 2018

CAO Sponsored Staff Session

The session is open to all doctors and team members in attendance.

1:00 - 4:30PM

MS. TRACY MOAWAD

Embracing Change: From Survive to Thrive



Join Tracy for *Embracing Change: From Survive to Thrive*. This exciting session will help your team find the joy in change (or at least not run for the hills!). Prepare to be inspired and come away with tools that will help you implement change initiatives better, faster, and healthier than ever before.

Doc Talks (bonus day lectures for doctors)

2:00 - 5:00PM

Doc Talks will feature five 30-minute lectures from five different industry leading companies in Orthodontics. These fast paced Doc Talk sessions will deliver impactful and lasting takeaways for you and your practice.

SOCIAL HOUR - EXHIBIT HALL KICK-OFF EVENT

Enjoy food and beverage for all attendees.

5:00 - 6:00PM

CAMP PIRATE - PCSO CHILDCARE SERVICES

This new splash allows participants to bring the whole family to the Annual Session. While you're in lecture, your little scallywags can enjoy time with other kids. Indicate your interest in this new program element and we will send you all the details. This opportunity is open to children 0-12 years of age.

\$60/half day and \$100/full day.

Friday 8:00am - 5:00pm
Saturday 8:30am - 5:30pm



HOTEL INFORMATION | RESERVATION CUTOFF FRIDAY, SEPTEMBER 7, 2018

MONTEREY MARRIOTT

350 Calle Principal | Monterey, CA 93940

Standard King \$245.00
Standard Double \$245.00

Retreat to your spacious room, where you'll find plush bedding topped with cozy comforters, a generous bath with deluxe amenities, and incomparable views of downtown Monterey or the Bay.

SATURDAY, OCTOBER 13, 2018

Power Talks for Team Members

(formerly staff roundtables)

12:00 - 2:00PM

Come to the table and be prepared to share, educate, inspire, and be inspired. These powerful discussions will be led by subject leaders sharing relevant conversations in the rapidly changing profession.

This is a limited access program.

Sign up early to take advantage of this extra learning and networking opportunity.

TOPICS

Marketing

- ▶ The Invisible Practice – Invisalign/Aligner Experts
- ▶ Community Branding – Differentiation
- ▶ Building an Alpha Patient – Internal Marketing
- ▶ #Getsocial – Maximizing Social Media

Management

- ▶ The Executive View – Dashboards of Management
- ▶ World Class Talent – Recruiting

Clinical

- ▶ Sit Here. Sit Here. – Systems, Staff, & Schedules for Same Day Starts
- ▶ Master Class – Training to Mastery

TC

- ▶ The TC Only Exam – Words, Who & When

Point/Counterpoint Session

1:30 - 3:00PM

MR. JOHN MCGILL AND MR. SCOTTE HUDSMITH

Specialty Dental Support Organizations vs. Independent/Group Practices



The 2018 PCSO Annual Session will premiere a reinvented session structure, Point/Counterpoint Session. The inaugural session will be *Specialty Dental Support Organizations vs. Independent/Group Practices*. John McGill and Scotte Hudsmith will share the pros and cons of these opposing views. Led by a moderator, the audience will be encouraged to ask questions and share their views.

This is a limited access opportunity. Pre-Registration is required.

PORTOLA HOTEL AND SPA

2 Portola Plaza | Monterey, CA 93940

Standard King \$255.00
Standard Double \$255.00

Inspired by the Monterey Peninsula's natural beauty and nautical heritage, the Portola Hotel & Spa is a step outside the ordinary. Our accommodations boast pillow-top mattresses, an array of helpful amenities, and the assurance of fantastic service by our professional staff.

Registration Form

REGISTER ONLINE AT WWW.PCSORTHO.ORG ▶ FAX: 314-997-1745

To register multiple attendees from one office, please use online registration or call 888-242-3925.

