



HILTON HAWAIIAN VILLAGE AND RESORT

🌺 OCTOBER 3-5, 2019 🌺

2019 ON-SITE GUIDE



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## 2019 PLANNING COMMITTEE

**Dr. Kurt Stormberg**  
*PCSO President*

**Dr. Frank Beglin**  
*General Chair*

**Dr. Andrew Harner**  
*Doctor Program Chair*

**Dr. John Wachtel**  
*Team Program Co-Chair*

**Ms. Carol Eaton**  
*Team Program Co-Chair*

**Dr. Trista Felty**  
*New & Younger Member*

**Mr. Jesse Howard**  
*Allied Member*



# PCSO / RMSO Welcome Party



Photo credit: Hilton Hawaiian Village Waikiki Beach Resort

L u a u



*Fun for the whole family*

FRIDAY, OCTOBER 4, 2019 \* 6:00 - 9:00 PM \* GREAT LAWN

Admission is included for registered attendees. Extra tickets and tickets for non-registered attendees and children are available for purchase.  
Come in your island attire.

# Welcome



Dr. Kurt Stormberg



Dr. Chris Bruch

Aloha and welcome to the 83<sup>rd</sup> PCSO Annual Session in beautiful Honolulu! This meeting will also be the first joint PCSO/RMSO Annual Session as we have combined forces to give orthodontists the best meeting in the west! This year's annual session should be both highly educational and entertaining. We have selected an appropriate tag line for this year's meeting, "Pearls in Paradise", because there will be plenty of orthodontic pearls that you and your teams will be able to bring back to your practices and use right away.

We want to thank our PCSO Annual Session Planning committee for all their hard work to put together this dynamic meeting. Our General Chair, Dr. Frank Beglin, has done a tremendous job of guiding our team to put together one of the finest orthodontic meetings in the country again. Our doctor chair, Dr. Andrew Harner, along with our staff co-chairs, Dr. John Wachtel and Ms. Carol Eaton, have brought together some of the most sought-after speakers in our specialty for a pearl-packed week!

This meeting would not be possible without our generous sponsors. They are recognized in the 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 share their best industry pearls!

We are 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
- the Welcome Party Luau with your families, colleagues, and teams
- the mobile meeting app
- the Scientific Posterboard competition
- and all the fun things to do in Honolulu!

We appreciate you taking time from your busy schedules to join us and believe you will find it time well spent. Now, please enjoy the conference, enjoy your colleagues, and enjoy spectacular Honolulu!

Mahalo,

A handwritten signature in black ink that reads "Kurt Stormberg".

**Kurt Stormberg, DDS, MS**  
**PCSO President**

A handwritten signature in black ink that reads "Chris Bruch".

**Chris Bruch, DDS, MSD**  
**RMSO President**



# award recipients

## 2019 PCSO LIFETIME ACHIEVEMENT AWARD

This award recognizes a PCSO member with at least 20 years in the practice of orthodontics who has demonstrated exceptional personal effort to advance the art and science of the orthodontic specialty. The individual must exemplify the highest ethical standards in all aspects of life and the practice of orthodontics and live his or her professional life committed to the pursuit of excellence.

### DR. GARY R. BAUGHMAN



Dr. Gary R. Baughman was raised in a small Ohio town as the second of four children, attended public schools and graduated from Miami University in Oxford, Ohio with a degree in chemistry, summa cum laude in 1969 and a member of Phi Beta Kappa. Following college he married his high school sweetheart, Carol, and graduated from The Ohio State University College of Dentistry in 1973 as class valedictorian. He then served in the U.S. Navy as a dental officer in Alameda, California for two years before returning to the Midwest for orthodontic residency in Ann Arbor at the University of Michigan, graduating in 1977.

The Baughmans returned to Northern California and after an interim time associating in the Bay Area, settled in Stockton where he practiced for the next 38 years, in total 44 years in dentistry and 40 years in the great profession of orthodontics, retiring in December 2017.

He is a diplomat of the American Board of Orthodontics (ABO) since 1989 and a member of the American College of Dentists and the International College of Dentists.

Along the way, service to his profession became a way of repaying everyone who encouraged and mentored him throughout his career. First, serving the San Joaquin Dental Society as President, then as a delegate to the California Dental Association where he learned the importance of being active in organized dentistry with other politically involved dentists.

Shortly thereafter he became involved in PCSO at the committee level, then Board of Directors, eventually serving as President in 1997-1998. Simultaneously, Dr. Baughman joined the Edward H. Angle Society, which has also been one of his life's passions. He served the Northern California Component as board member for nine years, then as President in 1995, only to follow that opportunity as Director of the Northern California Component to the Central Body Board of Directors, ultimately serving as International Angle Society President in 2003-2005.

From 1980 to 2000, he devoted one afternoon each month serving on the San Joaquin County Craniofacial Anomalies panel rendering orthodontic services and counseling to needy patients and their families.

In the mid-1980's, he was asked to participate in an outstanding study club, the Peninsula Orthodontic Research Group (PORG), which now includes his closest friends and mentors in orthodontics.

In the early 1990's, he was recruited to conduct a mock ABO Board examination for graduating residents at the University of the Pacific, which he continues today with three of his close colleagues.

In 1991, Dr. Baughman was appointed to the PCSO Delegation to the AAO House of Delegates, serving as a delegate for the next 20 years, six of them as PCSO Delegation Chair. During that time he served on many AAO committees and task forces. He ended his career serving as AAO Speaker of the House and member of the AAO Board of Trustees from 2013-2015, which he describes as an incredible and inspirational opportunity to serve with outstanding AAO leaders from across the nation.

He has been recognized as recipient of the Callahan Memorial Award from the Ohio Dental Association, the PCSO Award of Merit, the PCSO Annual

Session Honoree, the California Association of Orthodontists Distinguished Service Award, the upcoming 2020 American Association of Orthodontists James E. Brophy Distinguished Service Award, and will share the 2019 Angle Society Biennial Meeting Honoree Award with five Northern California EHASO colleagues next month in Napa.

The Baughmans enjoy travel (especially European travel), photography, wine and most sports, especially college sports. He remains a lifetime Ohio State football season ticket holder and an athletic booster and Past President of the Pacific Athletic Fund at the University of the Pacific in Stockton, California and a charter member of Stockton Sunrise Rotary Club. He says "My wife and I were not blessed with children, but I feel that we have helped (in some small way) raise thousands of children throughout my orthodontic career. What a blessing!"

### COMMENTS

I am humbled and so honored to receive this recognition from the PCSO for Lifetime Achievement. I wish to thank the Nominating Committee and the Board of Directors for this most unexpected award. I have just a few heroes in orthodontics, but when I view the list of prior recipients of this award, many of them are on this list. To be included among this prestigious group of contributors, I am overwhelmed with gratitude.

After graduating from The Ohio State University in 1973, my wife and I were stationed in California at the Alameda Naval Air Station. We fell in love with the Bay Area, then returned to our native Midwest for my residency at the University of Michigan. We returned to California in 1977 and have lived and worked in beautiful Northern California ever since.

I had no idea early in my career when I moved to California and began practicing that 43 years later, my contribution to the great profession of orthodontics would receive recognition for accomplishment of any kind, let alone for Lifetime Achievement. It is truly an unbelievable honor.

From committee participation to leadership in the PCSO, the AAO and the Angle Society, I have been blessed with multiple opportunities to help my profession and make lifetime friendships with the most genuine, intelligent and dedicated people one could ever hope to know. From the PCSO Award of Merit in 2005, to the PCSO Annual Session Honoree Award in 2009, to this PCSO Lifetime Achievement Award, you have enhanced my life tremendously and I love you. I thank you, PCSO for the incredible honor to serve as AAO Speaker of the House of Delegates and for nominating me for the 2020 AAO Brophy Award which I will receive at the AAO Annual Session in Atlanta next May. Your support, confidence and kindness to me has been the blessing of a lifetime.

I have always been proud to be a member of the PCSO, the largest of the AAO Constituent societies. There is such history within the PCSO of outstanding orthodontic leaders too numerous to mention, a legacy of individuals who have contributed so much to the orthodontic profession, and to have associated with so many of those individuals and countless others through my 43 years of membership has been so rewarding.

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I wish to thank my study club, the Peninsula Orthodontic Research Group, affectionately known as PORG, for continually supporting my professional growth through mutual learning and sharing. What began as a support group for UW grads in the Bay Area nearly 60 years ago continues actively serving our members' needs and the orthodontic profession today. These friends and mentors I count as my closest in the entire profession.

I am confident that the best days of our profession are ours for the taking. Technology has afforded incredible changes filled with opportunities for orthodontics. Our challenge is to take advantage of that while maintaining our ethical commitment to provide the best care possible to our patients with whom we maintain tremendous trust. I know we will meet that challenge.

I am filled with gratitude, humility, and thankfulness for the many opportunities to serve this great profession. I have been honored to meet and interact with the most incredible men and women, all of whom have inspired me to take that next step of service and it goes without saying whenever one gives of himself or herself, what you receive in return is so much more.

To my beautiful wife of 50 years, Carol, thank you for allowing me the time away from us to serve my profession. You are my best mentor and I love you.

Thank you again, PCSO for this Lifetime Achievement Award. You are the best!!

Mahalo!





# award recipients

## 2019 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. NORMAN NAGEL



Dr. Norman John Nagel was raised in Palatine, IL, a suburb of Chicago. He attended Valparaiso University (Indiana), where he met Carol, from Whitestone, NY. Norm and Carol were married before Norm matriculated in dental school—Western Reserve University in Cleveland, OH. At the same time, he signed-up for the U.S. Navy’s early commissioning program and became an Ensign in the U.S. Naval Reserve.

Dr. Nagel earned his B.S. and D.D.S. degrees from Western Reserve University and began his Navy career as an intern at the U.S. Navy Hospital, San Diego, CA. Two daughters born in Cleveland during their dental school days and one son born in San Diego accompanied Norman and Carol to Hawaii, where Norm served as a dental officer in the Dental Clinic in Pearl Harbor, HA. A fourth child, another boy, was born in Hawaii.

Following almost four years of active duty, Norm left the active part of his Navy career behind and enrolled as a civilian in the Orthodontic Department at Case Western Reserve (back to Cleveland) under the direction of Dr. Lysle Johnston. He published two articles in dental journals during residency years.

After receiving his Master of Science degree and certificate in orthodontics from Case Western, the Nagels headed back to California. Following a 5-year associateship, Norm began his practice in Thousand Oaks and Simi Valley, CA. He has had offices in both communities for over 45 years.

