



Navigating the Tides

PCSO 82nd ANNUAL SESSION

MONTEREY CONFERENCE CENTER ► OCTOBER 11-14, 2018

2018 ON-SITE GUIDE

WELCOME



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WELCOME



Welcome to the 82nd PCSO Annual Session in picturesque Monterey! The Pacific Coast gave us our name, and we return to it this year for our exciting 2018 Annual Session. It's quite the appropriate destination for our chosen meeting theme: Navigating the Tides. Our team has worked diligently to provide a meeting that will support each one of you as you navigate your career in orthodontics. I am excited for all of you to experience the programming and social events we have lined up.

First off, I need to thank the team that has made all of this possible. It is hard to imagine, but planning for this meeting started two years ago. Time does fly when you are having fun, and we have truly enjoyed working together. General Chair Bryan Hicks has kept the team on task and provided fantastic oversight. He is supported by an outstanding team of Program Chairs, including Dr. Tom Merrill (Doctor Program), Dr. Mary Cooke and Ms. LeeAnn Peniche (Staff Program), and Dr. Paul Kasrovi (Local Arrangements). Our committee is backed by dedicated and hardworking PCSO staff including Callie Castro, Executive Director; Darrin Crittington, Meeting Manager; DJ Haman, Exhibit Hall Manager; and Lisa Chandler, Executive Assistant. I am honored to work with this exceptional group of people. The commitment and dedication from each and every one of them has been truly amazing. Each one did his/her part to ensure that we have a meeting that will meet the expectations of every attendee.

This meeting would not be possible without our generous sponsors. They are recognized in this program and on signage throughout the building. I know they would appreciate your thanks — not only for their financial support and for being here with us, but also for their partnership with our specialty. We could not do our best work without their best work! It's truly a partnership in innovation and excellence as they navigate the tides of the future along with us.

I am confident that you will enjoy the lectures we have for you this year and hope that you will also take part in and appreciate:

- the exhibit hall and special offers from vendors,
- dressing up as a pirate with your family and/or team for the welcome party at the Monterey Bay Aquarium,
- the all-new mobile PCSO meeting app, and
- the Scientific Posterboard competition.

We appreciate you taking time from your schedules to be here and believe you will find it time well spent. Now, please enjoy the conference, enjoy your colleagues, and enjoy beautiful and iconic Monterey!



Dr. Kam Olfert
PCSO President



Award Recipients

2018 PCSO Annual Session Honoree

This award is given to a PCSO member who has demonstrated outstanding leadership and professional qualities and who has given unselfishly of his or her time and talent to promote the association and the orthodontic profession.

DR. LESLEY WILLIAMS



Dr. Lesley Williams is a proud Past President of the PCSO, an active member of the Edward H. Angle Society, a Diplomate of the American Board of Orthodontics, and a Fellow of the Royal College of Dentists of Canada. In addition, Dr.

Williams is a member of the International College of Dentists and the American College of Dentists. She is an active member of two special study clubs; Ortho Ties in Vancouver, B.C., and Peninsula Orthodontic Research Group (PORG) in northern California.

Dr. Williams has been an examiner for the Royal College of Dentists of Canada (RCDC) since she received her Fellowship in 2000. In 2010, Dr. Williams was selected as the Chief Examiner for Orthodontics, leading the orthodontic exam team and coordinating the development and delivery of the written, oral, and case analysis sections of the RCDC Fellowship and Canadian Specialty licensing examination. Dr. Williams completed her tenure as Chief Examiner in June 2017. Dr. Williams has also served as an examiner for the American Board of Orthodontics.

During Dr. Williams' tenure on the PCSO executive, she captained the new strategic planning initiative for the PCSO, led the inaugural Critical Issues Task Force (CITF), and created leadership development opportunities within the CITF by the strategic assignment of CITF responsibilities. Dr. Williams envisioned and hosted the first Executive Leadership Retreat, which brought together PCSO senior leadership, for early term team development and planning.

COMMENTS

I am truly honored to receive the PCSO Award as the 2018 Annual Session Honoree. I am proud to be amongst the great leaders who have received this award, and humbled to join the impressive list of recipients.

My journey with the PCSO and in the leadership of the great specialty of orthodontics has been extraordinary. I have developed valued and lasting friendships with my PCSO comrades, grown from the challenges of leadership and the politics of our profession, have helped develop new leaders, and I hope that I have set an example for those who will follow.

My experience as a leader in the PCSO has tested me and has afforded me great benefits. As I gained leadership experience, carefully developed while serving the PCSO, I became a better leader in many aspects in my life, including within my family and in my practice.

I continue to enjoy a rewarding career, proudly serving my patients and my profession.

I have a strong ethical core and feel a duty and responsibility to ensure our profession continues to thrive, despite external and internal influences which challenge us daily. I am well aware that I have gained far more than I have given while on my PCSO journey.

I want say thank you to those who have supported me professionally and personally:

I am pleased to acknowledge the Chief Examiners for orthodontics at the RCDC who mentored me and supported me, to the incredible team of examiners at the RCDC who I was fortunate to lead, to the ABO, to the talented members of the Angle Society, to the leaders on PCSO Boards of Directors, to the Executive Directors and the members of the PCSO with whom I shared my tenure and who supported and guided me, to the Delegation Chairs who led the way on the National stage and to my study Club colleagues and friends each of whom have helped me become a better orthodontist, leader, and person.

Personally, I could not have succeeded with out the unconditional support and guidance of my exceptional family. A special thanks to my spouse Dru and posthumously to my identical twin sister Michele.

2018 PCSO Award of Merit

This award was established in 1987 to recognize and honor a PCSO member who is an orthodontist or paraprofessional within the geographic boundaries of the PCSO and who has made a significant contribution to the orthodontic specialty over a number of years.

DR. BRYAN WILLIAMS



Bryan Williams DDS, MSD, MEd is an Orthodontist and Pediatric Dentist practicing in Seattle. Bryan is also a consultant focusing on craniofacial orthodontics and pediatric dentistry for medically complex children. He is an Affiliate Professor in the Departments of Pediatric Dentistry and Orthodontics at the University of Washington and a member of the active medical staff at Seattle Children's Hospital and Swedish Medical Center. He is a Diplomate of both the American Board of Orthodontics and the American Board of Pediatric Dentistry. Bryan lectures nationally and internationally on pediatric behavior management, dental emergency management, orthodontics for children with cleft palate and craniofacial anomalies and the care of children with complex medical and developmental problems. Bryan received his dental training at the University of Western Ontario. After two years in general practice he completed graduate training in Orthodontics at the University of Washington and a residency in pediatric dentistry at Seattle Children's Hospital, as well as a Masters in Education. He has extensive experience in private practice, academics, hospital-based practice and as a member and leader of cleft palate and craniofacial teams. This includes 11 years teaching at the University of Detroit during which time he was chair of the department for two years as well as in private orthodontic practice in Windsor Ontario and 16 ½ years at Seattle Children's Hospital where he was department chief, a professor in the residency programs and an active clinician.

COMMENTS

First, I want to start by extending my heartfelt thanks for the PCSO Award of Merit. This is truly a highlight of my long and varied professional career. As I look over the past recipients, I feel somewhat inadequate in the face of the legendary names that are listed as previous recipients of this most prestigious award. I can only aspire to have the same level of impact as these individuals.

My career has been blessed with wonderful opportunities to serve my profession and my specialties of orthodontics, craniofacial orthodontics, and pediatric dentistry. As I am now in the later stages of my career, I reflect on several of the highlights. My orthodontic leadership opportunities started with the Washington State Society of Orthodontists (WSSO) serving on committees, as an officer, and president in the late 1990s. Then in the mid-1990s, I began getting involved with the PCSO on the Bylaws and Budget Committees and assistant program chair for the Northern Regional Meeting. In 2006, I became

director for WSSO and eventually president of the PCSO in 2012-2013. That presidency will always remain the highlight of the leadership aspects of my professional career.

One of the most delightful and personally enriching aspects of my time in PCSO leadership has been the ability and pleasure of working with three highly skilled executive directors. My early years of committee work was under the kind and wise tutelage of Phil Rollins who sparked an interest in me to stay active in PCSO leadership. When I came on the board of directors, I was immediately involved in the search committee that resulted in engaging AAO Services and having the personal blessing of working with Jill Nowak. Jill received last year's Award of Merit, and I can't express how this honor for her dedication and hard work on our behalf was so well deserved. And most recently, I was asked to chair a group updating the PCSO Policy and Procedures Manual. In doing this I had the distinct pleasure of working with Callie Castro, our current executive director who deserves immense credit for the effective completion of this project. All PCSO members benefit immensely by having such capable and dedicated individuals as our executive directors.

A dear friend once said to me, "Bryan, you like working with smart people." The opportunity to participate in PCSO leadership activities has involved working with innumerable talented, bright, and dedicated individuals and has more than fulfilled this need in my life. For those of you early in your career, I can't emphasize enough how much you can learn and grow from these interactions, and I encourage you to get involved — for your profession and for personal growth.

In closing, I want to share that I am not like most orthodontists who are dedicated to skillfully and efficiently serving their community in a private office setting. I followed this practice model for several years early in my career, but it was clear that this wasn't the best model for me. I made a major change and have practiced most of my career in a hospital-based practice, in both orthodontics and pediatric dentistry with children with major medical problems and special needs like craniofacial anomalies.

When I first became involved with PCSO, I was uncertain about how I would be accepted in leadership given my practice situation. I can say, without any doubt, that during my 20+ years in PCSO leadership positions, I have never had any feeling that I wasn't fully accepted. No one I have worked with has ever expressed any feelings that I didn't belong, and, in fact, I have always been made to feel wanted and am often asked about my professional life and even asked for thoughts and tips on management of certain patients. I think this, more than anything, speaks well for the organization. The PCSO has a healthy open mindset. Thanks to each of you for setting this culture.

Honoring Our PCSO Predecessors

2018 Legends of the PCSO

This award was created to honor and showcase deceased PCSO members who have made significant contributions to the field of orthodontics and our association.

DR. EDWARD H. ANGLE



Orthodontics and public health practice did not exist as distinct professional activities in the late 19th century when Edward Hartley Angle, MD, DDS (1855–1930) was laying the foundation for the specialty of orthodontics. Yet his genius advanced the causes of orthodontics and dental public health greatly.

Angle's most impactful innovations were 1) his identification of dental occlusion, not simply tooth irregularity, as a prime concern; 2) his development of an uncomplicated classification system for occlusal conditions; 3) his introduction of prefabricated orthodontic appliances; and 4) his framing of orthodontics as a dental specialty by organizing the world's first educational program to train orthodontists.

Early on, Angle was convinced that anomalies of molar occlusion were prime factors in the development of most orthodontic problems, including dental crowding.¹ Thus, he took the bold step of popularizing the word “mal-occlusion” in the late 1890s, around the time he was creating his landmark work, *Classification of Malocclusion*.²

Published in 1899, Angle's classification article brought order out of chaos and simplicity from existing diagnostic complexity. Today, frequencies and prevalence rates of occlusal variations are still largely measured in terms of Angle's basic criteria regarding the anteroposterior position of the lower dental arch in relation to the upper arch.

Angle created a universal system of preformed mechanical components that could be easily assembled for the successful treatment of most orthodontic patients. As a result, he broadened the recipient base of orthodontic care by making comprehensive fixed-appliance orthodontic therapy accessible and affordable to a wider patient demography than ever before.³

The year 1892 was a watershed for Angle's professional development. He announced that he would be practicing orthodontia to the exclusion of all other dental therapies. With this decision, he became the first acknowledged exclusive specialist in orthodontics in the world.

In 1900 Angle founded “the first and only school of orthodontia in the world”⁴ to train dentists to be specialist orthodontists. The Angle School of Orthodontia soon became world famous and eventually led to the creation of postdoctoral orthodontic programs at major dental schools.

Edward H. Angle was a remarkable visionary and a prime mover in the evolution of modern orthodontic practice.

The above is condensed from an article by Dr. Sheldon Peck in the fall 2018 PCSO Bulletin.

DR. CHARLES H. TWEED



Charles Tweed, a native of Phoenix, AZ, attended Stanford University and worked his way through dental school at the University of California, San Francisco. He was accepted by the Angle School in 1927 but the school soon closed. Tweed and his classmates were given the Angle Course, an eight-month program taught in Berkeley, CA, by George Hahn and other Angle School graduates.

After graduation, Tweed spent six weeks with the Angles in Pasadena, where a close personal and professional relationship evolved. In 1928, Tweed moved back to Phoenix and started what was probably the first pure edgewise practice in the United States. For the next two years, Tweed used the edgewise appliance and made extensive progress records on all of his patients.

Angle was impressed with the results and arranged for Tweed to participate in many professional programs. At the end of these two years, Tweed had the equivalent of a postgraduate preceptorship.¹

During this time, Tweed worked on one of Angle's pet projects: the passage by Arizona of the first orthodontic specialty law in the world. Tweed was given specialty license #1.

In 1934, four years after Angle's death, Tweed decided to extract premolars so that he could upright the teeth over basal bone. He put this work on display and the orthodontic world began to notice.