Name _____ Organization _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Post-Graduate Orthodontic Program _____

Please list any dietary restrictions or special needs: _____

CATEGORY	ON OR BEFORE JULY 13	AFTER JULY 13	ON-SITE	TOTAL FEE
PCSO Member	\$330	\$380	\$450	
PCSO Retired	\$280	\$330	\$405	
Resident/Student	no fee	no fee	no fee	
AAO Member (not PCSO)	\$390	\$440	\$510	
Non-AAO Member	\$660	\$710	\$780	
Team Member (Staff)	\$270	\$320	\$395	
Spouse/Guest	\$175	\$225	\$300	
Additional Exhibitor	\$175	\$225	\$300	
Welcome Party Tickets for Non-attendees	\$75	\$75	\$75	
Welcome Party Tickets (12 and under)	\$30	\$30	\$30	
Doc Talks	no fee	no fee	no fee	
Component Breakfast (ticketed event)				
▶ Alberta (sponsored by ASO)	no fee	no fee	no fee	
▶ Arizona	\$50	\$50	\$50	
▶ Nevada (sponsored by NSOS)	no fee	no fee	no fee	
▶ Washington (sponsored by WSSO)	\$35	\$35	\$35	
CAO Staff Session (ticketed event)	\$75	\$75	\$75	
Power Talks for Team Members (ticketed event)	\$65	\$65	\$65	
New & Younger Member Lunch (ticketed event)	no fee	no fee	no fee	
Point/Counter Point Session (ticketed event)	no fee	no fee	no fee	

PAYMENT INFORMATION

{ } Check enclosed (payable to PCSO) in U.S. Dollars only; mail to: Pacific Coast Society of Orthodontists
401 N. Lindbergh Blvd. | St. Louis, MO 63141-7816 | Attn: Registration Department

Cardholders Name _____ { } Visa { } MasterCard { } American Express { } Discover

Credit Card Number _____ Expiration Date _____ CVV _____

REGISTRATION CANCELLATION/REFUND POLICY

Registration cancellation must be received no later than August 10, 2018. A \$25 cancellation fee per registrant will be deducted from the refund. Submit your cancellation in writing to the PCSO headquarters via email to lhertlein@aaortho.org. Your cancellation/refund request should include your name, registration confirmation number, AAO member number and the reason for the refund. All refund requests are subject to approval by the PCSO. All approved refunds will be processed within 30 business days after the approval. Registration cancellations, registration fee refunds and ticketed event refunds will not be processed on site during the Annual Session.