In his community, Dr. Nagel has been a member of and past president of the Thousand Oaks Rotary Club, Southeast Ventura County YMCA, Redeemer Lutheran Church, and Ascension Lutheran Church. He was also elected to the office of Community College Trustee (area 2) and served two terms. He was president of the Board of Trustees twice. Later, he was appointed to the Area Housing Authority Board of the County of Ventura by the City Council of Camarillo, California. He served five years—two as president.

Dr. Nagel continued his military service in the U.S. Navy Reserve, serving in a variety of positions for over 31 years. He resigned his rank of Navy Captain and received a commission as Army Colonel in the Army National Guard. Norm served 7 years in the Army Guard, with missions in Panama and Alaska. He has received many military awards, including the Meritorious Service Medal (1 Army, 1 Navy); Navy Commendation Medal (2); and Army Commendation Medal. Recognized for his service in Alaska, he received the Alaska Community Service Medal (2). Dr. Nagel is a retired Army Colonel.

In his profession and specialty of dentistry and orthodontics, he was president of the Santa Barbara- Ventura County Dental Society, California Association of Orthodontists (CAO), and Pacific Coast Society of Orthodontists (PCSO). He was a trustee to the California Dental Association (CDA) and is currently a trustee to the American Association of Orthodontists (AAO). Dr. Nagel has been on the

Dr. Nagel is the recipient of the Distinguished Service Award from the CAO, the Annual Session Award from the PCSO, and the David C. Fainer, M.D. Dentist of the Year Award (2011) from the Ventura County Medical Resource Foundation. He has also received commendations from California’s state legislatures.

The Nagels now reside in Simi Valley, California. Their son, Dr. Jeffrey Nagel, practices with his father. In addition to their four children, they also have seven grandchildren and three great-granddaughters.

### COMMENTS

I am honored to receive the PCSO Award of Merit. Past recipients read like a “Who’s Who” in the Pacific Coast Society of Orthodontists, and it is very special to be included within this group of dedicated professionals. I would like to thank the PCSO Nominating Committee and Board of Directors for considering me for this award. We are privileged to be part of a great specialty. We can change lives by improving oral health— and many times mental health. A smile is truly the window to the world. In my military experience, traveling to Panama or Alaska, our dental teams had an opportunity to provide dental care to children and adults who never received instructions in oral health care. While we were not able to provide orthodontic services, we were able to improve their oral health and teach them how to improve their own oral health.

I have had the opportunity also to serve in a variety of teaching positions—from my time at UCLA to serving as the orthodontic instructor in the Simi Valley Dental Assisting Program (for more than 25 years). Teaching students the skills they need to be auxiliaries in this great specialty was an exciting addition to my clinical practice. Also, while serving as a Community College Trustee, we recognized the need to begin a dental hygiene program at Oxnard College. Two of our other colleges (Ventura and Moorpark) had nursing programs, but there was no hygiene program in Ventura County, serving more than 700,000 citizens. With the leadership of the Board of Trustees for the Colleges, Oxnard College now has a dental hygiene program that has just marked its 25th year.

The Pacific Coast Society of Orthodontists has been and continues to be a nurturing organization for those who want to take the time to contribute and provide a vision for the future. For those visionaries who wish to contribute, the door is always open. I know . . . I have knocked many times, and the reception has always been inviting.

# award recipients

## 2019 PCSO ANNUAL SESSION HONOREE

The Annual Session Honoree Award is a recognition 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 specialty. The award may be given each year, if chosen, or as determined by the PCSO Board of Directors through their nominating and awards committee.

### DR. ROBERT MERRILL



Dr. Robert Merrill, the 2019 honoree, is the third of five children. He and his youngest brother, Tom, followed their father, Dr. Monte Merrill, into the specialty of orthodontics.

Dr. Merrill received his higher education at Brigham Young University in Provo, Utah, where he met the love of his life, Mary. He continued at the University of Washington School of Dentistry and specialized in orthodontics at the University of Oklahoma Health Sciences Center.

Dr. Merrill served for 20 years as a key contact for the American Association of Orthodontists (AAO) in its government relations program and eight years on the AAO's Council on Government Affairs as well as on the AAO Political Action Committee (PAC). He was an American Dental Association Action Team Leader for political advocacy. As chair of the Council on Governmental Affairs, he testified on behalf of the AAO before the US Congress and also represented the AAO in discussions with the Small Business Committee of the U.S. House of Representatives. He has been engaged in political advocacy on the local, state, and national level.

Dr. Merrill has published in the *American Journal of Orthodontic and Dentofacial Orthopedics* and has given multiple presentations to leadership conferences of the Washington State Dental Association, the American Dental Association, and the American Association of Orthodontists. Dr. Merrill is past president of the North Central (Washington) District Dental Society, the Washington State Society of Orthodontists, and the Pacific Coast Society of Orthodontists. He was a delegate to the AAO House of Delegates for eight years.

Dr. Merrill received the American Dental Association's Golden Apple New Dentist Leadership Award and is a fellow of the American College of Dentists, the International College of Dentists, and the Pierre Fauchard Academy. He received the Community Leadership Award from the Washington Association of School Administrators for his work with public schools.

Dr. Merrill was in the private practice of orthodontics for 21 years, the last ten of which were with his brother, Dr. Tom, as partner in practice before a ski accident upended his practice and life plans. Subsequent to his disability, he and Mary lived in Lima, Peru from 2015-2017 serving as humanitarian missionaries. They will leave shortly for another period of volunteering and living in the developing world.

Dr. Merrill and Mary have been married for 35 years and are the parents of four children and they now enjoy seven grandchildren as well. His favorite pastimes are fishing, gardening, spending time fishing with family, hiking, skiing, and fishing.

### COMMENTS

The greatest honor is to be honored by one's peers, for they are those who know one best. I am humbled to be honored by my PCSO peers. I have had the opportunity to work with tremendously talented doctors and staff members as I served in our professional associations. I was able to learn from them—they are the best of the best. They helped me to become a better doctor, better advocate, and better husband and father.

Their influence has had a lasting and positive impact on:

My practice—I became a better clinician and business manager due to ideas that were generously shared with me by those with whom I served.

My community—I became a more effective advocate for schools and a more effective leader with our local YMCA because of what I learned through experience serving in our profession.

My family—I'm a better husband and father because of the wise counsel and good influence of many doctors with whom I served.

Our world (Peru)—Many of the skills I learned and developed in PCSO and AAO leadership were put to use in humanitarian service as we volunteered and lived in Peru from 2015-2017.

I found it very fulfilling to work with the PCSO board accomplishing goals and supporting membership together. One of those goals was keeping Annual Session registration fees low for doctors and staff and there was wonderful support from the PCSO board and planning committee members to try a few new things to accomplish that goal. They are smart and dedicated professionals and any success is a credit to their talent and dedication as well.

I express my profound gratitude to those who have mentored me, trusted me, been patient with me, humored me, and especially those who have worked with me. My brother and our office team took up the slack when I was gone for association business or in D.C. involved in advocacy. As I traveled from the west coast to the east coast frequently, I was sometimes accused of suffering from a "bi-coastal disorder". Without the support of these wonderful people it would not have been possible. None of us does this alone. It is always a team effort and it has been wonderful to be part of such a capable professional team.

I am especially grateful to my dear wife, Mary, and our children. Without their love and support and sacrifice it would not have been possible to serve.



# award recipients

## 2019 PCSO RISING STARS AWARD

This award was established in 2019 to recognize a PCSO member who has recently become more involved in leadership in the orthodontic specialty. This award is given to an individual who has demonstrated strong and improving leadership qualities and generously given their time and ability to promote the association and the orthodontic specialty. This award highlights the individuals' future leadership potential.

### DR. TRISTA FELTY



Dr. Trista Felty was born and raised in Pennsylvania and completed her undergraduate degrees at Villanova University, where she was a member of the varsity swim team. She then went to Temple University for dental school where she met her husband, (in the oral surgery clinic no less). During dental school she successfully swam across the English Channel as part of a three person relay team to raise funds for the MS foundation. She remained at Temple for her Orthodontic Residency program, where she was a part of an all female residency class. After graduation, she moved to Abbotsford, British Columbia where her husband was already working as a general dentist in practice with his father. Trista also has a brother in law and sister in law who are general dentists in Abbotsford.

Trista first got involved with organized dentistry and orthodontics as a way to network in Canada. She has served within the British Columbia Dental Association on the New Dentist Task Force, Website Development Task Force, and Member Engagement Task Force. She has also been a part of the Mentorship Program, Audit Committee, and Editorial Board of *The Bridge*, the BCDA quarterly publication. She served a two year position on the BCDA Board of Directors, as the Director-at-Large, a position reserved for a member within five years of graduation. She is a part of the Pacific Dental Conference's organizing group, and serves on their scientific committee, which scouts and recruits new speakers for their annual conference, which continues to be the largest dental meeting in Canada with over 14,000 attendees. She also serves on the Scientific Committee for the Canadian Association of Orthodontists' Annual Session Planning Committee.

At the PCSO level, Trista is completing her four year term as the BC representative to the PCSO Board of Directors. During her term, she has served on the Critical Issues Evaluation Committee, Leadership Development Ad-Hoc Committee, Women Orthodontists Committee, Strategic Planning Committee, Governance Committee, Board Manual Task Force, and Chair of the Volunteerism Critical Issues Task Force. She has also served as the new and younger member representative for the 2019 Annual Session Planning Committee, and the Staff Co-Chair for the 2020 Annual Session Planning Committee. For the past two years, she has been proud to represent the PCSO as an alternate delegate to the AAO House of Delegates.

Trista continued her volunteerism at the national level by serving as the PCSO representative to the AAO Council on New and Younger Members, where she is currently the Chair for the 2019-2020 term. As part of her commitments on this council she has served as the new and younger member liaison to the Council on Orthodontic Practice, the Council on Orthodontic Healthcare, and during the 2018-2019 year, as the liaison to the AAO Board of Trustees. She has been a part of the Emerging Leaders conference (as an attendee and part of the planning committee), New Orthodontist and Resident Planning Committee, AAO Annual Session Study Committee, Patient Assessment Tool Task Force, AAO Global Strategic Planning Committee, Innovation Task Force, CAP Assessment Task Force and Business Development Task Force. She has also attended a Political Advocacy Conference and is a member of the AAOPAC.

Trista is the current secretary of the British Columbia Society of Orthodontists, a fellow of the American College of Dentists and the Pierre Fauchard Academy. She successfully completed the new scenario based American Board of Orthodontics examination in February and is starting the affiliate candidate process for the Northwest Angle Society.