The rest of the story is history. The Tweed Study Course was born in 1941. Today, it is the longest tenured continuing education course in dentistry. Angle gave orthodontics the edgewise appliance; Tweed gave orthodontics a way to use it so that the following goals could be routinely achieved: 1) balance and harmony of the face; 2) health and function of the dentition, and 3) stability of the treatment result.^{2,3,4}

Tweed's greatest contribution to orthodontics was his diagnostic triangle, which defined the anterior limit of the dentition. Another lasting contribution was the concept of anchorage preparation.^{5,6,7}

During his 51-year career, Charles H. Tweed published and lectured extensively. His two-volume *Clinical Orthodontics* became a standard textbook throughout the world. Tweed's honesty, integrity, love of children, and stubborn streak were combined with marvelous clinical judgment to make him an orthodontic icon for the ages.

The above is condensed from an article by Dr. James L. Vaden in the fall 2018 PCSO Bulletin.

(See References for Angle and Tweed on page 5.)

Past Award Recipients

Past Annual Session Honoree Award Recipients

- 2017** ▶ Steven Dugoni, DDS
- 2016** ▶ Ken Fischer, DDS
- 2015** ▶ Lili K. Horton, DMD, MS
- 2014** ▶ Howard L. Hunt, DDS
- 2013** ▶ Ronald P. Wolk, DMD, MS
- 2012** ▶ Robin Jackson, DDS, MS
- 2011** ▶ Robert Varner, DMD
- 2010** ▶ Norman Nagel, DDS, MS
- 2009** ▶ Gary Baughman, DDS
- 2008** ▶ Dale Rhoney, DDS
- 2007** ▶ Gerald D. Nelson, DDS
- 2006** ▶ Charles Wear, DDS
- 2005** ▶ Donald Joondeph, DDS
- 2004** ▶ Terry McDonald, DDS
- 2003** ▶ Robert Kuhn, DDS
- 2002** ▶ Vincent Kokich, DDS
- 1999** ▶ Donald Poulton, DDS
- 1998** ▶ Harry Hatasaka, DDS
- 1997** ▶ Alton Moore, DDS
- 1996** ▶ Robert Rickets, DDS
- 1995** ▶ Terrance Root, DDS
- 1992** ▶ Oliver Choy, DDS
- 1990** ▶ Gene Brain, DDS
- 1989** ▶ Arthur Dugoni, DDS
- 1988** ▶ David Turpin, DDS and Ronald Koster, DDS
- 1987** ▶ Past Presidents
- 1986** ▶ Ketchum Award Winners
- 1982** ▶ Robert Payne, DDS
- 1981** ▶ Richard Railsback, DDS
- 1980** ▶ Clu Carey, DDS
- 1978** ▶ Emery Fraser, DDS and Paul Lewis, DDS
- 1976** ▶ Cecil Steiner, DDS and Cecil Neff, DDS
- 1971** ▶ Fred West, DDS and Eugene West, DDS
- 1970** ▶ Charles Tweed, DDS and Spencer Atkinson, DDS

Past Lifetime Achievement Award Recipients

- 2014** ▶ Vincent G. Kokich, Sr., DDS, MSD (posthumously)
- 2012** ▶ Donald Joondeph, DDS, MS
- 2011** ▶ David Turpin, DDS, MS
- 2010** ▶ Terry McDonald, DDS, MS
- 2007** ▶ Arthur Dugoni, DDS
- 2006** ▶ Lawrence Andrews, DDS

Past Award of Merit Recipients

- 2017** ▶ Jill Nowak, CAE, CPA
- 2016** ▶ Patrick K. Turley, DDS, MSD, MEd
- 2015** ▶ John E. Grubb, DMD, MS
- 2014** ▶ Greg Huang, DDS, MSD
- 2013** ▶ Robert E. Varner, MD, MS
- 2012** ▶ Steven Dugoni, DMD, MSD
- 2011** ▶ Dale Rhoney, DDS
- 2010** ▶ Richard McLaughlin, DDS
- 2009** ▶ Earl Johnson, DDS
- 2008** ▶ George Payne, DDS
- 2007** ▶ Thomas Mulligan, DDS
- 2006** ▶ David Hatcher, DDS
- 2005** ▶ Gary Baughman, DDS
- 2004** ▶ Roy Gunsolus, DDS
- 2003** ▶ Rodney Dubois, DDS
- 2002** ▶ Gerald Nelson, DDS
- 2001** ▶ Arthur Dugoni, DDS
- 2000** ▶ Donald Joondeph, DDS
- 1999** ▶ Phillip Rollins
- 1998** ▶ Harold Bergh, DDS
- 1997** ▶ Terry McDonald, DDS
- 1996** ▶ Richard Simms, DDS
- 1995** ▶ Donald Tuversen, DDS
- 1994** ▶ Gene Brain, DDS
- 1993** ▶ Eugene West, DDS
- 1992** ▶ Joseph Gryson, DDS
- 1991** ▶ David Turpin, DDS
- 1990** ▶ Richard Railsback, DDS
- 1989** ▶ Harry Dougherty, DDS
- 1988** ▶ Jack Rathbone, DDS

References (Angle)

1. Angle EH. The upper first molar as a basis of diagnosis in orthodontia. *American Society of Orthodontists Transactions* 1905;1–19. Also, *Dental Items of Interest* 1906;421–439.
2. Angle EH. Classification of malocclusion. *Dental Cosmos* 1899;41:248–647.
3. Peck S. *The World of Edward Hartley Angle, MD, DDS: His Letters, Accounts and Patents*. Boston: E. H. Angle Education and Research Foundation; 2007.
4. Angle EH. *The Angle School of Orthodontia; Spring and fall sessions; The first and only school of orthodontia in the world*. Pamphlet, privately printed: 1900.

References (Tweed)

1. Cross JJ. The Tweed Philosophy: The Tweed Years. *Semin Orthod* 1996;2:231–236.
2. Tweed CH. A Philosophy of Orthodontic Treatment. *Am J Orthod Oral Surg* 1945;31:74–103.
3. Tweed CH. The Frankfort-Mandibular Plane Angle in Orthodontic Diagnosis, Classification, Treatment Planning, and Prognosis. *Am J Orthod Oral Surg* 1946;32:175–230.
4. Tweed CH. Why I Extract Teeth in the Treatment of Certain Types of Malocclusions. *Alpha Omega* 1952;46:93–104.
5. Tweed CH. Was the development of the diagnostic facial triangle as an accurate analysis based on fact or fancy? *Am J Orthod* 1962;48:823–840.
6. Tweed CH. The diagnostic facial triangle in the control of treatment objectives. *Am J Orthod* 1969;55:651–657.
7. Tweed CH. *Clinical Orthodontics. Vol. I and II*. St. Louis, C. V. Mosby; 1966.

PCSO Scientific Posterboard Displays

Posterboards will be on display in the Steinbeck Ballroom Foyer Friday, October 12 from 9:45am-5:00pm and Saturday, October 13 from 8:00am-6:00pm. Stop by and visit with posterboard presenters on Saturday from 10:30-11:00am. Winners will be announced during the General Assembly on Saturday from 8:45-9:00am.

- Outcomes of orthodontic treatment performed by individual orthodontists versus two orthodontists collaborating on treatment

Suliman Alsaeed (co-authors: D. Kennedy, J. Aleksejuniene, B. Pliska, D. Flanagan, E. Yen)

University of British Columbia; Vancouver, British Columbia, Canada

Category: Clinical Research

- Rapid Runx2 - Nell-1 - Runx3 - Ihh is an alternative but critical pathway for chondrogenesis regulation

Chenshuang Li (co-authors: Z. Zheng, X. Zhang, C. Soo, K. Ting)

Dental and Craniofacial Research Institute and Section of Orthodontics, School of Dentistry, University of California, Los Angeles; Los Angeles, CA

Category: Basic Science

- In Vitro Evaluation of Force Decay of Chlorhexidine Hexametaphosphate Nanoparticle Coated Orthodontic Elastomeric Chains

Joseph Dougherty (co-authors: P. Bollu, K. Chaudhry, S. Rafo, K. Subramani)

Roseman University of Health Sciences; Henderson, NV

Category: Clinical Research

- An assessment of the magnitude, parallelism, and asymmetry of micro-implant assisted rapid maxillary expansion in non-growing patients

Islam Elkenawy (co-authors: L. Fijany, N. Paredes, L. Sfogliano, W. Moon)

University of California, Los Angeles; Los Angeles, CA

Category: Clinical Research

- Creating a Computational Fluid Dynamic Model of Airway Pre- and Post- Mini-Implant Assisted Maxillary Skeletal Expansion (MSE)

Andrew Fraser (co-authors: I.K. Kuo, M. Horner, W. Moon)

Section of Orthodontics, School of Dentistry, University of California, Los Angeles; Los Angeles, CA

Category: Clinical Research

- Changes in airway volume in adult patients following orthodontic treatment with premolar extractions versus non-extraction

Adrienne Joy (co-authors: M. Al Awadi, H. Oh, J. Park, D. Chambers)

University of the Pacific; San Francisco, CA

Category: Clinical Research

- Prevalence of *Aggregatibacter actinomycetemcomitans* and *Fusobacterium nucleatum* among Clinical Orthodontic and Non-Orthodontic Saliva Samples

Jason Klingler (co-authors: C. Shen, K. Kingsley)

University of Nevada, Las Vegas, School of Dental Medicine, Department of Orthodontics and Dentofacial Orthopedics; Las Vegas, NV

Category: Basic Science

- Three-Dimensional Analysis of Buccal Cortical Bone Thickness in Individuals with Non-Syndromic Unilateral Cleft Lip and Palate

Jaemin Ko (co-authors: S. Oberoi, S. Gigli)

University of California San Francisco; San Francisco, CA

Category: Clinical Research

- Accuracy and reliability of the expected root position setup to evaluate root position in three dimensions at post-orthodontic treatment

Robert Lee (co-authors: J. Park, G. Nelson, D. Hatcher, S. Oberoi)

University of California San Francisco; San Francisco, CA

Category: Clinical Research

- Tooth viability Following Distraction Osteogenesis in Patients with Maxillary Hypoplasia

Mariana Muguerza (co-authors: B. Sheller, B. Williams, G. Greenlee)

University of Washington; Seattle, WA

Category: Clinical Research

- Morphologic Characteristics Utilizing CBCT for Patients with Anterior Open Bites

Linda Phi (co-authors: B. Albertson, J. Roblee, J. Park, H. Oh)

University of the Pacific; San Francisco, CA

Category: Clinical Research

- Innovative Systemic BP-NELL-PEG Therapy for Microgravity-induced Osteoporosis

Jiayu Shi (co-authors: H. Pan, P. Ha, J. Kim, Y. Zhang, E. Chen, J. Kwak, K. Ting)

University of California, Los Angeles; Los Angeles, CA

Category: Basic Science

- Graduate orthodontic residents' perspective on education: A follow-up

Amelia Stoker (co-authors: E. Schwarz, L. Iwasaki, L. Doyle, J. Thrower)

Oregon Health & Science University; Portland, OR

Category: Clinical Research

- Acceleration of Surgical Osteotomy Healing by Systemic PEGylated NELL-1 Therapy

Justine Tanjaya (co-authors: E. Lord, Y. Zhang, X. Zhang, K. Ting)

University of California, Los Angeles; Los Angeles, CA

Category: Basic Science

- The National Dental PBRN Adult Anterior Openbite Study: A Description of the Practitioners and Patients

Samuel Finkleman and Lauren Todoki (co-authors: K. Weikert Choi, G. Greenlee, G. Huang)

University of Washington Department of Orthodontics; Seattle, WA

Category: Clinical Research

- Evaluation of a Novel Microencapsulated Orthodontic Cement to Combat White Spot Lesions

Jonathan Yih (co-author: J. Ferracane)

Oregon Health & Science University; Portland, OR

Category: Clinical Research

- SLC26 gene family participate in pH regulation during amelogenesis

Kaifeng Yin (co-authors: J. Guo, S. Robertson, M. Soleimani, M. Paine)

University of Southern California; Los Angeles, CA

Category: Basic Science

- Evaluating the treatment effectiveness of Carriere Distalizer Appliance: A cephalometric and study model comparison of Class II appliances

Kaifeng Yin (co-authors: E. Han, T. Yasumara, D. Grauer, G. Sameshima)

University of Southern California; Los Angeles, CA

Category: Clinical Research

- Functional Breathing Improvement Following Treatment with Mini-Implant Assisted Maxillary Skeletal Expander (MSE)

Boshi Zhang (co-authors: R. Dominguez-Mompell, I. Elkenawy, L. Sfogliano, W. Moon)

University of California, Los Angeles; Los Angeles, CA

Category: Clinical Research

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Schedule at a Glance

THURSDAY, OCTOBER 11, 2018

10:00AM - 5:00PM	▶ Registration	De Anza Foyer Portola
1:00 - 4:30PM	CAO Sponsored Staff Session Embracing Change: From Survive to Thrive MS. TRACY MOAWAD <i>The session is open to all doctors and team members in attendance.</i>	De Anza Portola
1:00 - 1:30PM	Doc Talks INBRACE	Steinbeck MCC
1:35 - 2:05PM	RED SPOT INTERACTIVE	
2:10 - 2:40PM	LEGALLY MINE	
2:45 - 3:15PM	▶ PCSO Pre-Conference Break	Steinbeck Foyer MCC
3:15 - 3:45PM	Doc Talks LEGALLY MINE	Steinbeck MCC
3:50 - 4:20PM	HENRY SCHEIN ORTHODONTICS	
4:25 - 4:55PM	3M ORAL CARE	



Don't Let It Sail by...