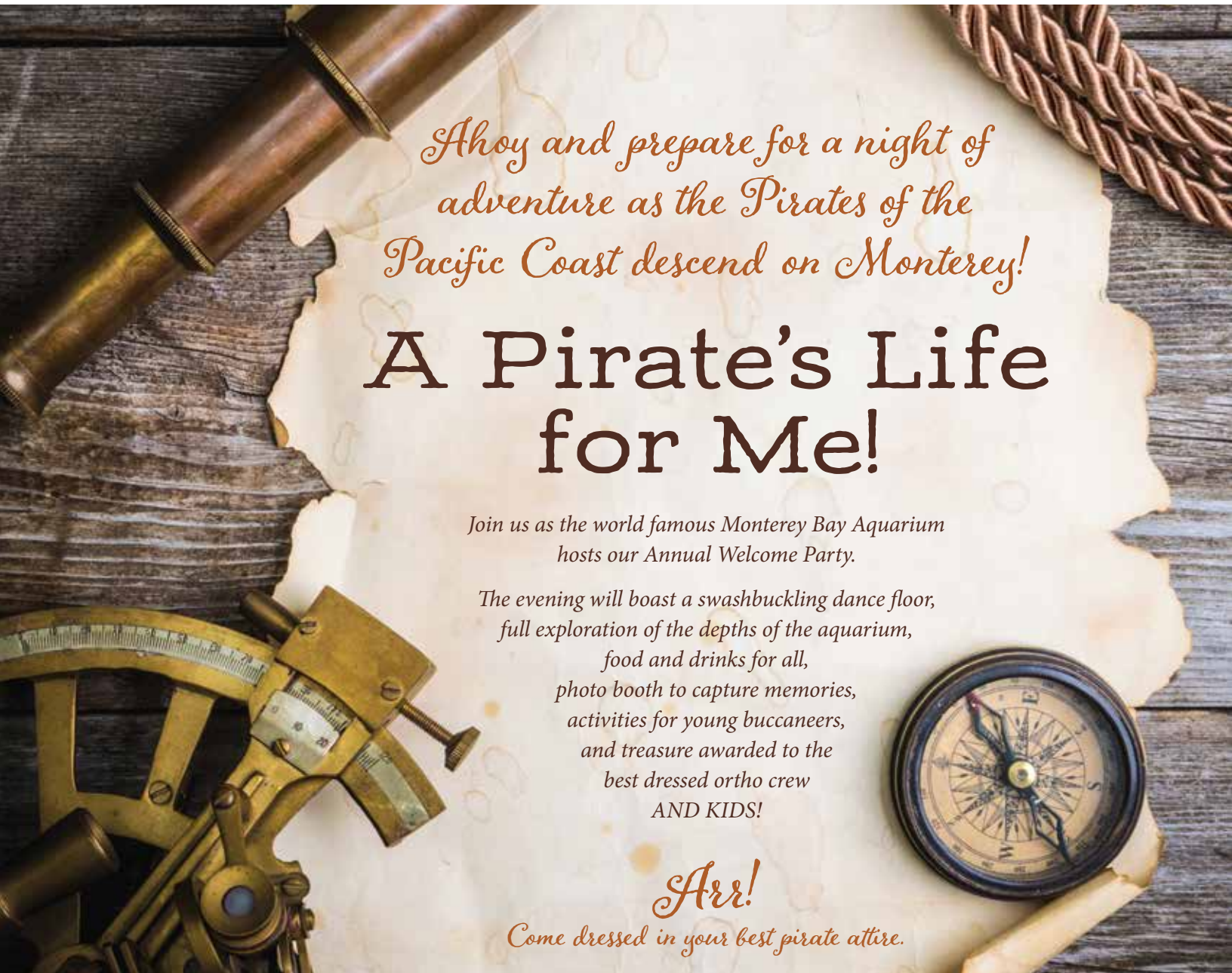
In consideration for my being allowed to participate in the 2018 PCSO Annual Session, the PCSO and their authorized agents are hereby released from any damages caused or incurred in connection with these activities. I agree to indemnify and hold the PCSO and their authorized agents harmless against any liabilities, including reasonable attorney's fees, arising from, or in connection with, these activities. I grant permission to all of the foregoing to use any photographs, motion pictures, or any other record of my/our participation in this event.



PACIFIC COAST SOCIETY OF ORTHODONTISTS

401 North Lindbergh Boulevard
St. Louis, MO 63141-7816

www.pcsortho.org

The background of the poster is a rustic wooden surface. On the left, a brass telescope is angled downwards. In the bottom left corner, a brass sextant is visible. On the right, a round wooden compass with a white face and black markings is shown. A piece of light-colored, aged parchment paper with torn edges is placed in the center, containing the event details.

*Ahoy and prepare for a night of
adventure as the Pirates of the
Pacific Coast descend on Monterey!*

A Pirate's Life for Me!

*Join us as the world famous Monterey Bay Aquarium
hosts our Annual Welcome Party.*

*The evening will boast a swashbuckling dance floor,
full exploration of the depths of the aquarium,
food and drinks for all,
photo booth to capture memories,
activities for young buccaneers,
and treasure awarded to the
best dressed ortho crew
AND KIDS!*

Arr!

Come dressed in your best pirate attire.

Date Friday, October 12, 2018 *Time* 6:00pm – 10:00pm *Location* Monterey Bay Aquarium

Admission and transportation is included for registered attendees. Extra tickets and tickets for non-registered attendees and children are available for purchase.