Trista is in a private practice partnership in Abbotsford, BC and also works one day a month within a local pediatric practice. She is a part time faculty member at the University of British Columbia's orthodontic program and enjoys providing local CE to referring practices. Trista and her husband, Dan, have been married for 7 years and have three daughters, Raya (5), Della (2) and Lenna (1). Her pastimes include spending time with family and friends and traveling.

### COMMENTS


I am humbled and honored to be the recipient of the first ever PCSO Rising Star Award. I began volunteering in organized orthodontics and dentistry as a way to connect with my colleagues and make friendships after moving from Pennsylvania to British Columbia (a place where I didn't know anyone beyond my in laws and husband's friends). I could not expect that raising my hand at a BCSO meeting to volunteer as the BC representative to the PCSO BOD would lead me down this road four short years later. I have been beyond blessed to meet and work with some of the most incredibly talented and passionate doctors in this organization. I can not begin to express my gratitude to those who have mentored me and patiently guided me along this path. Their dedication and enthusiasm has been contagious and they have kept me engaged and excited about the future of our profession. Many people believe that volunteers give a lot of themselves, but I have always felt that I have gained so much more in return.

Most importantly, I have to thank my husband, Dan, who supported me unconditionally as I became more and more involved in various capacities and volunteer positions. He has selflessly held down the fort at home, with young kids and his own practice to manage, while I have traveled frequently for meetings and events. He has always been a voice of reason to help me find clarity and direction when needed and to help me look at issues from a fresh and unbiased perspective. I also thank my girls, who probably don't realize it yet, but who have developed such resilience during my absences and growth in their experiences traveling with me. They are the best little sidekicks, and a constant reminder of what is truly important in life. To my parents and in laws who have always been there to lend a hand and encourage me to follow my passions and always seek out happiness.

I also need to thank my partner, Dr. Peter Dueckman, and our team at Abbotsford Orthodontics, for being flexible with changing schedules and covering shifts, so I could attend various meetings while knowing the office was always running smoothly in their more than capable hands.

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To all those who I have been blessed to meet because of my volunteer positions, I am forever grateful for your friendships. To the current and past PCSO Board of Directors and staff, thank you for inspiring me. You are a group of extraordinary individuals, who aren't afraid to look critically at issues in an effort to enact change for the betterment of our profession. Thank you for encouraging me as a younger member, and inspiring me to help engage more of our members. Thank you for trusting me to represent our constituency at the AAO level, and for showing me everyday what servant leadership is all about. And lastly thank you for nominating me for this award.



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# honoring our predecessors

## 2019 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.

### ROBERT M. RICKETTS 1920-2003



Photo used with permission of RMO, Inc., Denver, CO

Every now and then in our specialty of orthodontics, a scholar emerges with new insight that greatly expands our base of knowledge that become the stepping stones for others to follow. Dr. Robert Murray Ricketts' is one such esteemed scholar. The concepts and principles that he developed are as valid today as they were yesterday. His writings continue to stimulate students, educators, researchers and practitioners alike promoting the advancements of the profession of dentistry and particularly the specialty of orthodontics.

Dr. Ricketts, "Rick" to many, began his life on a farm in Kokomo, Indiana with humble beginnings and achievements. He credited "the farm" with his American work ethic, quick laughter and earthy sense of humor. He attended Indiana University School of Dentistry and graduated with Honors in 1945. He joined the U.S. Navy as a dentist for two years, and eventually went on to earn his Masters Degree from the University of Illinois Graduate School of Orthodontics under the direction of Dr. Allan G. Brodie (1950). In his chosen profession and specialty Dr. Ricketts devoted his life to lecturing, teaching and practicing orthodontics. His contributions in orthodontics began in the 1950's. During that time, Dr's. Brodie and Holly Broadbent Sr. believed that using cephalometric radiographs for longitudinal studies rather than for clinical application. The young Dr. Ricketts' took an opposing view. In 1960, he published two papers showing his work in the application of cephalometric radiographs in the treatment of 1000 patients in his clinic.

During his career in private practice in California, he developed the very innovative Bioprogressive® technique, which included the Ricketts Cephalometric Analysis, the development of the .018 inch bracket, the first straight wire appliance, and the application of sectional biomechanics with an emphasis on biology and physiology as they especially pertained to capillary pressures (light forces) in tooth movement. He was the founder of the American Institute of Bioprogressive® Education and was instrumental in establishing the Foundation for Orthodontic Research (F.O.R.).

It was Dr. Ricketts, often described as a creative genius, who was instrumental in the development of TMJ tomography and TMD therapies; the concept of early treatment and facial orthopedics; the concept of the intrusion of teeth, previously thought to be impossible; frontal facial and facial asymmetry analysis; growth prediction analysis, leading to computerized growth projection as an aid to diagnosis and treatment planning; airway analysis and its role in growth and development; Pentamorphic arch forms, individualized for various facial types; root ratings based upon the works of Miura and Lee to quantify the forces needed to move teeth in any plane of space. He also provided unique insights into facial esthetics and their relationships to divine or golden proportions; nutrition and physiology; anthropology, world conditions, politics, music and the arts, and more.

Dr. Ricketts was an active part of orthodontic education, holding professorships at University of Illinois, Loma Linda University, University of California at Los Angeles, University of Southern California, University of Texas at Houston, University of Oklahoma and dozens of orthodontic departments around the world. The University of Illinois and Loma Linda University have established research libraries in recognition of Dr. Ricketts' enormous contributions. He was a member of 17 professional societies, authored over 300 refereed articles, numerous chapters and textbooks on orthodontics, all derived and financed from his private orthodontic practice in Pacific Palisades, California and thereafter following his retirement.

Overwhelmingly, Rick remains recognized as a pioneer and history maker in our beloved specialty. He was a highly skilled, imaginative and innovative clinician, an inquiring researcher who was brilliant to the end. He readily divulged his discoveries and learned from his failures, igniting ideas and turning enthusiasm into reality. He was a leader within and outside orthodontics, which he dearly loved and respected while at the same time inspiring countless orthodontists to push beyond their personal and professional accomplishments. His influence will be felt by generations to come. In the hearts and minds of those he touched, he was a legend in his time, a true Renaissance man.

For those wishing to further gain a truer measure of this man, please see The Pacific Coast Society of Orthodontists Bulletin, volume 75, number 3, Fall 2003, The Foundation for Orthodontic Research Report, Special Edition, 2003 and Wikipedia, some of which has been excerpted for this article.

**Written by Ronald Jawor, DDS**

# honoring our predecessors

## 2019 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.

### RONALD H. ROTH, 1933-2005

The name "Roth" is familiar to virtually all orthodontists. Many fixed orthodontic appliances bear the name, and "the Roth prescription" has become an orthodontic household term. Equally notable is that many clinicians and students in orthodontic programs throughout the world follow what is known as the "Roth philosophy."

Dr. Roth received his orthodontic training from Dr. Jarabak at Loyola University School of Dentistry in Chicago. Dr. Roth's passion and purpose as an educator was to raise the level of care in the specialty of orthodontics. His clinical knowledge and skills improved our understanding functional diagnosis and correction of malocclusion to a properly functioning occlusion. His contributions also include goal directed treatment planning. He developed goals for occlusion, facial balance and harmony, periodontal health, temporomandibular joint health and stability. His cases rarely had fixed lower arch retention! Dr. Roth's excellence in finishing orthodontic treatments and obtaining aesthetically and functionally optimal results demonstrated the positive diagnostic effects of articulated cast mounted casts.

Dr. Roth made fundamental changes to the field of orthodontics. Dr. Roth constantly evaluated new concepts and new ideas. He was among the first to recognize the value and the importance of Larry Andrews' straight-wire-appliance concepts. He also integrated the bioprogressive technique into to his teachings and was among the earliest users of interactive self-ligation bracket systems. If he were alive today, he would lead the discussions on airway, occlusion and facial balance. He authored many chapters in textbooks as well as many papers while he lectured around the world.

Among his friends and his students alike, he never wanted to be anything but simply "Ron". Ron was a loyal friend and took great pleasure teaching students, colleagues, and friends from every corner of the globe. Long after his departure, Ron's teachings, convictions and friendships continue as his original students are now passing what they learned to their students worldwide. They are using new technology, continued experience and research in refereed journals to continue to support what Ron taught his students years ago.

Ron's purpose and passion to the field of orthodontics continues to benefit orthodontics worldwide. It does not happen often that a luminary develops in a specialty. Ron Roth was undoubtedly one.

Written by *Straty Righellis, DDS*



*If you are not part of the solution,  
you are probably part of the problem.*

### IN MEMORIAM

Eldon D. Bills, RMSO

John A. Bluher, RMSO

Luis G. Camacho, PCSO

Richard S. Campisi, PCSO

Leonard H. Chanda, PCSO

Robert R. Conner, PCSO

Herman D. Dahl, PCSO

Vincent K. Davis, PCSO

Jay D. Decker, PCSO

Darcy A. Dietz, PCSO

Egan W. Drenker, PCSO

K.E. Elmajian, PCSO

Richard P. Ferguson, PCSO

John R.J. Gawley, PCSO

Jeffrey B. Geller, RMSO

Richard A. Gile, PCSO

Kenneth E. Glover, PCSO

James Robert Hansel, PCSO

E. Robert Janisch, PCSO

Nicholas A. Johnson, PCSO

Shinso Kagawa, PCSO

Larry B. Kerr, PCSO

Philip W. Leigh, PCSO

Jack A. Lindskog, PCSO

Michael J. McDonald, PCSO

Mike P. Michael, PCSO

Pete Minjarez II, PCSO

Ralph M. Minnich, PCSO

James F. Mulick, PCSO

John R. Overturf, RMSO

Chris Parkinson, PCSO

John R. Rogers, PCSO

Elmer L. Sandberg, RMSO

Michael L. Stepovich, PCSO

Karl F. Stucki, PCSO

Robert A. Sunstein, PCSO

Thomas R. Van Dyke, RMSO

Theodore K. Wendorff, PCSO

David H. Werking, RMSO

Edwin P. Werlich, PCSO

Robert Yudelson, PCSO



# past award recipients

## PAST PCSO ANNUAL SESSION HONOREE AWARD RECIPIENTS

- 2018 🌸 Lesley Williams, DMD
- 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 PCSO 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 PCSO AWARD OF MERIT RECIPIENTS

- 2018 🌸 Bryan Williams, DDS, MSD
- 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 Tuverson, 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

# scientific posterboard displays

PCSO posterboards will be on display in the Sea Pearl 1-2 rooms Thursday, October 3 from 8:00 am-2:00 pm, Friday, October 4 from 8:00 am-2:00 pm, and Saturday, October 5 from 8:00 am-1:00 pm. Stop by and visit with posterboard presenters on Saturday from 9:30-10:00 am. Winners will be announced during the Business Meeting on Saturday from 7:45-8:00 am.