CAO SPONSORED TEAM SESSION

THURSDAY: 1:00 - 4:30PM

De Anza Portola

MS. TRACY MOAWAD

Embracing Change: From Survive to Thrive

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



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.

LEARNING OBJECTIVES

- ▶ Understand and manage the emotional cycle that change causes
- ▶ Mobilize in the face of unexpected change
- ▶ Assess and identify the need for change
- ▶ Effectively communicate to gain buy-in for change
- ▶ Help teams manage through difficult changes
- ▶ Utilize tools for change and project management
- ▶ Build a culture of Change Champions
- ▶ Embrace change!





*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!*

Arrr!

Come dressed in your best pirate attire.

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

Charter buses will depart from Monterey Conference Center between 5:45 and 7:30pm.

Return trip service will begin at 8:00pm and conclude at 10:15pm.

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

Schedule at a Glance

FRIDAY, OCTOBER 12, 2018

8:15AM - 5:15PM



Arr! Camp Pirate for Kids

Colton I/II MCC

While you're in lecture, your little scallywags can enjoy time with other kids.
Open to children 0-12 years of age. \$60/half day and \$100/full day.
Pre-registration is required. Space is limited.

7:00AM - 6:00PM

➤ Registration

De Anza Foyer Portola

7:00 - 8:00AM

➤ PCSO Conference Breakfast

Serra Foyer MCC

9:00AM - 5:00PM

➤ Exhibit Hall

Serra MCC

8:00 - 8:15AM

➤ PCSO – Welcome and General Assembly

Steinbeck MCC

8:15 - 9:45AM

DOCTOR PROGRAM

Steinbeck MCC

82 Clinical Pearls for Your Practice

DR. NEAL KRAVITZ

8:15 - 9:45AM

TEAM PROGRAM | CLINICAL & ADMINISTRATIVE

De Anza Portola

The Art of Communication and Influence

MR. DINO WATT

9:45AM - 5:00PM

➤ Scientific Posterboard Displays

Steinbeck Foyer MCC

9:45 - 10:30AM

➤ PCSO Exhibit Hall Refreshment Break

Serra MCC

10:30AM - 12:00PM

DOCTOR PROGRAM

Steinbeck MCC

President's Lecture

How to Individualize Growth and Development when
Planning Treatments and Evaluating Treatment Outcomes

DR. PETER BUSCHANG

10:30AM - 12:00PM

TEAM PROGRAM | CLINICAL

De Anza I\II Portola

It's All About Timing – Staying on Time

MS. ANDREA COOK Speaker with financial and/or beneficial interest in any products or services related to their presentation.

10:30AM - 12:00PM

TEAM PROGRAM | ADMINISTRATIVE

De Anza III Portola

Have Them at Hello:

Unscripted Telephone Skills for the Exceptional Practice

MS. KATHERINE EITEL BELT Speaker with financial and/or beneficial interest in any products or services related to their presentation.

12:00 - 1:30PM

➤ Conference Lunch

Serra MCC

12:00 - 1:30PM

➤ New and Younger Member Lunch Pre-Registration is required.

Portola Bonsai

1:30 - 3:00PM

DOCTOR PROGRAM

Steinbeck MCC

**Selling Speed -
Is Winter Coming for the Orthodontic Profession?**

DR. PETER MILES

1:30 - 3:00PM

TEAM PROGRAM | CLINICAL

De Anza I\II Portola

Perform and Manage New Workflows with 3D Printers.

DR. TODD EHRLER Speaker with financial and/or beneficial interest in any products or services related to their presentation.

1:30 - 3:00PM

TEAM PROGRAM | ADMINISTRATIVE

De Anza III Portola

Hiring and Firing: Dos and Don'ts

MS. JILL ALLEN

3:00 - 3:30PM

► Exhibit Hall Refreshment Break

Serra MCC

3:30 - 5:00PM

DOCTOR PROGRAM

Steinbeck MCC

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

DR. BENJAMIN PLISKA

3:30 - 5:00PM

TEAM PROGRAM | CLINICAL

De Anza I\II Portola

**Laying the Foundation:
Creating Effective Clinical Training Systems**

MS. CASSIE KELLNER

3:30 - 5:00PM

TEAM PROGRAM | ADMINISTRATIVE

De Anza III Portola

Pictures for Wow Effect

MS. RITA BAUER

6:00 - 10:00PM

PCSO 2018 WELCOME PARTY A Pirate's Life for Me!

Monterey Bay Aquarium

*Charter buses will depart from Monterey Conference Center between 5:45 and 7:30pm.
Return trip service will begin at 8:00pm and conclude at 10:15pm.*

Plan to Attend

NEW AND YOUNGER MEMBER LUNCHEON



FRIDAY: 12:00 - 1:30PM

Portola Portola

Pre-Registration is required.

Schedule at a Glance

SATURDAY, OCTOBER 13, 2018

8:45AM - 5:45PM



Arr! Camp Pirate for Kids

Colton I/II MCC

While you're in lecture, your little scallywags can enjoy time with other kids.
Open to children 0-12 years of age. \$60/half day and \$100/full day.
Pre-registration is required. Space is limited.

7:00AM - 6:00PM

➤ Registration

De Anza Foyer Portola

9:00AM - 5:00PM

➤ Exhibit Hall

Serra MCC

7:00 - 8:30AM

➤ Component Breakfasts *Pre-Registration is required.*

Alberta

Cottonwood Portola

Arizona

Ironwood Portola

California

Portola Portola

Nevada

Bonsai II Portola

Washington

Bonsai III Portola

7:30 - 8:30AM

➤ PCSO Conference Breakfast

Serra Foyer MCC

8:00AM - 6:00PM

➤ Scientific Posterboard Displays

Steinbeck Foyer MCC

8:45- 9:00AM

➤ PCSO – General Assembly

Steinbeck MCC

9:00 - 10:30AM

DOCTOR PROGRAM

Steinbeck MCC

Tips on Becoming Financially Independent

MR. JOHN MCGILL

9:00 - 10:30AM

TEAM PROGRAM | CLINICAL

De Anza I/II Portola

Building Your Practice Reputation from Front to Back

MS. BETH LEACH *Speaker with financial and/or beneficial interest in any products or services related to their presentation.*

9:00 - 10:30AM

TEAM PROGRAM | ADMINISTRATIVE

De Anza III Portola

Designing Your Practice Culture

MS. TERRI SHERVEN *Speaker with financial and/or beneficial interest in any products or services related to their presentation.*

10:30 - 11:00AM

➤ PCSO Posterboard Presenters Discussion

Steinbeck Foyer MCC

10:30 - 11:00AM

➤ Exhibit Hall Refreshment Break

Serra MCC

11:00AM - 12:30PM

DOCTOR PROGRAM

Steinbeck MCC

Return on Investment with Orthodontic Technology

DR. BILL DABNEY

11:00AM - 12:30PM

TEAM PROGRAM | CLINICAL

De Anza I/II Portola

20 Great Tricks to Get Clinically Correct Pics

MS. RITA BAUER

11:00AM - 12:30PM

TEAM PROGRAM | ADMINISTRATIVE

De Anza III Portola

Marketing 101: Practice Growth

MR. GARRETT BURNETT

12:30 - 2:00PM

➤ Conference Lunch

Serra MCC

12:30 - 2:30PM

➤ Power Talks for Team Members *(Formerly Staff Roundtables.)*

Portola Portola

2:00 - 3:30PM

DOCTOR PROGRAM

Steinbeck I MCC

Point/Counterpoint:

Specialty Dental Support Organizations vs. Independent/Group Practices

MR. JOHN MCGILL AND MR. SCOTTE HUDSMITH

This is a ticketed event. Pre-registration is required.

2:00 - 3:30PM

DOCTOR PROGRAM

Steinbeck II\III MCC

Invisalign Insider Treatment Planning Pearls

DR. BARRY GLASER Speaker with financial and/or beneficial interest in any products or services related to their presentation.

Sponsored by: Align Technologies Inc.

2:30 - 3:30PM

TEAM PROGRAM | CLINICAL & ADMINISTRATIVE

De Anza Portola

Retirement Ready: Learn to Manage your Money and Protect Your Financial Future

MR. JARED NELSON

3:30 - 4:00PM

➤ Exhibit Hall Refreshment Break

Serra MCC

4:00 - 5:30PM

DOCTOR PROGRAM

Steinbeck MCC

Master of Your Team, Captain of Your Soul

DR. COLE JOHNSON

4:00 - 5:30PM

TEAM PROGRAM | CLINICAL

De Anza I\II Portola

A Simplified Recipe to Reduce Bond Failures

MR. PAUL GANGE Speaker with financial and/or beneficial interest in any products or services related to their presentation.

4:00 - 5:30PM

TEAM PROGRAM | ADMINISTRATIVE

De Anza III Portola

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

MS. CINDI JAMES

5:30 - 6:30PM

- Alumni Receptions
 - University of the Pacific
 - Loma Linda University
 - University of Southern California
 - University of Washington

Portola Portola

Schedule at a Glance

SUNDAY, OCTOBER 14, 2018

7:00AM - 12:00PM	► Registration	De Anza Foyer Portola
8:00 - 9:00AM	► PCSO Conference Breakfast	Serra Foyer MCC
9:00AM - 12:00PM	DOCTOR PROGRAM Conservative Interdisciplinary Approaches to Esthetic Dilemmas DRS. GAVIN AND HARALD HEYMANN	Steinbeck MCC
9:00AM - 12:00PM	TEAM PROGRAM CLINICAL & ADMINISTRATIVE Creating a Happy Harmonious Team MS. CHARLENE WHITE	De Anza I/II Portola
10:15 - 10:45AM	► Conference Break	Serra Foyer MCC



Navigation Note

NAME BADGE AND TICKETS

Please wear your badge at all times for admission to Annual Session events.

Doctor and Team registration includes admission to sessions, Exhibit Hall, and conference-wide meal functions.

Spouse/guest registration includes admission to the Exhibit Hall only and does not include any meals.

Additional tickets to social/ticketed events may be purchased at the PCSO registration desk while supplies last.

CONTINUING EDUCATION HOURS



PACIFIC COAST SOCIETY OF ORTHODONTISTS (PCSO) IS AN ADA CER-P RECOGNIZED PROVIDER APPROVED BY AMERICAN ASSOCIATION OF ORTHODONTISTS.

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 at the ADA.org/CERP.

PCSO designates this activity for 15 continuing education credits.

Thank You!

2018 Annual Session Sponsors

Plan to visit our sponsors in the Exhibit Hall on Friday and Saturday from 9:00AM - 5:00PM.