1. In-vitro Analysis of Aligner Leachates  
*Lena Buckendorf (co-authors: C. Pfeifer, J. Ferracane, L. Iwasaki)*  
**Oregon Health and Science University; Portland OR**  
Category: clinical research
2. Localizaton of Scardovia Wiggisiae in the Oral Cavity in Patients Undergoing Comprehensive Orthodontic Treatment  
*Graydon Carr (co-authors: K. Kingsley)*  
**University of Nevada, Las Vegas; Las Vegas, NV**  
Category: clinical research
3. Assessment of 3D surface changes following virtual bracket removal  
*Alexandra Chamberlain-Umanoff*  
**University of Southern California; Los Angeles, CA**  
Category: clinical research
4. Volumetric Characterization of the Mandibular Alveolar Housing: A Novel Approach  
*Kevin Chen (co-authors: G. Coutsiers Morell, A. Rossi, C. Flores-Mir)*  
**University of Alberta School of Dentistry; Edmonton, Alberta, Canada**  
Category: clinical research
5. Methodological paper: Rotational fulcrum of zygomaticomaxillary complex and novel angular measurement system to assess bone-anchored maxillary expansion outcomes  
*Ozge Colak (co-authors: N. Paredes, M. Torres, S. Chen, W. Moon)*  
**University of California, Los Angeles; Los Angeles, CA**  
Category: clinical research
6. Survey of Orthodontic Treatment Offered to Native Americans on Reservations, Tribally Managed Programs and Urban Health Programs  
*Renelle Conner*  
**A.T. Still University of Health Sciences; Mesa, AZ**  
Category: clinical research
7. New Method to Quantify Linear Apical Displacement of Lower Incisors and Canines within the Symphysis: Intra- and Inter-Class Reliability  
*Gaston Federico Coutsiers Morell (co-authors: K. Chen, C. Flores-Mir, A. Rossi)*  
**University of Alberta; Edmonton, Alberta, Canada**  
Category: clinical research
8. Obstructive Sleep Apnea and Rapid Maxillary Expansion in Children with Non-Syndromic Cleft lip and/or palate  
*Yianni Ellenikiotis (co-authors: C. Campbell, S. Lee, G. Nelson, S. Oberoi)*  
**University of California, San Francisco; San Francisco, CA**  
Category: clinical research
9. Transverse evaluation of premolar eruption following phase I expansion  
*Lauren Frisch (co-authors: S. Parikh, S. Oberoi, N. Young)*  
**University of California, San Francisco; San Francisco, CA**  
Category: clinical research
10. The relationship between the mandibular symphysis bone density and mandibular growth direction using CBCT  
*Jay Gousman (co-authors: J. Chae, J.Park)*  
**A.T. Still University of Health Sciences; Mesa, AZ**  
Category: clinical research
11. Protocol for measuring functional tongue space using cone-beam computed tomography in orthodontic patients  
*Ivan Halim (co-authors: J. Park, E. Liou, M. Zeinalddin, Y. Al Samawi, K. Gosselin)*  
**A.T. Still University of Health Sciences; Mesa, AZ**  
Category: clinical research
12. Positive Airway Pressure and Mandibular Advancement Splints; a Randomized Controlled Trial  
*Mona Hamoda (co-authors: N. Ayas, N. Huynh, F. Almeida)*  
**University of British Columbia; Vancouver, British Columbia, Canada**  
Category: clinical research
13. Occlusal Contacts before and after treatment in teenagers treated with fixed appliances versus clear aligners  
*Aaron Ivanhoe (co-authors: J. Garfinkle, J. Nickel, L. Iwasaki)*  
**Oregon Health and Science University; Portland OR**  
Category: clinical research
14. Effects of Maxillary Skeletal Expander (MSE) on Improvement of Sleep Disorders and Quality of Life  
*Eliza Jaria (co-authors: D. Brunetto, C. Moshik, E. Niss, M. Won)*  
**University of California, Los Angeles; Los Angeles, CA**  
Category: clinical research
15. Distraction Osteogenesis Maxillary Expansion (DOME) Improves Nasal Breathing and OSA  
*Taekeong Kim (co-authors: H. Seo, A. Yoon, J. Park)*  
**University of the Pacific; San Francisco, CA**  
Category: clinical research
16. Three-Dimensional Analysis of Cortical Bone Thickness in Individuals with Non-Syndromic Unilateral Cleft Lip and Palate  
*Jaemin Ko (co-authors: H. Han, W. Hoffman, S. Oberoi)*  
**University of California, San Francisco; San Francisco, CA**  
Category: clinical research

17. Skeletal expansion, alveolar bone bending and dental tipping induced by Microimplant-Supported Skeletal Expander (MSE), studied with cone-beam computed tomography  
*Ney Paredes (co-authors: O. Colak, M. Torres, S. Chen, W. Moon)*  
**University of California, Los Angeles; Los Angeles, CA**  
**Category: clinical research**
18. UCLA Amino Acid Toothpaste Clinical Trial for Patients with Braces  
*Kendrick Park (co-authors: J. Mullen, K. Ting)*  
**University of California, Los Angeles; Los Angeles, CA**  
**Category: clinical research**
19. The Relationship Between Salivary Estrogen and Testosterone with Height, Weight, and Skeletal Maturation in Orthodontic Patients  
*Payal Patel (co-authors: K. Bateman, C. Luu, P. Bollu, M. Mandal)*  
**Roseman University of Health Sciences; Henderson, NV**  
**Category: clinical research**
20. Volumetric assessment of root resorption associated with the use of photobiomodulation during orthodontic treatment with clear aligners: A pilot study  
*Antonio Rossi (co-authors: M. Lagravere, P. Major, G. Heo, T. El-Baily)*  
**University of Alberta School of Dentistry; Edmonton, Alberta, Canada**  
**Category: clinical research**
21. Effect of Corticopuncture (CP), Low-level Laser Therapy (LLLT) and the Combined Technique (CP+LLLT) on the Rate of Tooth Movement in Rats Using Histological and Micro-CT Evaluation  
*Martha Carolina Torres (co-authors: N. Paredes, S. Suzuki, W. Moon, O. Colak)*  
**University of California, Los Angeles; Los Angeles, CA**  
**Category: basic science**
22. Cone Beam CT Assessment of the Distal Infrazygomatic Crest for Bone Thickness and Clinical Implications for Ideal Miniscrew Insertion Angle  
*Kyle Tuttle (co-authors: J. Pobanz, B. Chrzan)*  
**University of Nevada, Las Vegas; Las Vegas, NV**  
**Category: clinical research**
23. Cephalometric Evaluation of Maxillomandibular Advancement for Obstructive Sleep Apnea  
*Tim Yu (co-authors: H. Suh, A. Yoon, S. Jung, H. Oh)*  
**University of the Pacific; San Francisco, CA**  
**Category: clinical research**

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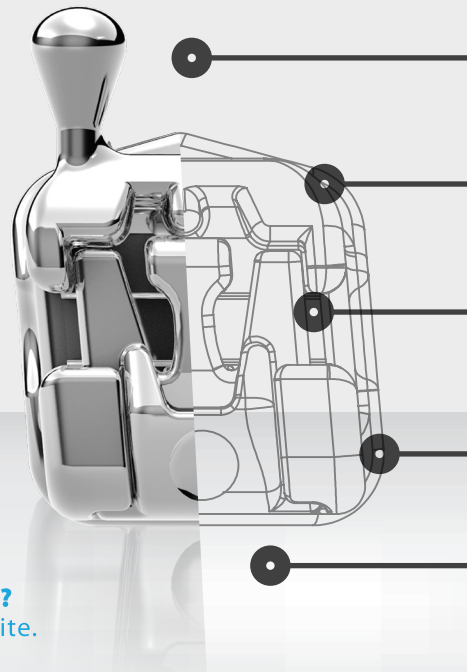
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In consideration for my being allowed to participate in the 2019 PCSO/RMSO Annual Session, the PCSO/RMSO and their authorized agents are hereby released from any damages caused or incurred in connection with these activities. I agree to indemnify and hold the PCSO/RMSO and their authorized agents harmless against any liabilities, including reasonable attorney's fees, arising from, or in connection with, these activities. I grant permission to all of the foregoing to use any photographs, motion pictures, or any other record of my/our participation in this event.

# schedule at a glance

THURSDAY, OCTOBER 3, 2019

6:00 AM - 2:00 PM	Registration	Coral Lobby
6:30 AM - 7:30 AM	Conference Breakfast	South Pacific 1-4 (Doctors) Coral 1-2 (Team)
<b>DOCTOR, CLINICAL, &amp; ADMINISTRATIVE PROGRAM</b>		
7:30 AM - 9:00 AM	<b>The World Is Your Oyster, You Are The Pearl</b> <i>Dr. Anil Idiculla</i>	Coral 3-5
8:00 AM - 2:00 PM	Exhibit Hall Open	Coral Lounge
8:00 AM - 2:00 PM	Posterboard Displays	Sea Pearl 1-2
9:00 AM - 9:30 AM	Refreshment Break	Coral Lounge
<b>DOCTOR PROGRAM</b>		
9:30 AM - 11:00 AM	<b>Making Orthodontics Fun Again</b> <i>Dr. Tom Pitts</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 3
<b>CLINICAL &amp; ADMINISTRATIVE PROGRAM</b>		
9:30 AM - 11:00 AM	<b>How to Win at the Social Media Game: Strategies for Practice Growth</b> <i>Dr. Dovi Prero</i>	Coral 4-5
11:15 AM - 12:15 PM	Conference Lunch	South Pacific 1-3 (Doctors) Coral 1-2 (Team)
11:30 AM - 12:15 PM	<b>LUNCH &amp; LEARN</b> <b>Owning Your Orthodontic Practice: The Key to Your Financial Future (Residents)</b>	South Pacific 4
<b>DOCTOR PROGRAM</b>		
12:30 PM - 2:00 PM	<b>Palatal Expansion with Skeletal Anchorage: Periodontal and Airway Rationale</b> <i>Dr. Marianna Evans</i>	Coral 3
<b>CLINICAL &amp; ADMINISTRATIVE PROGRAM</b>		
12:30 PM - 2:00 PM	<b>Make Your Place of Employment a Place of Enjoyment</b> <i>Ms. Rosemary Bray</i>	Coral 4
<b>Team/Administrative</b>		
12:30 PM - 2:00 PM	<b>KABOOM! The Method for Explosive Marketing Results</b> <i>Ms. Wendy O'Donovan Phillips</i>	Coral 5
2:15 PM - 2:45 PM	American Board of Orthodontics (ABO) Update	Coral 3
5:00 PM - 7:00 PM	UCSF Reception	Paradise Lounge
5:30 PM - 6:30 PM	Alumni Receptions <ul style="list-style-type: none"> <li>• Loma Linda University</li> <li>• University of the Pacific</li> <li>• University of Washington</li> </ul>	Hibiscus Suite