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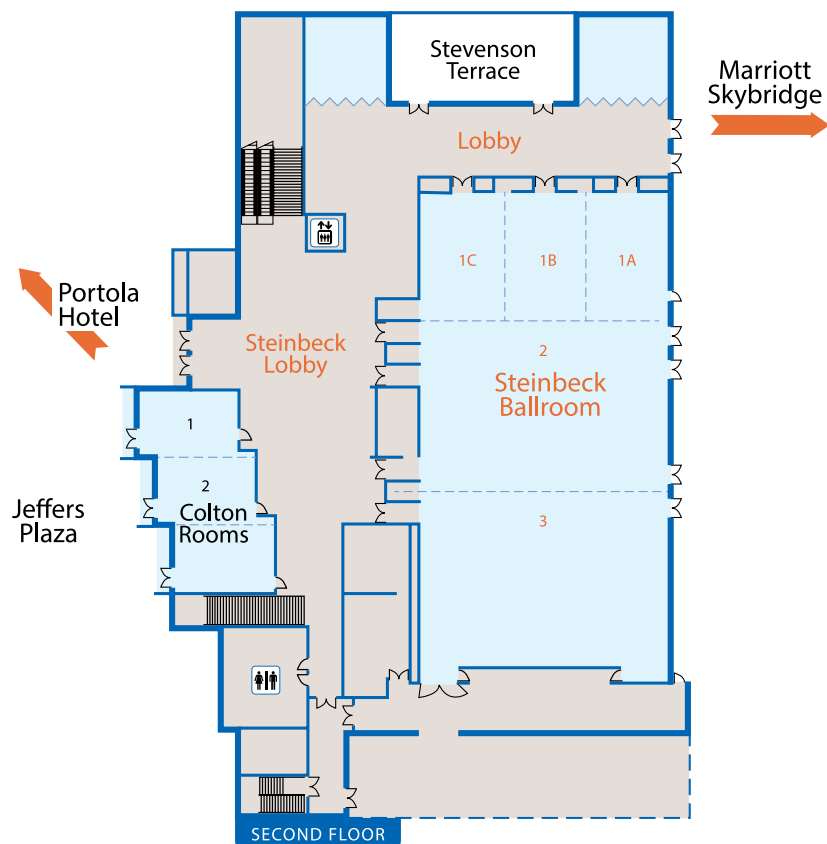
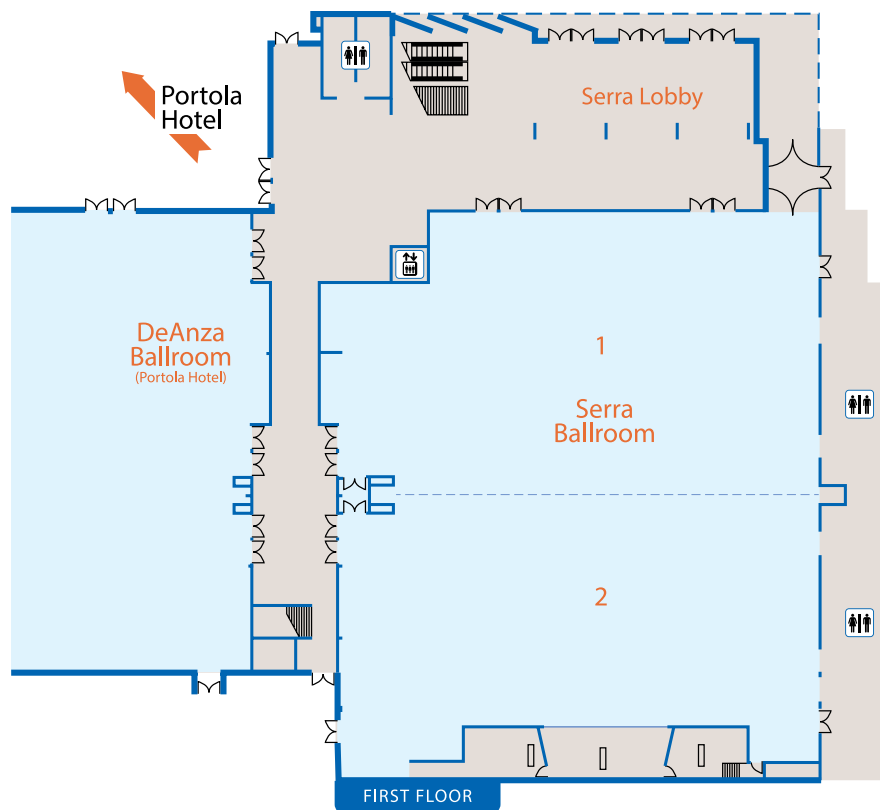
CALIFORNIA ASSOCIATION OF ORTHODONTISTS

Power Talks *See page 31 for details.*



Lecture Hall Map

Monterey Conference Center



LEGALLY MINE PRESENTS

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THURSDAY, OCTOBER 11TH | 2:40 - 3:50 PM
STEINBECK BALLROOM | BOOTH NO. 121

LEGALLY MINE

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- Hear how other doctors have dealt with potentially CATASTROPHIC legal scenarios!
- See how to bridge the gap between healthcare and the law!

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Lecture Schedule

DOC TALKS



1:00 - 4:55PM

Steinbeck MCC

Doc Talks feature six 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.

Bonus day lectures for doctors.

1:00 - 1:30PM	INBRACE
1:35 - 2:05PM	RED SPOT INTERACTIVE
2:10 - 2:40PM	LEGALLY MINE
3:15 - 3:45PM	LEGALLY MINE
3:50 - 4:20PM	HENRY SCHEIN ORTHODONTICS
4:25 - 4:55PM	3M ORAL CARE

INBRACE

DR. HONGSHENG TONG

INBRACE — Impact of Digital Technology on 21st Century Orthodontics

A new technology developed from an unprecedented collaboration among the top dental and engineering research programs at the University of Southern California (USC) brings together the latest advancements in digital treatment planning algorithms, artificial intelligence, biomaterial science, and direct digital manufacturing technology. By using a unique friction-free force delivery system in a new custom-designed lingual orthodontic device, this digital technology sets a new standard in aesthetic orthodontics in treatment efficiency, ease of use, and precision in the 21st century.

LEARNING OBJECTIVES

- ▶ Illustrates the unique design features and benefits of the customized INBRACE lingual system;
- ▶ Describes the proper steps to take to start treating cases with INBRACE;
- ▶ Demonstrates how INBRACE system treats various malocclusions successfully with ease and less chair time.

THURSDAY, OCTOBER 11, 2018

RED SPOT INTERACTIVE

MR. RYAN LEHRL

Economic Hurdles Facing the Aesthetic Industry & How They Can Be Eliminated

This presentation will focus on three Marco-Economic Issues facing the aesthetic industry; Commoditization of Services, Consumer Access to Information, Data Fragmentation.

LEARNING OBJECTIVES

- ▶ Identifying Key Performance Indicators (KPI's) of the patient acquisition process needs to be connected to each other by linking the performance of each step in the patient acquisition and retention process.
- ▶ Direction on implementing proven direct marketing solutions for patient acquisition and retention (system integration and data management).
- ▶ The tools to build a brand around personal attributes through social media, which will drive interested patients to your website for capture.

LEGALLY MINE

DR. BENJAMIN T. DYCHES

Understanding Legal Tools: The Keys to Lawsuit Prevention, License Protection and Tax Reduction

Victimization is an epidemic in the USA today and through lawsuits, being a victim can be very rewarding. The problem is that you are more than likely the target of these lawsuits making you a victim without wanting it. This lecture will show you how to use the law in your favor and turn the table on would be litigants. Lawyers won't walk away from you they will run. Another serious issue faced by physicians in the USA is an ever-increasing tax burden. Unknowingly many physicians are overpaying their taxes because they are unaware of many of the deductions available. With this course you will discover legitimate tax deductions that have proven track records and can put thousands of extra dollars in your pocket every year.

LEARNING OBJECTIVES

- ▶ Attendees of this lecture will be able to identify correct structuring strategies to protect all assets (business and personal) from any lawsuit, from any direction.
- ▶ Attendees of this lecture will be able to recognize how through understanding your legal structuring they can lower their income tax.
- ▶ Attendees of this lecture will be able to determine how to keep control of their career and all that they have worked for.

HENRY SCHEIN ORTHODONTICS

DR. CHRISTY FORTNEY

SAGITTAL FIRST: The Key to differentiating Your Practice

In the competitive Orthodontic market today, differentiating your practice is critical for long-term growth and ultimate success. Treating patients with the revolutionary SAGITTAL FIRST philosophy reduces treatment times, increases patient case acceptance, and sets your practice apart from your competitors. Dr Fortney will show how incorporating this new groundbreaking treatment protocol will revolutionize your current workflow.

LEARNING OBJECTIVES

- Recognize the benefits of the correcting the AP at the beginning of treatment.
- Realize the treatment efficiencies related to the SAGITTAL FIRST™ Philosophy.
- Challenge your view of the traditional orthodontic workflow.

3M ORAL CARE

DR. ADAM SCHULHOF

Taking Back Control: The Choice is Yours

The state of the orthodontic market is being disrupted and patients are demanding more esthetic options and increasing demands such as comfort and speed, as well. Some of this is due to direct-to-consumer marketing and advancements in technology, allowing more options to deliver tooth movement. Learn how Dr. Schulhof has successfully deployed a clinical perspective of choice-based care that offers aligner therapy, labial and lingual appliances, sometimes within the same case, all to meet today's patients' needs while still meeting a specialist's high level of clinical accuracy and results.

LEARNING OBJECTIVES

- Assess how to balance patient demands with treatment objectives for an optimal result
- Identify how to present and provide treatment options that meet the esthetic demand
- Analyze case examples that demonstrate esthetic choice-based care options including labial, lingual, clear aligner and combination therapy modalities.



Drop Your Anchor for...

PCSO SCIENTIFIC POSTERBOARD DISPLAYS

FRIDAY: 9:45AM - 5:00PM AND SATURDAY: 8:00AM - 6:00PM

Steinbeck Foyer MCC

Presenters will be available to discuss findings on Saturday from 10:30 - 11:00am.

Thank you to our judges: Greg Huang (University of Washington); James Mah (University of Nevada, Las Vegas); Jae Park (A.T. Still University); and Glenn Sameshima (University of Southern California).

See page 6 for details.

Lecture Schedule

8:15 - 9:45AM

Steinbeck MCC

DR. NEAL KRAVITZ

Moderator: Dr. Ron Wolk | Introduction: Dr. Shawn Miller

82 Clinical Pearls for Your Practice

Jackie Kennedy is famously quoted as saying that, "Pearls are always appropriate"; the same could be said about sharing orthodontic clinical pearls. Who doesn't love picking up those invaluable tidbits and ruminations hidden within a lecture? After all, these clinical pearls are easiest to take home and immediately implement into our practice. It is a passion of mine to share my clinical ideas with other orthodontists, and what better way than during the PCSO's 82nd Annual Session with a lecture entirely devoted to the topic. Be ready for a fun and fast paced presentation chock full of 82 clinical pearls.

LEARNING OBJECTIVES

You will come away with:

- Retention pearls,
- Phase I pearls,
- Challenging patient pearls, and
- Ectopic teeth pearls.



Dr. Kravitz is a Diplomate of the American Board of Orthodontics, member of the Edward Angle Honor Society, and Associate Editor for the *Journal of Clinical Orthodontics*. Dr. Kravitz is a graduate of Columbia University and received

his DMD at the University of Pennsylvania. He is also a prolific writer for numerous journals. Dr. Kravitz lectures throughout the country and internationally on treatment planning, biomechanics, practice management, and ethics, quickly building a reputation as one of the country's most dynamic speakers.

10:30AM - 12:00PM

Steinbeck MCC

DR. PETER BUSCHANG

Moderator: Dr. Ron Wolk | Introduction: Dr. Kamrin Olfert

President's Lecture How to Individualize Growth and Development when Planning Treatments and Evaluating Treatment Outcomes

A basic understanding of patients' growth and development is an integral and important part of every orthodontist's education. Such knowledge is important because the practice of evidence-based orthodontics is predicated on the ability

FRIDAY, OCTOBER 12, 2018

of the clinician to apply such information when developing treatment objectives and evaluating post-treatment outcomes. To date, most orthodontists have received little guidance on how to apply the didactic information they learned in classroom settings to individual patients. To make meaningful pretreatment diagnostics, orthodontists must be able to adjust for their patient's somatic growth and maturation. Dental maturation is particularly important for determining when a patient's premolars and canines might be expected to emerge. To develop treatment objectives, orthodontists need to know their patient's future growth potential and be able to adjust based on the sex, age, and growth pattern of the patient. Expected growth changes are also important when evaluating a patient's post-treatment changes. In order to determine the modification necessary to make future treatments more effective or efficient, orthodontists must be able to separate each patient's treatment changes from his/her growth changes.

LEARNING OBJECTIVES

- Know how to make individualized adjustments to available reference data for a patient's body size and skeletal maturation.
- Be able to estimate a patient's dental maturation and approximate age of dental eruption.
- Be able to estimate maxillary and mandibular growth changes, and the amounts of dental eruption, that would be expected to occur during the treatment of any given patient, as well as the adjustments necessary for their sex, age, and growth patterns.
- Be able to distinguish between patients with favorable and unfavorable growth potential.
- Be able to estimate whether the changes that occurred in a given patient were due to treatment and/or growth.



Dr. Buschang is regents professor and director of orthodontic research at Texas A&M University Baylor College of Dentistry. Previously, he was a National Institute of Dental and Craniofacial Research postdoctoral fellow in the Department

of Orthodontics at the University of Connecticut Health Science Center and then a FRSQ scholar in the Orthodontic section and Human Growth Research Center at the University of Montreal. His research interests focus on craniofacial growth, developmental adaptations to orthodontic and surgical treatments, and oral-motor function. He has published over 270 peer-reviewed articles, three books and numerous book chapters. Dr. Buschang has given over 120 invited lectures and workshops and has served as associate editor for several journals. He is the only person to hold honorary memberships in both the American Association of Orthodontics and the Edward H. Angle Society. In 2011, his former residents honored him by establishing the Peter H. Buschang Endowed Professorship in Orthodontics.

1:30 - 3:00PM

Steinbeck MCC

DR. PETER MILES

Moderator and Introduction: Dr. Lesley Williams

Selling Speed – Is Winter Coming for the Orthodontic Profession?

We are bombarded with claims of accelerated orthodontic treatment accompanied by case reports and endorsements, but what are the strength of these claims? Dr. Miles will examine the biological rationale for the various techniques claiming to accelerate dental movement and present clinical cases and the results of ongoing clinical trials into accelerated orthodontics. Those attending will be able to apply this knowledge with their own clinical experience to offer their patients the best information regarding their treatment options. You are guaranteed an experience that is motivating, provocative, informative and entertaining — and perhaps heavily biased towards 80's new wave music?

LEARNING OBJECTIVES

- Analyze the biological and mechanical basis for accelerated orthodontic tooth movement.
- Assess the current research on the various techniques claiming to reduce the duration of orthodontic treatment.
- Identify which techniques may have utility for the clinical orthodontist.