# schedule at a glance

FRIDAY, OCTOBER 4, 2019

6:00 AM - 2:00 PM	Registration	Coral Lobby
6:30 AM - 7:30 AM	Conference Breakfast	South Pacific 1-4 (Doctors) Coral 1-2 (Team)
7:30 AM - 7:45 AM	PCSO Welcome & General Assembly	Coral 3
<b>CLINICAL &amp; ADMINISTRATIVE PROGRAM</b>		
7:30 AM - 8:30 AM	<b>The Full Team Approach to Growing Your Practice</b> <i>Ms. Michelle Shimmin</i>	Coral 4-5
<b>DOCTOR PROGRAM</b>		
7:45 AM - 9:15 AM	<b>PRESIDENT'S LECTURE</b> 🌸 <b>Pobanz Pearl Jam 2019</b> <i>Dr. John Pobanz</i>	Coral 3
8:00 AM - 2:30 PM	Exhibit Hall Open	Coral Lounge
8:00 AM - 2:00 PM	Posterboard Displays	Sea Pearl 1-2
<b>CLINICAL PROGRAM</b>		
9:00 AM - 10:00 AM	<b>Time Management in a Busy Orthodontic Practice</b> <i>Ms. Carol Eaton</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 4
<b>ADMINISTRATIVE PROGRAM</b>		
9:00 AM - 10:00 AM	<b>From Teacher to TC: Using the Philosophy of Education in the New Patient Exam</b> <i>Ms. Christine Townsend</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 5
9:15 AM - 9:45 AM	Refreshment Break	Coral Lounge
<b>DOCTOR PROGRAM</b>		
9:45 AM - 11:15 AM	<b>Designing a Digital Practice</b> <i>Dr. Scott Frey</i>	Coral 3
<b>CLINICAL PROGRAM</b>		
10:30 AM - 11:30 AM	<b>The Robots are Coming! The Future of Automation in Orthodontics</b> <i>Dr. Craig Scholz</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 4
<b>ADMINISTRATIVE PROGRAM</b>		
10:30 AM - 11:30 AM	<b>Scheduling Tips and Pearls</b> <i>Ms. Debbie Best</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 5
11:30 AM - 12:30 PM	Conference Lunch	Coral 1-2 (Team)
11:45 AM - 12:30 PM	<b>LUNCH &amp; LEARN</b> <b>Understanding the Value of the Orthodontic Dental Practice in a Seller's Market: The emotional, financial and opportunistic value and how to realize all three in transition (Doctors)</b>	South Pacific 1-4

# schedule at a glance

## DOCTOR PROGRAM

12:45 PM - 2:15 PM	<b>90-Minute Orthodontic MBA</b> <i>Dr. Courtney Dunn</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 3
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## CLINICAL PROGRAM

12:30 PM - 2:00 PM	<b>You Think You are the Best Choice for Orthodontic Care? Prove It!</b> <i>Dr. Dan Bills</i>	Coral 4
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## ADMINISTRATIVE PROGRAM

12:30 PM - 2:00 PM	<b>Insurance: YOUR Plan is Key</b> <i>Ms. Tina Byrne</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 5
2:15 PM - 3:30 PM	New & Younger Member Meetup & Mai Tais (Pre-registration requested)	Hibiscus Suite
6:00 PM - 9:00 PM	Welcome Party Luau	Great Lawn

## SATURDAY, OCTOBER 5, 2019

6:00 AM - 1:00 PM	Registration	Coral Lobby
6:15 AM - 7:30 AM	Component Breakfast (Pre-registration required) California (invitation only) Nevada Washington	South Pacific 4 South Pacific 2 South Pacific 3
6:30 AM - 7:30 AM	Conference Breakfast	Coral 1-2

## CLINICAL & ADMINISTRATIVE PROGRAM

7:30 AM - 8:30 AM	<b>Treating Outside of the Box</b> <i>Ms. LeeAnn Peniche</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 4-5
7:45 AM - 8:00 AM	RMSO Business Session	Nautilus
7:45 AM - 8:00 AM	PCSO General Assembly	Coral 3

## DOCTOR PROGRAM

8:00 AM - 9:30 AM	<b>Give Patients What They Want</b> <i>Dr. Ben Fishbein</i>	Coral 3
8:00 AM - 1:00 PM	Posterboard Displays	Sea Pearl 1-2
8:00 AM - 2:00 PM	Exhibit Hall Open	Coral Lounge

## CLINICAL PROGRAM

9:00 AM - 10:00 AM	<b>Kids These Days! Understanding the Contemporary Child and Adolescent</b> <i>Dr. Clarice Law</i>	Coral 4
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## ADMINISTRATIVE PROGRAM

9:00 AM - 10:00 AM	<b>Master the Changing Marketing Technology to Grow Your Practice</b> <i>Ms. Beth Leach</i> Speaker with financial and/or beneficial interest in any products or services related to their presentation.	Coral 5
9:30 AM - 10:00 AM	Refreshment Break	Coral Lounge
9:30 AM - 10:00 AM	Visit with Posterboard Presenters	Sea Pearl 1-2

# schedule at a glance

## DOCTOR PROGRAM

**10:00 AM - 11:30 AM** **Clinical Success with Aloha and Aligners** Coral 3  
*Dr. Sean Holliday*  
Speaker with financial and/or beneficial interest in any products or services related to their presentation.

## CLINICAL PROGRAM

**10:30 AM - 11:30 AM** **It's All about Timing – How to Keep Your Clinic on Time** Coral 4  
*Ms. Andrea Cook*  
Speaker with financial and/or beneficial interest in any products or services related to their presentation.

## ADMINISTRATIVE PROGRAM

**10:30 AM - 11:30 AM** **Personal Cybersecurity: How to Better Protect Yourself Online** Coral 5  
*Mr. Steve McEvoy*  
Speaker with financial and/or beneficial interest in any products or services related to their presentation.

**11:30 AM - 12:30 PM** Conference Lunch South Pacific 1-4 (Doctors)  
Coral 1-2 (Team)

## DOCTOR, CLINICAL, & ADMINISTRATIVE PROGRAM

**12:30 PM - 2:00 PM** **Proper Documentation for a Busy Practice** Coral 3-5  
*Dr. Neal Kravitz*

### 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 registration desk while supplies last.

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who will be speaking on how to develop a system that facilitates a workable and rewardable approach to insurance for both the practice and patient.



Friday, Oct 4 @ 12:30 pm

Tina Byrne, *Industry Consultant and Orthodontic Insurance Expert*

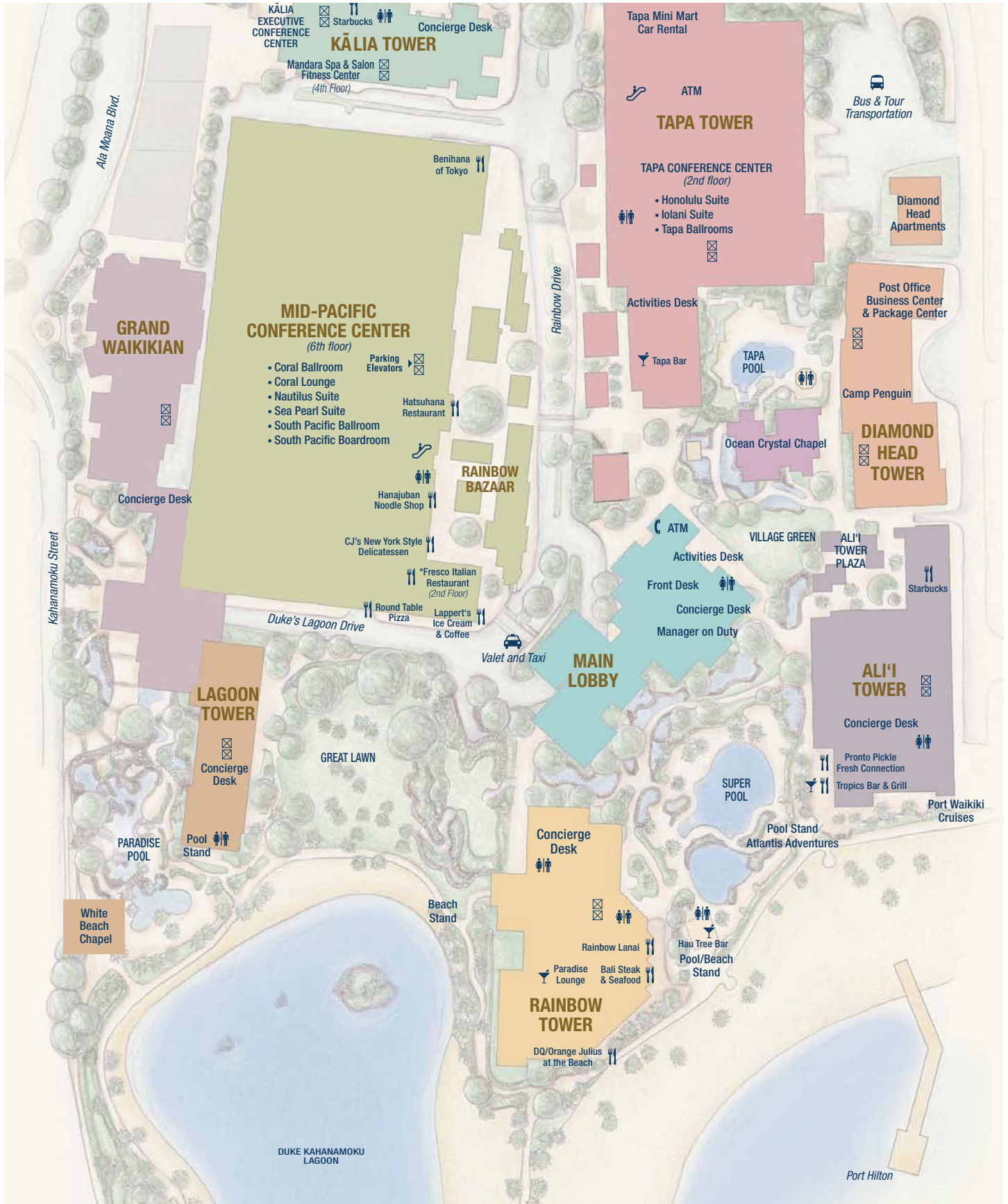
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# conference maps