Dr. Peter Miles received his dental degree with honors from the University of Queensland in Australia, his master's degree in orthodontics from the University of Pittsburgh in the U.S. and is Australian Orthodontic Board certified. He is

a visiting lecturer at Seton Hill University in the U.S. and was a Senior Lecturer in orthodontics at the University of Queensland for over 10 years. He is a reviewer for several journals including the *AJO-DO* and *European Journal of Orthodontics* and is on the editorial board of the *Angle Orthodontist*. Peter has over 45 publications involving clinical trials relating to treatment efficiency. He is one of the editors of the book, "Evidence Based Clinical Orthodontics," and author of "Rigid and Non-rigid Fixed Class II Correctors" in the book "Functional Appliances: Theory and Practice." Peter maintains his private practice in Caloundra, Australia where he enjoys kite surfing along with incessant whistling and annoying his patients and staff with 80's music trivia.

3:30 - 5:00PM

Steinbeck MCC

DR. BENJAMIN PLISKA

Moderator and Introduction: Dr. Lesley Williams

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

As recent studies have highlighted the importance of the interdisciplinary management of sleep disordered breathing, the role orthodontists can play in the management of this disease has become better defined. This presentation will re-examine the relationship between sleep disordered breathing and craniofacial growth and development, as well as the current evidence related to orthodontic treatment effects on obstructive sleep apnea and the airway.

For adults, oral appliances have become an accepted first line of treatment for a wide range of patients suffering from obstructive sleep apnea (OSA). As specialists in dentofacial orthopaedics, orthodontists are ideally suited to deliver this increasingly popular OSA treatment modality and should be well aware of both the associated benefits and complications. This presentation will also discuss the latest evidence regarding the effectiveness of oral appliance treatment of OSA, as well as review the management of the most common side effects.

LEARNING OBJECTIVES

- Discuss the pathophysiology and morbidity of sleep disordered breathing.
- Evaluate the evidence for orthodontic intervention in pediatric obstructive sleep apnea.
- Describe the effectiveness and major side effects of oral appliance treatment of obstructive sleep apnea in adults.



Dr. Benjamin Pliska is a graduate of the University of Western Ontario School of Dentistry and obtained his Certificate in Orthodontics and Master's Degree in Dentistry from the University of Minnesota. He is an Assistant Professor of the University of British Columbia Faculty of Dentistry, an Orthodontic Consultant at B.C. Children's Hospital and maintains a private practice in Vancouver as a certified specialist in Orthodontics. Dr. Pliska's research interests include craniofacial imaging and sleep medicine.

Lecture Schedule

9:00 - 10:30AM

Steinbeck MCC

MR. JOHN MCGILL

Moderator and Introduction: Dr. Kenneth Kai

Tips on Becoming Financially Independent

Will you join the 5% of dentists who can afford to retire at age 65? Using these winning financial strategies, you can develop a gameplan to reach financial freedom. This hard-hitting program contains “inside information” gleaned from over 30 years of working exclusively with the dental profession.

LEARNING OBJECTIVES

- Develop winning saving and debt reduction strategies.
- Take advantage of huge tax-deductible retirement savings strategies.
- Dramatically increase business tax deductions.



John K. McGill is a tax attorney, CPA and MBA. He serves as CEO of The McGill & Hill Group, LLC in Charlotte, NC and a partner with the law firm of McGill & Hassan, P.A. He is also President of John K. McGill & Company.

Mr. McGill has provided customized tax and business planning services exclusively for the dental profession for over 30 years. During this time, he has helped over 975 dentists across the country achieve financial independence for reduced stress and greater peace of mind. He is also the Editor of the *McGill Advisory Newsletter*, a monthly publication enjoyed by over 7,500 dentists nationwide helping them increase profits, reduce taxes, and achieve their financial goals. Mr. McGill has also been a contributing editor to *Dental Economics* magazine for over 25 years.

Mr. McGill has presented hundreds of programs to local, state, and national dental organizations including: ADA and AAO national conventions, Thomas P. Hinman Dental Meeting, Super Schulman Orthodontic Study Club, Southern Association of Orthodontists, Southwestern Society of Oral Surgeons, and American Academy of Dental Practice Administration.

He believes in giving back and serves on the Board of Directors and is a corporate sponsor of Smile For A Lifetime Foundation (www.s4l.org), a non-profit organization providing free orthodontic services to underserved children with more than 137 chapters in 42 states and Canada. He is also a corporate sponsor for Missions of Mercy, a nonprofit organization providing free dental care to the underserved.

SATURDAY, OCTOBER 13, 2018

11:00AM - 12:30PM

Steinbeck MCC

DR. BILL DABNEY

Moderator and Introduction: Dr. Kenneth Kai

Evaluating New Technology: How to Sail from Rough Waters to Calm Seas on Your Next Purchase

We were trained to become orthodontists not accountants. Use ideas from this presentation as a primer for making well thought out buying decisions based on some sound facts and not just an emotional desire for more “cool stuff.”

Dr. Dabney will present some simple formulas to help you understand how your total fee is allocated over the time your patient is in active treatment. He will then evaluate multiple products to help you decide if they produce respectful ROI or if your purchases just become another anchor to weigh you down and slow the economic growth of your practice.

Dr. Dabney will also share his experiences about products that are used daily in his practice including I-CAT, SureSmile®, Lingual braces, lasers, High Performance arch wires, Healthy Start appliances and accelerated orthodontic devices.

LEARNING OBJECTIVES

- Design easy to use formulas based on your practice statistics that will help you analyze your practice fees.
- Determine the impact revenue generated per appointment has on your technology budget.
- Discuss how technology buying decisions can help and hurt the economic health of your practice.
- Compare similar orthodontic products and see which is best used in your practice to increase your ROI.



Dr. C. William Dabney, DDS, is a skilled specialist who has treated orthodontic patients aged 4 to 90+ years. He has lectured in the U.S. and abroad on the importance of utilizing the most innovative techniques, including Dental Monitoring™ and SureSmile® technologies. He graduated from the Medical College of Virginia School of Dentistry in 1980 and received a certificate in orthodontics from Fairleigh Dickinson University in 1984. Dr. Dabney began his private practice in 1984 and is passionate about sharing his knowledge of digital orthodontics and advanced technology with other doctors around the globe. He is a former faculty member of SureSmile®. His current focus is on the use of telemedicine principles in his orthodontic practice located in Richmond, Virginia.

2:00 - 3:30PM

Steinbeck II MCC

DR. BARRY GLASER

Moderator and Introduction: Dr. Dean Heinrichs

Invisalign Insider Treatment Planning Pearls

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

The key to achieving consistently excellent results with Invisalign® is thoughtful and thorough ClinCheck® design. Join Invisalign faculty member Dr. Barry Glaser as he reveals the three critical questions that must be answered on every ClinCheck treatment plan. We will explore a wide variety of malocclusions successfully treated with Invisalign® clear aligners and analyze the specific ClinCheck® moves that help make treatment outcomes predictable.

LEARNING OBJECTIVES

- ▶ Learn the three critical questions to be answered on every ClinCheck® treatment plan.
- ▶ Recognize the potential scenarios which may lead to the development of a posterior open bite.
- ▶ Develop systematic ClinCheck® treatment planning skills.



Dr. Barry Glaser received his DMD degree from The University of Pennsylvania School of Dental Medicine and earned his Certificate of Advanced Graduate Studies in Orthodontics from Boston University. He was appointed to the faculty of Albert Einstein College of Medicine and served as Associate Director of Orthodontics at Montefiore Medical Center in New York City from 1992 to 1995. He has maintained a private orthodontic practice in Cortlandt Manor, NY, USA since 1994.

Dr. Glaser was an early adopter of both Invisalign® Teen as well as iTero digital scanning and has extensive experience treating teens and adults of all malocclusions with Invisalign® clear aligners. He was selected to be a pilot doctor for the Smart Track aligner material and is the Principal Investigator for the North American multi-center prospective IRB study for Invisalign® Treatment with Mandibular Advancement. His numerous "Ask the Expert" webinars are available for viewing on the Invisalign® Doctor Site. Dr. Glaser's feature article, "From Skeptic to Elite," is featured in the June 2014 edition of Orthodontic Products magazine, and he has contributed numerous additional articles published in *Orthodontic Products* magazine. Dr. Glaser is the author of the book, "The Insider's Guide to Invisalign Treatment," published in 2017 and available worldwide.

He is an Align Tech faculty member, an Invisalign Platinum Provider and is a sought-after speaker for Invisalign® throughout the world. He has spoken at numerous Invisalign® Summits and Forums and has an active schedule travelling the globe teaching doctors about excellence in orthodontics using Invisalign®.

Sponsored by: Align Technologies | Invisalign

Plan to Attend

EXHIBIT HALL

Explore more than 60 exhibiting companies!



FRIDAY: 9:00AM - 5:00PM

SATURDAY: 9:00AM - 5:00PM

Serra MMC

Lecture Schedule

POINT/COUNTER POINT

2:00 - 3:30PM

Steinbeck I MCC

MR. SCOTTE HUDSMITH AND MR. JOHN MCGILL

Moderator: Dr. Howard Hunt | Introduction: Dr. Scott Law

Specialty Dental Support Organizations vs. Independent/Group Practices

This is a ticketed event. Pre-registration is required.

New and Younger Members and residents are facing an everchanging environment of new challenges and opportunities in the field of orthodontics. As the employment sector changes, the question is conjured, should I focus on the traditional model of ownership of a private or group practice, or would embracing a career in a Specialty Dental Service Organization create the future envisioned. This inaugural session at the PCSO Annual Session will allow both sides of the conversation to share their perspective, test the opposing viewpoint and allow the audience to share its thoughts and questions. The goal of Point/Counter Point is not to be adversarial, rather showcase the unique opportunities and risk of both career path models.

LEARNING OBJECTIVES

- Discuss the benefits of working for a Specialty Dental Service Organization
- Identify the advantages of working in as an owner orthodontist in private or group practice
- Formulate answers to help with personal decision-making as to which type of practice modality to pursue.

SATURDAY, OCTOBER 13, 2018



Scottie Hudsmith serves as Chief Executive Officer of Smile Doctors, LLC, overseeing the executive management team as the company expands its unique orthodontics experience across the United States. Since Hudsmith joined the organization in 2014, Smile Doctors has grown from two Austin-area locations to nearly 200 locations in five states.

Hudsmith has more than 25 years of corporate leadership experience, including executive roles in finance, operations, business development and sales and marketing. Prior to joining Smile Doctors, he was CEO of Parental Health, a company he founded in 2009. In previous roles he was Executive Vice President of Finance and Business Development for Passport Health Communications, Inc. (now part of Experian Health), one of the largest healthcare technology companies in the U.S. where he led their strategic growth efforts.

Hudsmith attended Louisiana State University and then transferred to the University of Memphis (Tenn.) where he earned his bachelor's degree in accounting and MIS. He is a graduate of the Executive Management Program at Harvard Business School. He was a member of Leadership Health Care, the Nashville Health Care Council and Financial Executives International, is a Narrowgate Champion and Assistant Scout Master for Boy Scouts of America, and has been actively involved in the communities where he has lived and worked, coaching youth soccer, leading youth church programs and other activities.



John K. McGill is a tax attorney, CPA and MBA. He serves as CEO of The McGill & Hill Group, LLC in Charlotte, NC and a partner with the law firm of McGill & Hassan, P.A. He is also President of John K. McGill & Company.

Mr. McGill has provided customized tax and business planning services exclusively for the dental profession for over 30 years. During this time, he has helped over 975 dentists across the country achieve financial independence for reduced stress and greater peace of mind. He is also the Editor of the *McGill Advisory Newsletter*, a monthly publication enjoyed by over 7,500 dentists nationwide helping them increase profits, reduce taxes, and achieve their financial goals. Mr. McGill has also been a contributing editor to *Dental Economics* magazine for over 25 years.

Mr. McGill has presented hundreds of programs to local, state, and national dental organizations including: ADA and AAO national conventions, Thomas P. Hinman Dental Meeting, Super Schulman Orthodontic Study Club, Southern Association of Orthodontists, Southwestern Society of Oral Surgeons, and American Academy of Dental Practice Administration.

He believes in giving back and serves on the Board of Directors and is a corporate sponsor of Smile For A Lifetime Foundation (www.s4l.org), a non-profit organization providing free orthodontic services to underserved children with more than 137 chapters in 42 states and Canada. He is also a corporate sponsor for Missions of Mercy, a nonprofit organization providing free dental care to the underserved.

4:00 - 5:30PM

Steinbeck MCC

DR. COLE JOHNSON

Moderator and Introduction: Dr. Dean Heinrichs

Master of Your Team, Captain of Your Soul

Being a true leader to your staff means much more than wielding your signature on their paycheck. Learn the way your employees 'want' to be communicated with and the way they 'enjoy' being taught. Learn skills to immediately get the best out of ourselves and our amazing co-workers.

LEARNING OBJECTIVES

- Properly praise and instruct staff.
- Properly critique and correct staff.
- Become a consistent captain, mentor, and colleague.



Dr. Cole Johnson started his practice from scratch while still in residency. Johnson Family Orthodontics (JFO) opened in 2011 and since then has grown into one of the largest and high-profile practices in this area. It is clear from his website, social media presence, and practice culture that he and his team march to the beat of their own drum. While acknowledging that he works hard and always does his best, Dr. Cole readily admits he is surrounded by amazing family, staff, and patients that make JFO what it is. Dr. Johnson is a very traditional family man, but he also loves to have a good time. One of his favorite pastimes is people-watching on the Vegas strip; he likes to take the Bible out of his hotel room and cross off the commandments as he sees them being broken... a kind of self-righteous game of bingo. Dr. Cole has a teeny-tiny version of a life outside of his work at Johnson Family Orthodontics. He is insufferably happy; it's actually pretty irritating.



SAIL THE SEAS

DOWNLOAD THE BRAND NEW PCSO MOBILE APP

The newly developed PCSO mobile app is available for download in iTunes and Google Play.

You will find all sorts of PCSO information including:

- Annual Session schedule, session descriptions, speakers, sponsors & exhibitors, and interactive maps & city information;
- Activity feed to access social posts from other attendees and announcements;
- Attendee list and messaging feature;
- AAO CE Manager to add your sessions to your CE record as you go; and
- Links to PCSO publications and social media feeds.

Make the all-new app your go-to PCSO resource.
Prizes will be awarded for those most active!



Lecture Schedule

9:00AM - 12:00PM

Steinbeck MCC

DRS. GAVIN HEYMANN AND HARALD HEYMANN**Moderator and Introduction: Dr. Frank Beglin**

Conservative Interdisciplinary Approaches to Esthetic Dilemmas

Ever wonder how best to coordinate treatment planning with your restorative dentists to attain optimal esthetic results? What esthetic principles are fundamental to generating consistently esthetic results? How do you best select bonding systems and materials for bonding to non-enamel surfaces? What about new approaches to caries risk assessment and the prevention and treatment of white spots?

This presentation will address these and many more contemporary topics in the realm of interdisciplinary conservative esthetic dentistry. Coordinated approaches to the treatment of interarch tooth size discrepancies including appropriate space distribution for cases involving undersized teeth will be discussed with special emphasis on the ortho/restorative interactions that are needed to optimize results. Vital tooth bleaching options, both intra and post-ortho, will be addressed in light of the latest clinical research. These and many other salient topics will be presented in a manner that highlights the restorative/orthodontic interactions required to optimize clinical success across a broad spectrum of treatment options.

LEARNING OBJECTIVES

- Identify various esthetic parameters critical for clinical success and how patients perceive them.
- Describe the conservative restorative and orthodontic concepts utilized in restorative anterior space closure and the management of interarch tooth size discrepancies.
- Select the most appropriate protocols for bonding to non-enamel surfaces.
- Chronicle the various clinical techniques for the prevention and conservative treatment of white spot lesions.
- Describe the various types of whitening treatments available and how best to integrate them into the orthodontic practice.
- Identify the fallacies of “instant orthodontics” using ceramic veneers and describe how best to treat instant ortho failures.

SUNDAY, OCTOBER 14, 2018



Dr. Gavin Heymann earned his DDS and MS in Orthodontics at the University of North Carolina School of Dentistry. He is a fellow of the American and International College of Dentists. His areas of clinical interest include interdisciplinary treatment, use of temporary anchorage devices, and applications of orthodontic dental materials. Dr. Heymann has authored numerous peer-reviewed publications and is a reviewer for multiple orthodontic and dental journals. He is an adjunct assistant professor in the UNC Department of Orthodontics and has lectured internationally to orthodontic and dental audiences alike. He maintains private orthodontic practices in Chapel Hill, Durham, and Hillsborough, NC.



Dr. Harald Heymann is Professor and Interim Graduate Program Director and was the inaugural Thomas P. Hinman Distinguished Professor of Operative Dentistry at the University of North Carolina School of Dentistry. He is a Fellow in the International College of Dentists, American College of Dentists, Academy of Dental Materials, and is a Fellow and Past-President of the American Academy of Esthetic Dentistry. Dr. Heymann is Co-Senior Editor of *Sturdevant's Art and Science of Operative Dentistry* textbook and is a consultant to the American Dental Association. He has authored over 200 scientific publications, given over 1,500 lectures worldwide, is Editor-in-Chief of the *Journal of Esthetic and Restorative Dentistry*, and has received the Gordon J. Christensen Award for excellence as a continuing education speaker.



**Demo Trillium at the 2018 PCSO
Monterey, CA ~ Booth #205**



The Revolutionary Nickel Titanium Archwire Hook

The Strength of a Soldered Hook ✨ The Convenience of a Crimpable Hook

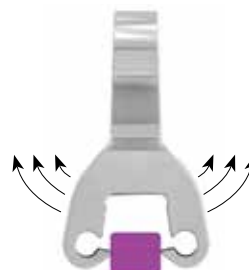
Metallurgic Super Elasticity **For A Grip Like No Other!**

Snap the Trillium Compression Hook onto an archwire and put its Metallurgic Super Elasticity to work.

Trillium grips like no other. In fact, Trillium has been shown to impart more than **3 times** the gripping force of its nearest competitor!

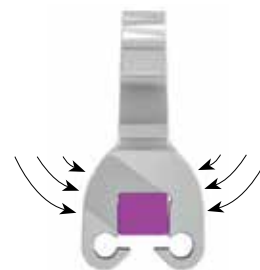
Trillium... Easy to install...A Grip that you can rely on!

***See Trillium for Yourself at the
2018 PCSO - SPEED Booth #205***



Stretch

Nickel Titanium
hook expands to
accept archwire



Compress

Expanded hook
applies compressive
force to archwire

Lecture Schedule

10:30AM - 12:00PM

De Anza I/II MCC

MS. ANDREA COOK

Moderator and Introduction: Dr. Ron Jawor

It's All About Timing – Staying on Time

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

Keeping your clinic running on schedule is an important factor in today's successful orthodontic practice. A well-built schedule will allow the clinician adequate time for each patient and procedure to ensure the highest quality patient care is being delivered. Learn how the team can handle late and early patients, breakage, and life's challenges in the fast-paced office.

LEARNING OBJECTIVES

- Learn how to build a schedule based on your practice.
- Develop guidelines to address late/early patients.
- Adjust to patients with breakage and emergencies.



Andrea Cook's in-office, hands on training motivates and energizes orthodontic clinical teams. She bases her training systems on practical knowledge gained through her 20 years of chairside experience. Andrea works with teams to increase their efficiency, improve communications, and guide the office to a new level of excellence to advance clinical productivity and profitability. Her years of experience include working in single, double, and multi-doctor practices. She has extensive experience as clinical coordinator for a multi-doctor practice seeing over 120 patients per day.

Andrea's experience provides her unique insights for the orthodontic clinical team's challenges and concerns. And she provides the ortho team solutions and motivation with her positive attitude and passion for orthodontic EXCELLENCE!

FRIDAY, OCTOBER 12, 2018

1:30 - 3:00PM

De Anza I/II MCC

DR. TODD EHRLER

Moderator and Introduction: Dr. Lili Horton

3D Printing: How to Select, Integrate and Transform your Practice with 3D printing

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

There is no question 3D printing is a disruptive technology in orthodontics. An overview of available 3D printers that are candidates for the orthodontic practice will be reviewed. After selecting the appropriate 3D printer, a step-by-step guide will be presented on how to integrate 3D printing into the orthodontic practice. Orthodontic-specific techniques and workflows of 3D printing will be taught that will dramatically increase practice efficiency and profitability.

LEARNING OBJECTIVES

- How to identify and select a 3D printer for your orthodontic practice.
- How to integrate 3D printing into your orthodontic practice.
- Perform and manage new workflows and techniques with 3D printing to increase practice efficiency and profitability.



Todd Ehler is a practicing orthodontist in southern California. He is founder of Orchestrate 3D: an in-office 3D Digital system that allows the orthodontist to scan patient's teeth, design appliances, and then 3D Print. The techniques and technology that Dr. Todd Ehler developed is being used by orthodontists all over the world to treat patients.

Plan to Attend

EXHIBIT HALL

Explore more than 60 exhibiting companies!



FRIDAY: 9:00AM - 5:00PM

SATURDAY: 9:00AM - 5:00PM

Serra MMC

3:30 - 5:00PM

De Anza I/II MCC

MS. CASSIE KELLNER

Moderator: Dr. Lili Horton | Introduction: Ms. Tracy Moawad

**Laying the Foundation:
Creating Effective Clinical Training Systems**

Do you have a “sink or swim” approach when it comes to training clinical team members? Join Cassie Kellner as she details her top 10 tips and tricks on how to effectively and efficiently train a new chairside assistant. Learn how to develop the critical elements of a strong training program while creating an efficient and cohesive clinical environment for your entire team. This can’t-miss session will give you the tools to successfully train your clinical team and enable you to hit the ground running with agility and ease.

LEARNING OBJECTIVES

- Identify the methods to establishing a fully functional clinical team.
- Determine innovative ways of creating an effective on-boarding process.
- Discover the key elements to designing a flawless training system.



Cassie Kellner is a clinical consultant at Hummingbird Associates. A master of organization and clinical systems, Cassie helps practices clarify job descriptions, develop verbal skills and clinical scripting, and design training manuals that provide for long term systems and success in the clinic. Cassie brings over 13 years of General Dentistry and Orthodontic clinical management experience. Cassie works with practices to define clinical operations protocols, assess clinic flow and efficiency, train clinicians on the latest techniques in orthodontics, evaluate inventory and sterilization protocols, and review the administrative aspects of orthodontic assisting such as treatment card, charting, and scheduling.

TEAM PROGRAM | CLINICAL & ADMINISTRATIVE



FRIDAY

8:15 - 9:45AM

De Anza Portola

MR. DINO WATT

Moderator and Introduction: Dr. Ron Jawor

The Art of Communication and Influence

See page 36 for details.

SATURDAY

2:30 - 3:30PM

De Anza Portola

MR. JARED NELSON

Moderator and Introduction: Dr. Jae Park

**Retirement Ready: Learn to Manage Your Money
and Protect Your Financial Future**

See page 36 for details.

SUNDAY

9:00AM - 12:00PM

De Anza Portola

MS. CHARLENE WHITE

Moderator and Introduction: Dr. Paul Kasrovi

Creating a Happy Harmonious Team

See page 37 for details.

Lecture Schedule

9:00 - 10:30AM

De Anza I/II MCC

MS. BETH LEACH

Moderator and Introduction: Dr. Trista Felty

Building Your Practice Reputation from Front to Back

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

This lecture will cover the ways in which you can increase your reviews and build your on and offline reputation through exceptional patient interaction and communication. This is pertinent to both clinical and administrative staff.

LEARNING OBJECTIVES

- Learn how to ask for reviews from the chair.
- Learn to create an exceptional environment where your reputation precedes you.
- Learn to ask for referrals to your practice from current patients.



Beth has worked in the orthodontic marketing field for over 20 years and is principle in two orthodontic related marketing firms. Beth has worked with over 3,000 practices including private practices, corporations and academic departments. She is an expert in combining the latest online and office marketing strategies to generate high level practice growth.

SATURDAY, OCTOBER 13, 2018

11:00AM - 12:30PM

De Anza I/II MCC

MS. RITA BAUER

Moderator and Introduction: Dr. Trista Felty

20 Great Tricks to Get Clinically Correct Pics

Dental photographic skills are highly valued and the ability to provide clinically correct patient photographs is a requirement for any clinical team member. Photographs play an important role in an orthodontic practice for diagnostics, treatment planning and patient records. Learn the tips and tricks that will improve the quality of your pictures, speed up your photographic session, and produce top quality images in record time.

LEARNING OBJECTIVES

- Is it the camera set-up or your technique? Identify the issues why your photographs are not turning out perfectly every time.
- Understand how important the positioning of the patient and the photographer is to get the perfect result.
- Useful or useless! Learn which gadgets are necessary to help you speed up your photography session
- Find out how to maintain your equipment and accessories and keep them in top shape.



Rita Bauer is a leading authority on patient photography in the orthodontic practice. During her 25 years as a medical photographer and then manager of Media Services at the Faculty of Dentistry, University of Toronto, she has trained thousands of dental professionals, presenting over 800 lectures and workshops throughout the world. Her insider's knowledge of patient documentation and the technical know-how on camera systems come from photographing over half a million clinical views and testing new cameras for dental photography.

POWER TALKS (Formerly Staff Roundtables.)



12:30 - 2:30PM

Portola Portola

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 ticketed event. Pre-registration is required.

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

4:00 - 5:30PM

De Anza I/II MCC

MR. PAUL GANGE

Moderator and Introduction: Dr. Jae Park

A Simplified Recipe to Reduce Bond Failures

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

Is it porcelain or is it zirconia? Amalgam, gold, stainless steel, acrylic temporaries. How do I successfully bond to these surfaces? Do I need porcelain etch? Porcelain conditioner? Metal primer, plastic primer? These are the situations the orthodontist is faced with today especially with more adults demanding aligner treatment. And with adults it is imperative the brackets or attachments stay on the first time they are bonded. This session will detail the correct technique to reduce bond failures on all enamel and non-enamel surfaces...with a minimum number of steps. In addition, we will cover bonding passive lingual retainers, expanders and aligner attachments and conclude with avoiding the most common mistakes of indirect bonding.