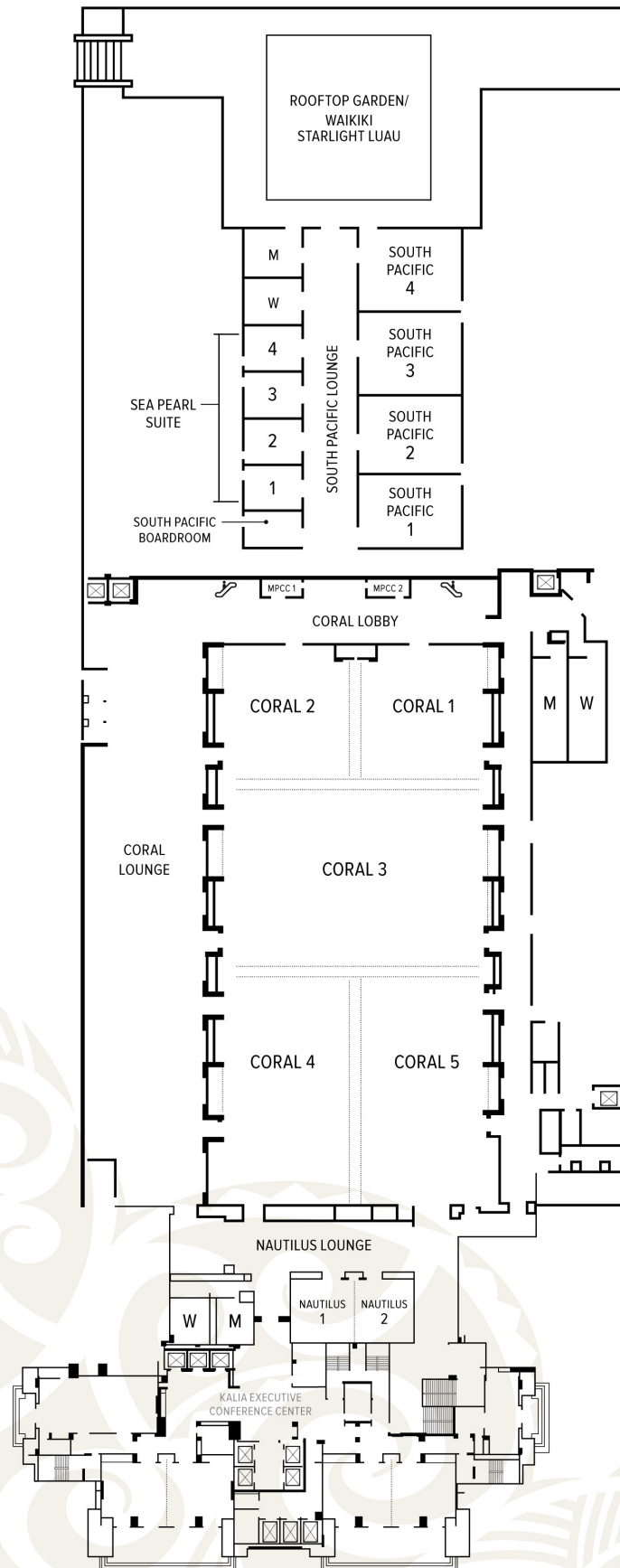
## RESORT MAP





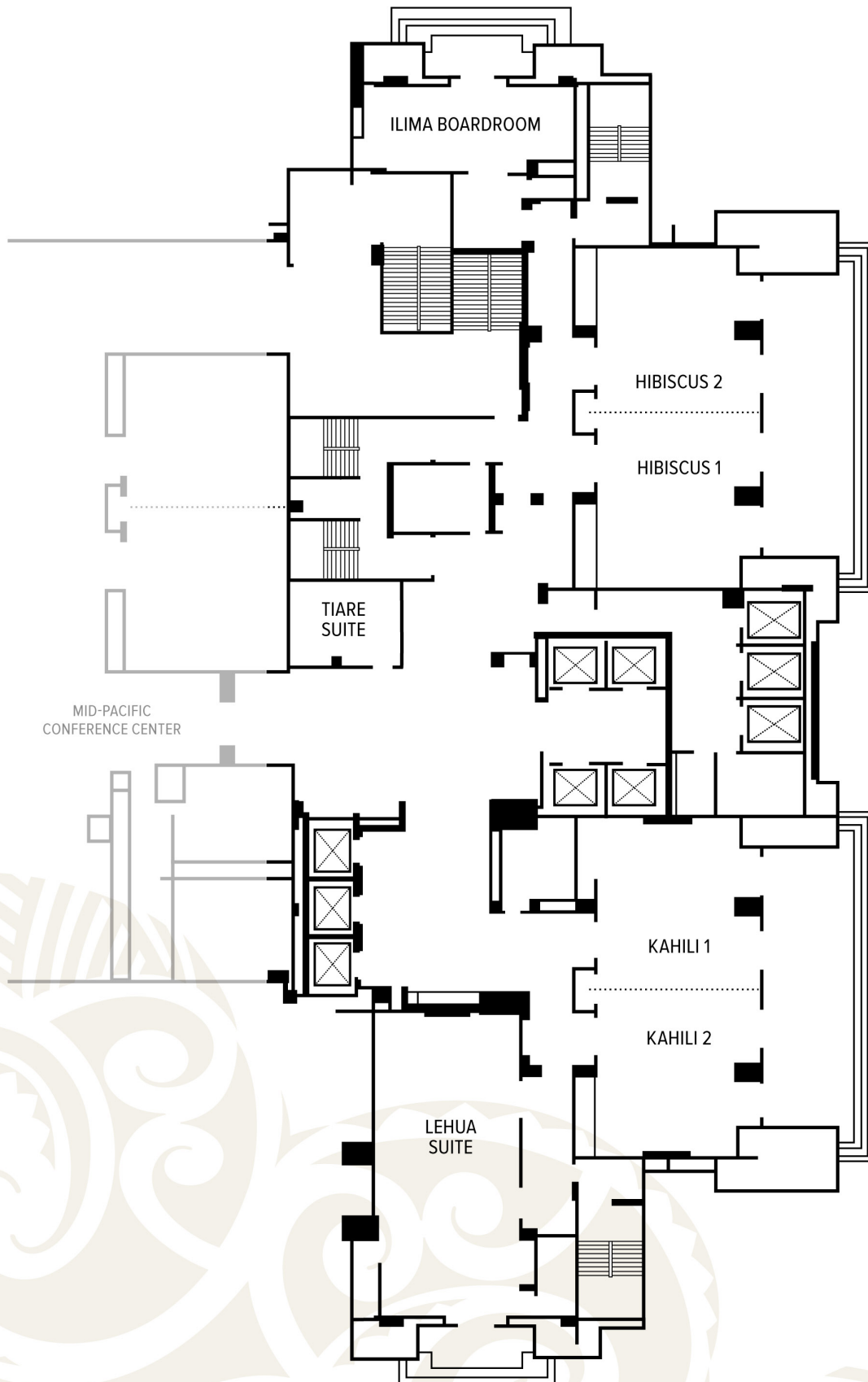
# conference maps

## MID-PACIFIC CONFERENCE CENTER FLOORPLAN



# conference maps

## KALIA TOWER FLOORPLAN



# lecture schedule

## THURSDAY, OCTOBER 3, 2019

9:30 AM - 11:00 AM

### Making Orthodontics Fun Again

Dr. Tom Pitts

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

#### SPONSORED BY OC ORTHODONTICS.

It's time for a fresh look at what we have accepted for Esthetic Orthodontic Results in the past. Fixed appliances are still relevant, but we can't have patients in treatment very long. How can we shorten treatment times and still have beautiful finishes?

#### OBJECTIVES:

1. Recognize, the esthetic and smile characteristics that can be controlled differently, orthodontically.
2. Identify orthodontic protocols to set up for improved Smile Arc, Incisal display and evaluate techniques for reduction of flaring and creation of a 12 tooth smile.
3. Compare case management techniques for reduced treatment times



Dr. Tom Pitts received his BS from the University of Nevada and DDS from the University of the Pacific in 1965. He served in the US Army from 1966-1968, after which he completed his MSD in Orthodontics at the University of Washington. Dr. Pitts is in private practice in Reno, NV and is a past president

of the Northern Nevada Dental Society as well as past examiner for the Nevada State Board. He currently serves as an adjunct clinical professor at UNLV and previously served as associate clinical professor at the University of the Pacific. Dr. Pitts is a consultant for OC Orthodontics and has delivered over 1,000 lectures and workshops on clinical and management orthodontics.

Coral 3

12:30 PM - 2:00 PM

### Palatal Expansion with Skeletal Anchorage: Periodontal and Airway Rationale

Dr. Marianna Evans

The upper jaw carries a unique anatomic position as it separates nasal and oral cavities. Patients with maxillary deficiencies often present with compromised daytime and nighttime breathing due to anatomic upper airway constrictions and soft tissue obstructions. Current evidence suggests that maxillary expansion may promote respiratory function in many of these situations by opening nasal passages.

Conventional tooth-supported palatal expanders can at times produce unfavorable periodontal outcomes. The introduction of the temporary skeletal anchorage into rapid maxillary expansion appliances eliminates orthopedic forces applied directly to the teeth. In doing so, orthodontists can avoid adverse periodontal effects, achieve required skeletal maxillary expansion in nongrowing patients without surgery and control skeletal and dental post-expansion movements in three dimensions. This course will assist clinicians to incorporate comprehensive three-dimensional management of the maxillary hypoplasia and optimize Rapid Palatal Expansion with Temporary Anchorage Devices in their everyday practice.

#### OBJECTIVES:

1. Understand the latest advances in 3D diagnosis of maxillary hypoplasia.
2. Application options for TADs in Rapid Palatal Expansion Therapy.
3. The new advances in non-surgical TAD-assisted Rapid Palatal Expansion in non-growing patients.



Dr. Marianna Evans is a board-certified dual specialist in Orthodontics and Periodontics practicing in greater Philadelphia area. She received her DMD degree and specialty training at the University of Pennsylvania. Dr. Evans frequently lectures on airway orthodontics, guided facial growth, interdisciplinary care, and periodontal plastic surgery. She co-founded

OrthoPerio Institute and recently developed 4D Morphotropic Orthodontics expansion protocol with the focus on airway and periodontal health.

Coral 3

### DOCTORS | CLINICAL TEAM | ADMIN TEAM |

#### THURSDAY

7:30 AM - 9:00 AM

Coral 3-5

#### The World Is Your Oyster, You Are The Pearl

Dr. Anil Idiculla

See pg 38 for details

#### SATURDAY

12:30 PM - 2:00 PM

Coral 3-5

#### Proper Documentation for a Busy Practice

Dr. Neal Kravitz

See pg 38 for details

## DOCTORS & RESIDENTS:

Don't miss the Lunch & Learn on  
Thursday (for residents) and  
Friday (for doctors)  
presented and sponsored by  
Cain, Watters & Associates.

# lecture schedule

## FRIDAY, OCTOBER 4, 2019

7:45 AM - 9:15 AM

Coral 3

### 🌸 PRESIDENT'S LECTURE 🌸 Pobanz Pearl Jam 2019 Dr. John Pobanz

This President's lecture directly embraces the theme of the annual session: Pearls in Paradise. Rather than wade through discourses of theoretical musings, Dr. Pobanz will deliver a fast paced 90-minute Pearl Jam. Clinical pearls, marketing pearls, and management pearls will include but not be limited to: clinical tips and tricks with passive self-ligation and aligner treatment including in office aligner fabrication; becoming less dependent upon general dentist referrals; team culture improvements as well as effective team communication when addressing complaints. Make time to attend. It will be worth it.

#### OBJECTIVES:

1. Clinical Pearls
  - Miscellaneous tips and tricks in passive self-ligation and aligner treatment
  - Specific guides for success with en masse movements with tads
  - 10 Finishing steps to make your life easier
2. Marketing Pearls
  - Become less dependent upon general dental referrals- Leverage in office digital signage
  - Engage your community in unique ways
3. Management Pearls
  - Make your team experts at managing complaints
  - Instilling intrinsic motivation
  - Culture pearls that work



Dr. John Pobanz has owned and operated Pobanz Orthodontics in his hometown of Ogden, Utah for 21 years. He is a Diplomate of the American Board of Orthodontics and a volunteer clinical instructor at the University of the Nevada Las Vegas School of Dental Medicine. Dr. Pobanz delivers lectures to international

audiences and has written articles on a broad range of orthodontic topics. He has a specific interest in team building in the work place and helping entrepreneurs harness the energy of their workforce. Dr. Pobanz and his wife Angela, a clinical psychologist, have four children ranging in age from 10 to 25. As a family they enjoy traveling and getting crazy in the mountains of Utah skiing, hiking, and wakesurfing.

9:45 AM - 11:15 AM

Coral 3

### Designing a Digital Practice Dr. Scott Frey

An exploration of how to leverage 3D printing technology, clear aligners, and digital tools to increase practice profits and treatment efficiency.

#### OBJECTIVES:

1. Understand the fundamentals of 3D printing.
2. Learn how to 3D printing technology in orthodontic practice.
3. Key performance indicators for a profitable digital practice.



Dr. Scott Frey is a graduate of the University of the Pacific Arthur A. Dugoni School of Dentistry and earned his post-doctoral master's degree and certificate in orthodontics from the University of Colorado. He is a Board Certified orthodontist practicing in Norfolk, VA and for his achievements in private practice has earned fellowships from the World Congress of Minimally Invasive Dentistry and the American Academy of Facial Esthetics. Dr. Frey has held a faculty position at the University of the Pacific teaching dental esthetics and occlusion and has developed the Soft Tissue Orthodontics Curriculum for Henry Schein. Dr. Frey has authored numerous publications, is a reviewer for the Journal of Aesthetic Plastic Surgery, Journal of Cosmetic Dermatology, the Angle Orthodontist, founder of theorthocosmos.com, and is an international authority on esthetic and digital orthodontics speaking for Henry Schein Orthodontics and Invisalign.

## NEW & YOUNGER MEMBERS:

don't miss the NYM Meetup & Mai Tais  
FRIDAY AFTERNOON (PRE-REGISTRATION REQUESTED).

## PLAN TO VISIT

### EXHIBIT HALL

Explore more than 55 exhibiting companies!

THURSDAY THRU SATURDAY  
8:00 AM - 2:00 PM



# lecture schedule

## FRIDAY, OCTOBER 4, 2019

9:45 AM - 11:15 AM

Coral 3

### 90-Minute Orthodontic MBA

Dr. Courtney Dunn

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

In the last five years, orthodontics has changed rapidly on the clinical and business front. There have been phenomenal updates to technology that allow for increased efficiency and excellent clinical results. But we are also dealing with market forces that aren't all driving us in a positive direction, like increased numbers of orthodontic practitioners and unconventional business models delivering orthodontic care. Running a successful orthodontic practice requires that we learn not only the clinical techniques, but also the business principles to help us manage the changing market. In this talk, there will be a study of successful businesses outside of our industry. We will learn by discussing their struggles and eventual success via creative decision making and good business sense. Topics will include, dealing with increasing competition, marketing strategy, creating culture, and how to hire the "right" people for your business.

#### OBJECTIVES:

1. Strategies to create your office culture and get your team on board.
2. Learn a different mindset for hiring new team members.
3. Create marketing strategies from a different point of view.



Dr. Courtney Dunn is a practicing orthodontist, wife, mother of three and the Founder of Women in Orthodontics®. Described as smart, ambitious, opinionated and a force of nature, Courtney has won the Milo Hellman Award, served as President of the Arizona State Orthodontic Association, and been interviewed

by such diverse media sources as National Public Radio (NPR) and Fox News Channel. Originally from Phoenix, Courtney attended the University of Michigan for dental school and orthodontics. After she and her husband (Matt, who is also an orthodontist) finished residency, she stubbornly decided to move back home and open from scratch even though the orthodontic market in Phoenix was completely saturated and every orthodontist and dentist told her she should go someplace else. The wisdom of what was already a questionable decision became even murkier a year later, when the Great Recession decimated the real estate and job markets in Phoenix forcing many dental and orthodontic practices in the Phoenix area out of business. Through intense study and implementation of proven business and innovative marketing strategies, they were able to build a highly successful, multi-location orthodontic practice and now teach across the US and Canada so others can be successful as well.

## DOWNLOAD THE ANNUAL SESSION MOBILE APP

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

You will find all sorts of 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;
- 🌸 Fun, interactive games to be eligible for prizes; and
- 🌸 Links to PCSO publications and social media feeds.

Make our app your go-to meeting resource. Stay active and engaged!  
Prizes will be awarded.



# lecture schedule

## SATURDAY, OCTOBER 5, 2019

7:30 AM - 8:30 AM

Coral 3

### Give Patients What They Want

Dr. Ben Fishbein

Fishbein Orthodontics has gone from a team of 7 to 70+ team members and counting in just 5 short years. Dr. Fishbein will share how his team has created and maintained a positive team culture while growing at an exponential rate. Learn how levels of leadership can help control the many responsibilities of an orthodontic office.

#### OBJECTIVES:

1. Understand what it means to create and maintain a positive team culture.
2. Learn how levels of leadership can control the many responsibilities of an orthodontic office.
3. See some of Fishbein Orthodontics most effective ways of new patient acquisition.



Dr. Ben Fishbein is the owner of Fishbein Orthodontics, with eight locations surrounding Pensacola, Florida. Fishbein Orthodontics is considered to be one of the fastest growing practices in the industry. Dr. Fishbein is originally from Maryland, where he obtained his dental degree. After completing dental school, he moved to Jacksonville, Florida, to pursue his Orthodontic Residency and Fellowship training. While in Jacksonville, he met his wife, Leah. They moved to Pensacola following residency to be closer to Leah's family. Dr. Fishbein and Leah have a one year old daughter, Amelia, and a golden retriever, Holly.

7:30 AM - 8:30 AM

Coral 3

### Clinical Success with Aloha and Aligners

Dr. Sean Holliday

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

#### SPONSORED BY ALIGN TECHNOLOGY.

Clear aligner therapy has developed into the fastest growing segment of the orthodontic market. With greater interest from adult and adolescent patients how do we gain clinical success while delivering a stellar patient experience?

This presentation aims to address the fundamentals to clinical success with clear aligner therapy. Focusing from the digital workflow to clinical techniques to address a wide variety of malocclusions with a focus on treatment efficiency, efficacy and the patient's journey.

#### OBJECTIVES:

1. Understand critical steps in the digital workflow and fundamentals to clear aligner therapy.
2. Distinguish a wide range of clinical techniques and biomechanical principles in treating malocclusions with clear aligners.
3. Develop a team focused on a remarkable journey and experience.



Dr. Sean Holliday earned his dental degree from the University of Missouri- Kansas City and his orthodontic certification and master's degree from the University of Illinois at Chicago. Dr. Holliday is a Diplomate of the American Board of Orthodontics, a published author, public lecturer, and has been teaching colleagues on aligner therapy for over ten years. He has over 4,000 clear aligner cases, and two thirds of his patients are treated with aligner therapy. He has four orthodontic offices and practices full-time on the island of Oahu, Hawaii.

## SCIENTIFIC POSTERBOARD DISPLAYS

Sea Pearl 1-2

Available from 8:00 AM - 2:00 PM on Thursday & Friday and 8:00 AM - 1:00 PM on Saturday.  
Presenters will be available to discuss their findings on Saturday from 9:30 AM - 10:00 AM.

Thank you to judges: Prashanti Bollu (Roseman University of Health Sciences); Laura Iwasaki (Oregon Health & Science University); Jae Park (A.T. Still University); and Glenn Sameshima (University of Southern California)  
see pg 12

# lecture schedule

## FRIDAY, OCTOBER 4, 2019

9:00 AM - 10:00 AM

Coral 4

### Time Management in a Busy Orthodontic Practice

Ms. Carol Eaton

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

Whether it is your administrative team or your clinical team, time is a ruler of our day in a busy orthodontic practice. Based on her 43 years of hands-on experience, Carol will share with you how to utilize your skills and talents in a timelier manner, becoming more efficient and effective in your daily role.

#### OBJECTIVES:

1. Recognize time wasters during the day.
2. Find creative ways to utilize any wait time for the doctor(s).
3. Create new habits that make you more efficient and effective during your work day.



Carol Eaton has been actively involved with the dental/orthodontic community for over 42 years in her varied roles as Practice Management Consultant, Treatment Coordinator, Marketing Coordinator, and Registered Dental Assistant with hands-on experience in general dentistry and orthodontics. As an accomplished speaker, she has lectured at regional, national, and international dental programs since 1992. Best known for her expertise in training treatment coordinators and streamlining the new patient process, she also focuses on enhanced communications, internal/external marketing, team building, and presenting your practice message in a fun and professional format.