LEARNING OBJECTIVES

- ▶ Confidently bond to all non-enamel substrates with just two products.
- ▶ Establish a simple, easy to follow procedure to bond to all intraoral surfaces with a minimum number of steps.
- ▶ Reduce all types of bond failures.



Paul Gange has had a career in the orthodontic industry that spans over three decades. He has been directly involved with the development of orthodontic adhesives, sealants and cements for over thirty-four years. He has developed the first "No Mix" adhesive.

Lecture Schedule

10:30AM - 12:00PM

De Anza III MCC

MS. KATHERINE EITEL BELT

Moderator and Introduction: Dr. Michael Feinberg

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

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

Throw out those scripts! You can be great and still be YOU! In this high-energy presentation, Katherine Eitel Belt, the leading expert on unscripted, consistently exceptional communication shares four simple yet innovative steps to polish your telephone skills and improve your results and value to the practice. Discover how to create consistency — without a script — for all team members answering the phone. Increase productivity tomorrow with incoming new patient calls including price shoppers, insurance callers, and emergencies. Tap into your own instinctive greatness and be better than ever! Don't Market Your Practice...until you and your team have taken this course! Whether you are a referral-based practice or market externally, this course will dramatically improve your success in converting more calls to appointments.

LEARNING OBJECTIVES

- Convert more calls to appointments without a script using a 4-step process.
- Improve success with price shoppers, insurance callers, and emergency calls.
- Promote confidence in the practice, pre-heat patients for comprehensive care, and create raving fans.



Katherine Eitel Belt is Dentistry's Communication Coach! International speaker, author, and coach in the US, Canada and the UK, Katherine is best known for helping professionals develop unscripted, consistently exceptional telephone

and client communication skills, personal and professional greatness, and intuitive team leadership as well as train-the-trainer and executive speaker's programs. With 30 years of experience, her revolutionary training company, LionSpeak, helps hundreds of dental, veterinary, and discretionary healthcare practices and corporate sales/executive teams achieve extraordinary results by communicating with greater clarity and inspiration. Katherine has consulted with companies such as CareCredit, Philips Oral Healthcare, Sirona Cerec, Henry Schein, Patterson Dental, LuLaRoe Fashion, and the Bercz Law Firm. Katherine is a Spotlight-On-Speaking champion, National Speaker's Association member, Speaking Consulting Network board member, past-president of the Academy of Dental Management Consultants, and recipient of the prestigious Linda Miles Spirit Award for contributions to the dental industry.

FRIDAY, OCTOBER 12, 2018

1:30 - 3:00PM

De Anza III MCC

MS. JILL ALLEN

Moderator and Introduction: Dr. Peter Worth

Hiring and Firing: Dos and Don'ts

The qualities and skills you should be looking for to find the right fit for your practice. Firing, how to handle the situation you never wanted to be in. What to expect, things to avoid and what to prepare for when bringing on a new team member.

LEARNING OBJECTIVES

- Recognize weak spots in your practice and determine the best course of action for changes in the team dynamic.
- Demonstrate effective employee termination techniques.
- Identify the specific position or roles that need to be filled within your practice and how to hire accordingly.

Jill Allen began her career in orthodontics over 25 years ago and her passion for the orthodontic field has grown ever since. Jill and her team specialize in orthodontic start-ups and practices that have been in business 8 years or less. She has



had the opportunity to work with many successful doctors over the years which has afforded her the unique opportunity to learn every aspect of an orthodontic practice. By utilizing the skills and proven management techniques she has acquired

over the years, she is able to offer insight for a practical approach to practice management.

Plan to Attend

POWER TALKS (Formerly Staff Roundtables.)

Come to the table and be prepared to share, educate, inspire, and be inspired.

See page 31 for details.

FRIDAY: 12:30 - 2:30PM

Portola Portola



3:30 - 5:00PM

De Anza III MCC

MS. RITA BAUER

Moderator and Introduction: Dr. Peter Worth

Pictures for Wow Effect

Create memorable images for your website and social media, decorate your practice, and connect with your patients using pictures they will not forget. Get some great ideas for marketing material with YOUR patient pictures that will give your website that WOW feeling. Learn tricks for your fun “paparazzi” patient pictures that will make the rounds on social media, showing their friends and family that YOURS is the dental practice to choose.

LEARNING OBJECTIVES

- Before and After Patient Gallery, Case Presentations Create a compelling “make-over” photographic series of your patients and make them feel like a star!
- Doctors, Team and Patient Portraits: Find the photogenic side in everybody! Learn how to pose to get a great portrait of your team members and your patients.
- Photobombs and Selfies for your Social Media: Recognize what it takes to snap that awesome “candid” photo that everybody wants to share. Your patients will spread the word about your great practice on social media and keep your website fresh and current looking.



Rita Bauer is a leading authority on patient photography in the orthodontic practice. During her 25 years as a medical photographer and then manager of Media Services at the Faculty of Dentistry, University of Toronto, she has trained thousands of dental professionals, presenting over 800 lectures and workshops throughout the world. Her insider’s knowledge of patient documentation and the technical know-how on camera systems come from photographing over half a million clinical views and testing new cameras for dental photography.

TEAM PROGRAM | CLINICAL & ADMINISTRATIVE



FRIDAY

8:15 - 9:45AM

De Anza Portola

MR. DINO WATT

Moderator and Introduction: Dr. Ron Jawor

The Art of Communication and Influence

See page 36 for details.

SATURDAY

2:30 - 3:30PM

De Anza Portola

MR. JARED NELSON

Moderator and Introduction: Dr. Jae Park

Retirement Ready: Learn to Manage Your Money and Protect Your Financial Future

See page 36 for details.

SUNDAY

9:00AM - 12:00PM

De Anza Portola

MS. CHARLENE WHITE

Moderator and Introduction: Dr. Paul Kasrovi

Creating a Happy Harmonious Team

See page 37 for details.

Lecture Schedule

9:00 - 10:30AM

De Anza III MCC

MS. TERRI SHERVEN

Moderator: Dr. John Trotter | Introduction: Dr. Kamrin Olfert

Designing Your Practice Culture

Speaker with financial and/or beneficial interest in any products or services related to their presentation.

Join Terri to learn how a successful team looks and behaves. Terri has found that “clear expectations” are a great guiding principle. What does it take to build and sustain a highly successful team? What is your role? What works? What does not work? How do we find opportunities to work together, have fun, be productive AND look forward to the next work day? It is not easy, but it is possible. Terri will discuss Emotional Intelligence (EQ) vs IQ. Rarely do you find individuals who are not smart enough; they have already been weeded out. Have you ever wondered why smart people do dumb things? EQ has been said to be a better determiner of workplace success than IQ. Learn the importance of EQ to your practice and how it can impact leadership, teamwork and profitability. She will provide strategies you can take back and implement in your office. Terri will share specific issues and challenges that are common in Orthodontic practices and she will offer some real-life solutions.

LEARNING OBJECTIVES

- Recognize the significance of developing an authentic mission statement and the impact of living it daily.
- Identify the key elements needed to build and grow a successful culture.
- Distinguish between IQ and EQ (Emotional Intelligence) and demonstrate ways of using EQ to develop your leadership and your team.



Terri has been a Human Resources/Office Manager for over 12 years, a Certified Coach for the last four years and is certified in Emotional Intelligence and Leadership Coaching (EQi-2.0). Terri is a member of the Canadian Management

Professionals Association-CMPA. She had the privilege to be involved in the vision and strategic planning of a highly successful orthodontic practice during her time in human resources. Also, she has been directly involved in the initial set up of other specialty practices. Terri has learned what works to build a successful team and it has always been a passion of hers to help others see their potential. In 2013 she became a Certified Coach. She was intrigued by how much EQ (Emotional Intelligence) is a difference maker in the workplace. Leading business schools in the world: Harvard, Stanford and INSEAD have a course on Emotional Intelligence as it relates to leadership. Terri became certified in EQi-2.0 assessments, enabling her to evaluate workplace, leadership, organizational

SATURDAY, OCTOBER 13, 2018

11:00AM - 12:30PM

De Anza III MCC

MR. GARRETT BURNETT

Moderator and Introduction: Dr. John Trotter

Marketing 101: Practice Growth

The days of “if you build it, they will come” are long gone. Millennial parents now make up the majority of decision makers for orthodontic treatment. Orthodontists must update their marketing strategy if they want to grow their practices. This means understanding your target audience, creating an authentic, on-point message that builds trust, and delivering it all with perfect timing.

Join Garrett Burnett, Strategic Marketing Consultant for Hummingbird Associates, as he leads you through the key marketing essentials required to energize and position your practice for growth in today’s competitive landscape. This session is designed for practices of all sizes and budgets; whether you’re in start-up mode or have been practicing for generations, you will come away prepared to succeed in today’s marketplace.

LEARNING OBJECTIVES

- Understand the importance of brand consistency and identity – both inside and outside your practice.
- Learn to improve your practice’s ranking on search engines.
- Discover how to create a comprehensive plan for attracting new patients to your practice.



Garrett Burnett is the Strategic Marketing Consultant for Hummingbird Associates. Prior to joining Hummingbird Associates, Garrett worked in the high-tech industry helping companies like Microsoft, Canon, Dell, Samsung, and HP Inc. introduce and build their brands within one of the world’s largest professional social networks.

Garrett works with orthodontic practices to develop comprehensive strategic marketing plans that create and sustain growth in today’s competitive landscape. He is passionate about patient experience, brand consistency, and comprehensive buy-in from your practices entire team. His training focuses on an array of core concepts from the importance of brand to social media best practices. Garrett loves helping teams develop outside-of-the-box ideas to attract new patients and create an identity that truly reflects the values and culture of each practice.

POWER TALKS (Formerly Staff Roundtables.)



12:30 - 2:30PM

Portola Portola

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 ticketed event. Pre-registration is required.

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

4:00 - 5:30PM

De Anza III MCC

MS. CINDI JAMES

Moderator and Introduction: Dr. Howard Hunt

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

Synergy is the creation of a whole that is greater than the simple sum of its parts. Case Acceptance is a team number and each team member plays a vital part in the results of our Conversion Rate.

Join Cindi James as she shares tips and tools on how to synergize your administrative team so that they can become peak performers. She will focus on taking the team approach to patient care and implementing systems that are designed to increase case acceptance, profitability and ensure conversion success.

LEARNING OBJECTIVES

- ▶ Understand each administrative team member's role in the New Patient Process.
- ▶ Learn systems to help the administrative team work effectively and efficiently together.
- ▶ Take away tips and tools to assist the team in reaching your conversion goals.



As a Senior Consultant and Director of Training at Peniche & Associates, Cindi James has over 28 years of orthodontic experience in both clinical and administrative roles. She has the practical hands-on experience of treatment coordinating, office management, as well as clinical systemization and is a master of the Peniche & Associates' Systems. In addition to all of this, Cindi holds a bachelor's degree in Business Marketing. It is Cindi's unique combination of theory tempered by real-world, in-office experience coupled with the exclusive training of LeeAnn Peniche herself that makes Cindi a highly requested and extremely knowledgeable Peniche & Associates Consultant. Cindi lectures nationally to a variety of societies, including the AAO, and many other private study clubs.

Peniche & Associates is one of the most recognized and respected names in orthodontic consulting and has had the honor of working with over 2,000 orthodontic practices through private consulting, workshops, and study clubs, as well as corporations such as Align Technology and SureSmile that have introduced leading-edge technology to Orthodontics.

Lecture Schedule

FRIDAY, OCTOBER 12, 2018

8:15 - 9:45AM

De Anza Portola

MR. DINO WATT

Moderator and Introduction: Dr. Ron Jawor

The Art of Communication and Influence

Practice owners must master business skillsets so they can outpace and differentiate themselves in today's market. Everyone talks about communication and influence as key components of good leadership, but what will really make a difference in your business and personal life?

In this session, Dino will give you relevant, easy-to-implement action steps you can do immediately to dramatically improve rapport and culture in your office. You will learn about how the majority of communication is non-verbal and become aware of what you've really been telling people through your gestures and tone.

You will be introduced to some basic, but very powerful body language that will include eye movements, hand gestures and posture.

You will learn a strategic combination of how to ask better questions and how to see complete responses by combining a person's verbal response with their body language to get a fuller picture of what they're trying to communicate. The session will conclude with how to apply this new knowledge into your personal life to manage your own energy, and to positively influence your loved ones.

LEARNING OBJECTIVES

- The science and application of body language to increase your influence and communication with your team, clients and family. (Yes, even your teenagers.)
- The critical role your hands play in your communication, and how you might be offending clients or breaking rapport without even knowing it.
- The main reason many professionals are becoming stressed, burned out, and overwhelmed- and the one thing you can do to change it.



For the past decade, communication expert, Dino Watt, has been teaching progressive practice owners how to create an effective culture in their business and personal lives. He's the author of international best-selling book, "The Practice Rx"

and is a certified body language expert and award-winning coach.

His mission is to transform doctors into "Pro-preneurs"; A practitioner who is also an expert in their business. His seminar and private coaching have transformed offices, saved marriages, and increased revenue for his clients. At home, Dino enjoys traveling with his wife and 3 teenagers.

SATURDAY, OCTOBER 13, 2018

2:30 - 3:30PM

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MR. JARED NELSON

Moderator and Introduction: Dr. Jae Park

Retirement Ready: Learn to Manage Your Money and Protect Your Financial Future

In this session you will learn concepts to help you increase your odds of becoming retirement ready. Retirement success depends largely on your behavior, not the stock market. In this session you will learn how to become a patient and disciplined investor, and how to turn financial markets into your ally rather than your adversary. Come learn how to make five simple informed decisions that will allow you to take advantage of the wisdom that Nobel Prize winners have acquired over the past six decades to stack the investment odds in your favor.

LEARNING OBJECTIVES

- Determine how to accumulate wealth through smart tax planning
- Explain five informed decisions that need to be made that will increase your odds of a successful investment experience.
- Explain how a tax-free investment, such as a Roth IRA, can enhance your retirement plan.



Jared Nelson is a partner at Thomas Wirig Doll, an independent, fee-only, fiduciary Registered Investment Advisor firm. He works directly with dental and medical clients providing tax, accounting and wealth management services.

As a firm Thomas Wirig Doll has provided financial services to dental practices for over 40 years. Jared is passionate about supporting his clients and enjoys helping them understand the important role that financial management needs to play in their life plan. Jared completed his master's degree in accounting at Brigham Young University and has been with Thomas Wirig Doll for 12 years.

9:00AM - 12:00PM

De Anza Portola

MS. CHARLENE WHITE

Moderator and Introduction: Dr. Paul KasroviDr. Paul Kasrovi

Creating a Happy Harmonious Team

In this exciting and informative talk, Charlene White will discuss topics that hit home for every team member. Happy teams are more productive. Staff will learn how to pinpoint key frustrations that occur in the dental office and come up with proactive solutions. The doctors and every team member, both clinical and administrative, will benefit from this session with Charlene White. Everyone will leave feeling like they are better prepared to create a “happy atmosphere” each day.

There is one common denominator in successful practices — having a happy, enthusiastic team — what I call TEAM POWER. What are the benefits of having a happy and harmonious team? Reduced stress, increased production, more patient referrals, improved efficiency, less turnover and absenteeism, and a happier work environment.

Here is just a sample of what you will learn:

- The 5 major benefits that a happy, harmonious team can provide your dental practice.
- The importance of having a team value system and how to create your own.
- To be aware of the four major circumstances that can cause conflict between team members.
- Solutions to help circumvent the occurrence of conflicts.
- The different personalities that combine to make your team and how each personality brings something special and unique to the practice.
- The events that make your team most vulnerable to conflicts and how to prevent them from affecting your team’s progress.
- To stop the sub-grouping that breaks down office morale.
- What really keeps a team together and builds longevity in the dental practice.

LEARNING OBJECTIVES

- Assess what is needed to create an effective staff meeting that gets results.
- Identify the key points that create a Peak Performance team.
- Recognize their role, goals and benchmarks according to their position on the team.



Charlene’s passion is helping her clients and team members succeed. Her goal is to facilitate them creating what she calls a “Peak Performance Practice”. To achieve that level of performance, Charlene believes you must have talented leaders who know how to hire the right people with the talents and desire to perform at a high level. Training and accountability are key factors. Telling is not training and a once a year peek at the numbers is not enough. Charlene also serves as an “Off-Site Office Manager” to several practices across the country.

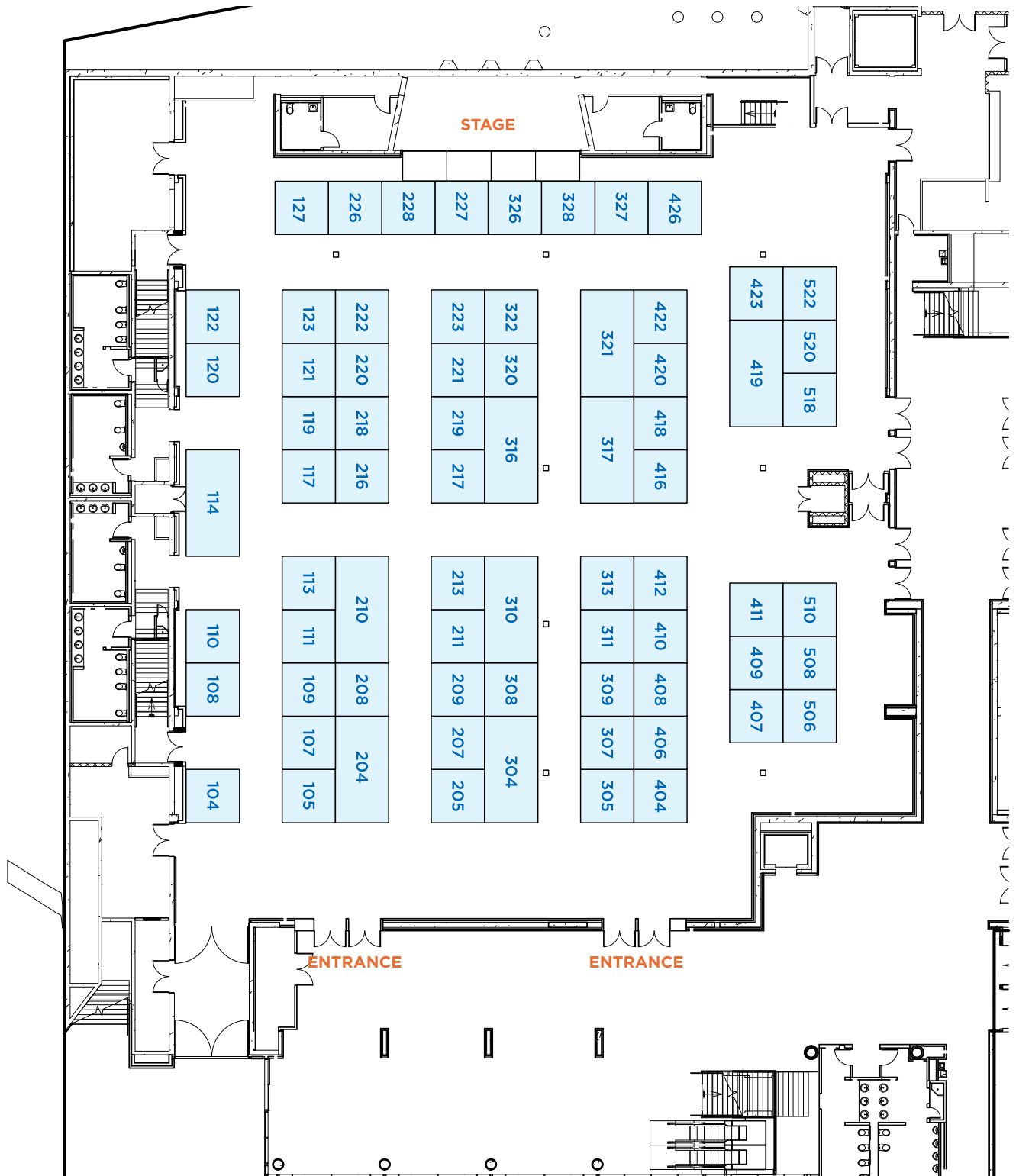
After consulting with over 700 practices and interviewing thousands of team members, Charlene understands what works and what fails. She helps her clients speed up the process by coaching them to reach their goals quickly and efficiently.

Charlene has presented 132 practice management presentations, written 28 published professional articles and created 17 training products in her rewarding career as a management consultant. She graduated Cum Laude from Old Dominion University with a B.S. in Dental Hygiene. Charlene serves on the Smiles for a Life Time Board. She resides in Va. Beach, Virginia with her husband Dennis.

Exhibit Hall Map

Monterey Conference Center

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1915-17	J.D. McCoy*	San Francisco, CA	1979-80	Donald Poulton*	Los Angeles, CA
1917-18	Wm. Cavanaugh*	Portland, OR	1980-81	W. Eugene Brain	Portland, OR
1918-19	B. Frank Gary*	San Francisco, CA	1981-82	Robert Boyd	Phoenix, AZ
1919-20	J.R. McCoy*	San Francisco, CA	1982-83	Kleve Johnson*	San Francisco, CA
1920-21	H. Moorehouse*	Los Angeles, CA	1983-84	R. William McNeill	Honolulu, HI
1921-22	C.C. Mann*	San Francisco, CA	1984-85	Herbert Gabriel	San Diego, CA
1922-23	Albert Solley*	San Francisco, CA	1985-86	Joseph Gryson	Los Angeles, CA
1923-24	Allen Suggett*	San Francisco, CA	1986-87	Theodore Thom	Seattle, WA
1924-25	L.E. Carter*	San Francisco, CA	1987-88	William Ridgeway	Honolulu, HI
1926-28	W.R. Dinham*	San Francisco, CA	1988-89	Harry Hatasaka	Reno, NV
1928-30	C.M. McCauley*	San Francisco, CA	1989-90	Donald Joondeph	Phoenix, AZ
1930-32	Harvey Stryker*	San Francisco, CA	1990-91	J. Richard Wittwer*	Monterey, CA
1932-35	Allen Scott*	San Francisco, CA	1991-92	George Kaprelian	Honolulu, HI
1935-37	John Taylor*	San Francisco, CA	1992-93	Terry McDonald	San Francisco, CA
1937-39	George Barker*	San Francisco, CA	1993-94	Robert Kuhn*	Palm Springs, CA
1939-41	William Sheffer*	San Francisco, CA	1994-95	Lee Boese	Los Angeles, CA
1941-43	Ben Reese*	W.W. II – No Meeting	1995-96	Robin Jackson	Monterey, CA
1943-47	J. Camp Dean*	San Francisco, CA	1996-97	Patrick Turley	Honolulu, HI
1947-49	S.B. Hoskin*	San Francisco, CA	1997-98	Gary Baughman	Palm Springs, CA
1949-51	C.F.S. Dillon*	San Francisco, CA	1998-99	Rodney Dubois	Phoenix, AZ
1951-53	R.L. Blake*	San Francisco, CA	1999-00	John Grubb	Reno, NV
1953-56	Arnold Stoller*	Seattle, WA	2000-01	Robert Varner	Honolulu, HI
1956-58	A.F. Heimlich*	Santa Barbara, CA	2001-02	Dale Rhoney	Monterey, CA
1958-60	R.M. Railsback*	Palo Alto, CA	2002-03	Todd Hellwig	Vancouver, BC
1960-61	E. A. Bishop*	Seattle, WA	2003-04	James Peck	Palm Springs, CA
1961-64	H.V. Muchnic*	Las Vegas, NV	2004-05	Steve Dugoni	San Diego, CA
1964-65	Eugene West*	San Francisco, CA	2005-06	Norman Nagel	Honolulu, HI
1965-66	Malcolm Chipman*	Portland, OR	2006-07	Howard Hunt	Monterey, CA
1966-67	Charles Linfesty*	Coronado, CA	2007-08	Ronald Wolk	Palm Springs, CA
1967-68	Warren Kitchen*	Honolulu, HI	2008-09	Kenneth Kai	Phoenix, AZ
1968-69	Richard Philbrick*	Vancouver, BC	2009-10	Lili Horton	Honolulu, HI
1969-70	Lloyd Cottingham*	Anaheim, CA	2010-11	Lesley Williams	Vancouver, BC
1970-71	Harold Odden*	San Francisco, CA	2011-12	Robert Merrill	Monterey, CA
1971-72	Ted Harper	Spokane, WA	2012-13	Bryan Williams	San Diego, CA
1972-73	Harvey Spears*	Las Vegas, NV	2013-14	Ronald Jawor	Anaheim, CA
1973-74	Donald Priewe	San Francisco, CA	2014-15	Frank Beglin	Palm Springs, CA
1974-75	Kenneth Kahn*	Seattle, WA	2015-16	Bryan Hicks	Seattle, WA
1975-76	Fay Van*	San Diego, CA	2016-17	Paul Kasrovi	Reno, NV
1976-77	Ronald Koster*	Honolulu, HI			

**Deceased*



OCTOBER 3-6, 2019
HILTON HAWAIIAN VILLAGE AND RESORT
HONOLULU, HI



REGISTRATION OPENS APRIL 2019



EXPERIENCE

The Service of Orthodontics

FEATURING THE RITZ-CARLTON

Caesar's Palace ★ Las Vegas

March 1-2, 2019

PCSO SPRING MEETING

Stay up-to-date
at PCSOOrtho.org

Future PCSO Annual Session

83rd Annual Session

OCTOBER 6-9, 2019

Hilton Hawaiian Village and Resort | Honolulu, HI

84th Annual Session

OCTOBER 22-25, 2020

Disneyland Hotel | Anaheim, CA

85th Annual Session

OCTOBER 21-24, 2021

Oregon Convention Center | Portland, OR

86th Annual Session

OCTOBER 27-30, 2022

Manchester Grand Hyatt | San Diego, CA