10:30 AM - 11:30 AM

Coral 4

### The Robots are Coming! The Future of Technology in Orthodontics

Dr. Craig Scholz

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

#### SPONSORED BY ORTHO2.

Artificial intelligence, machine learning, and robotics are thriving in medicine and beginning to make their way into the orthodontic profession. Existing technology can automate many tasks in the orthodontic practice, and new systems will soon be able to take clinical photographs, intraoral scans, and even complete invasive dental procedures. Dr. Craig Scholz, Vice President of Emerging Technology at Ortho2, will explore some of the newest software and hardware automation that could have a big impact on your practice. Exploring the latest systems and technology from his 30 years in the orthodontic industry, this lecture will focus on cutting edge solutions that can greatly affect how you practice as well as their ramifications.

#### OBJECTIVES:

1. Describe the essential components of artificial intelligence.
2. Discuss the impact of automation on orthodontics.
3. Evaluate new technological automation systems for their practices.



Dr. Craig Scholz has been with Ortho2 since 1986 and currently serves on the board of directors as the Vice President of Emerging Technology. He graduated from the University of California, Santa Barbara and later received his doctorate in Clinical Psychology from Pepperdine University. Craig is also a partner of a dental imaging center in southern California, an industry advisor for OrthoScience, and maintains an active interest in 3D inter and extraoral imaging and their applications in orthodontics.

12:30 PM - 2:00 PM

Coral 4

### You Think You are the Best Choice for Orthodontic Care? Prove It!

Dr. Dan Bills

We are practicing during a very interesting time in the history of orthodontics. Patients have more choices available to straighten their teeth. Some patients are choosing to have orthodontics done by the large corporate office down the road, others by their General Dentist, and some are even getting aligners by mail! With all of these available choices, why should they come to your office for their orthodontic care? This lecture will dive deep into proven strategies to differentiate your practice and to help patients and potential patients realize that your office is the obvious choice for their orthodontic care. You simply can't afford to miss this!

#### OBJECTIVES:

1. Explore the ever growing number of choices that a potential patient has when it comes to orthodontic care for them or for their child.
2. Discuss the significant impact that technology has had on the way the modern orthodontic patient thinks, learns, and connects – and ultimately chooses an orthodontic provider.
3. Review some powerful orthodontic and digital technologies with an emphasis on how to utilize them to effectively differentiate your office as the obvious choice for orthodontic care.



Dr. Dan Bills is an avid (yet barely competent) golfer, an amateur BBQ aficionado, and a loving husband and father to his wife Emily and daughter Caroline. Dr. Bills received his Bachelor of Arts degree in Biology from Lafayette College and his dental degree from Harvard University, both with Honors, after which he completed a three-year orthodontic residency at the University of Illinois. He is a Board Certified Diplomate of the American Board of Orthodontics and a Fellow of the American College of Dentists. He maintains a state-of-the-art private practice, Innovative Orthodontics, with three locations in Southern New Jersey, just outside of Philadelphia. He is on Faculty in the University of Pennsylvania Department of Orthodontics and is on staff in the Department of Dentistry at Virtua Hospital and has been honored as "Teacher of the Year" at both prestigious institutions. He lectures regularly at orthodontic meetings, both stateside and abroad, and gives in-office courses about a variety of clinical topics as well as how to better utilize technology in the orthodontic office.

# lecture schedule

## SATURDAY, OCTOBER 5, 2019

9:00 AM - 10:00 AM

Coral 4

### Kids These Days! Understanding the Contemporary Child and Adolescent

Dr. Clarice Law

Kids are different these days. In fact, parents are different these days. What's an office to do? In this presentation, Dr. Clarice Law will bring some of the issues being discussed amongst pediatric offices to the orthodontic world. We'll talk about some frameworks for understanding the roots of child and parent behavior and discuss some strategies that can influence behavior in the dental office.

1. Summarize classifications of child behavior.
2. Describe the influence of various parenting styles.
3. Describe behavior guidance techniques utilized in pediatric offices.
4. Apply parenting systems to guiding the behavior of children and adolescents.



Dr. Clarice Law is a Clinical Professor in the Sections of Pediatric Dentistry and Orthodontics at UCLA School of Dentistry. Dr Law received her DMD from Harvard School of Dental Medicine and completed specialty training in Pediatric Dentistry and Orthodontics at UCLA. She teaches both disciplines to dental students and residents. She has given a number of presentations on child and adolescent behavior to the general and pediatric dentistry audiences and looks forward to interacting with the orthodontic audience. Dr. Law is married to filmmaker Ian Eyre and has two children who have influenced both her orthodontic and behavior guidance practices immensely.

10:30 AM - 11:30 AM

Coral 4

### It's All about Timing – How to Keep Your Clinic on Time

Ms. Andrea Cook

*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.

1. Develop schedule options and efficient templates.
2. Understand clinical reports to evaluate clinical flow.
3. Learn how to deal with late/early patients.



Andrea Cook's in-office, hands-on training motivates and energizes orthodontic clinical teams. Her "clinical pearls" are polished from 20 years experience as a chair side assistant with outstanding orthodontic practices. She works as a clinical consultant and trainer for premier orthodontic offices across the country.

Since effectively training clinical team members is a critical portion to the advancement of clinical productivity and profitability, Andrea works with teams to increase efficiency, improve communication, and guide the office to a new level of excellence. 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 expertise provides her unique insight to solutions for the multitude of challenges faced everyday by orthodontic clinical teams.

## TEAM PROGRAM | CLINICAL & ADMINISTRATIVE

THURSDAY

9:30 AM - 11:00 AM

Coral 4-5

### How to Win at the Social Media Game: Strategies for Practice Growth

Dr. Dovi Prero

See pg 36 for details

THURSDAY

12:30 PM - 2:00 PM

Coral 4

### Make Your Place of Employment a Place of Enjoyment

Ms. Rosemary Bray

See pg 36 for details

FRIDAY

7:30 AM - 8:30 AM

Coral 4-5

### The Full Team Approach to Growing Your Practice

Ms. Michelle Shimmin

See pg 37 for details

FRIDAY

7:30 AM - 8:30 AM

Coral 4-5

### Treating Outside of the Box

Ms. LeeAnn Peniche

See pg 37 for details

## DOCTORS | CLINICAL TEAM | ADMIN TEAM |

THURSDAY

7:30 AM - 9:00 AM

Coral 3-5

### The World Is Your Oyster, You Are The Pearl

Dr. Anil Idiculla

See pg 38 for details

SATURDAY

12:30 PM - 2:00 PM

Coral 3-5

### Proper Documentation for a Busy Practice

Dr. Neal Kravitz

See pg 38 for details



# lecture schedule

## THURSDAY, OCTOBER 3, 2019

12:30 PM - 2:00 PM

Coral 5

### KABOOM! The Method for Explosive Marketing Results

Ms. Wendy O'Donovan Phillips

The perfect remedy for...

- A drop in production, revenue, or lack of profits
- Patient traffic plateauing or falling off
- High staff turnover or low patient loyalty
- Not enough new starts to acquire, transition, expand, or grow

A successful orthodontic practice articulates how it is different from all others and how to inspire their patients and community to become loyal to them. Take the guesswork out of marketing to increase interest, loyalty, production/revenue, and profitability. In this course, Wendy O'Donovan Phillips shines the light on the four parts to a balanced marketing formula: brand, online, traditional, and internal.

Attendees will gain clarity about the importance of branded marketing and review real-life examples on:

- What to say to potential patients to attract them to the practice
- The most powerful ways to reach the target audience
- Creating a marketing toolbox that simplifies, streamlines and saves money
- The best ways to motivate people to become loyal to the organization

#### OBJECTIVES:

1. Learn top trends in online advertising and marketing.
2. Develop an advertising and marketing plan.
3. Use market research to ensure differentiation.



Early in her career, Wendy O'Donovan Phillips learned the marketing strategies used by Fortune 500 companies. She distilled those marketing strategies down to their most essential parts. For the last 10 years, her marketing agency has been delivering these strategies to the orthodontists nationwide. Wendy has served as an expert

marketing consultant to the American Dental Association, has lectured at the American Association of Orthodontists annual session, is a celebrated American Marketing Association award winner, and is the author of *KABOOM! The Method Used By Top Dentists for Explosive Marketing Results*. Her work has been published in many industry journals.



# lecture schedule

## FRIDAY, OCTOBER 4, 2019

9:00 AM - 10:00 AM

Coral 5

### From Teacher to TC: Using the Philosophy of Education in the New Patient Exam

Ms. Christine Townsend

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

Would you like to learn a new approach to case acceptance? Through the years of serving children and partnering with their parents, I learned how to prepare the classroom environment to assure that every child felt a true sense of belonging. Now, I would like to share this technique with you. Come and let me draw out the teacher in you! The only requirement is a love for children and your patients.

#### OBJECTIVES:

1. Recognize how building relationships with patients leads to case acceptance, positive reviews, and referrals.
2. Implement five essential components into the new patient exam process that will lead patients toward case acceptance.
3. Identify how each team member plays a role in same day starts.



Christine Townsend graduated from Concordia University with the honor of Summa Cum Laude. She served in the field of education for over 15 years before joining Marcel Orthodontics in 2007. In addition to her career as a Treatment Coordinator, she is also a Keirsey Temperament Certified Professional and a Training Specialist with Debbie Best Consulting Network. Christine lives in California with her husband, John. Together, they have two grown children and five grandchildren. Christine enjoys musical theatre and contemporary ballet. As an avid gardener, she loves spending her weekends working in her flower gardens.

10:30 AM - 11:30 AM

Coral 5

### Scheduling Tips and Pearls

Ms. Debbie Best

*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.

#### OBJECTIVES:

1. Develop schedule options and efficient templates.
2. Understand clinical reports to evaluate clinical flow.
3. Learn how to deal with late/early patients.



Debbie Best, practice management consultant and lecturer for Debbie Best Consulting Network has over 44 years of experience in the dental and orthodontic field. Debbie evaluates staffing needs and systems to develop a strategic plan to enhance patient care and practice productivity. She designs customized schedules, personalized job descriptions, and a team member handbook to fit each practice's needs. As a part of her consulting program, Debbie also focuses on the role of the administrative team, financial controls, anti-embezzlement protocol, and practice building.

12:30 PM - 2:00 PM

Coral 5

### Insurance: YOUR Plan is Key

Ms. Tina Byrne

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

#### SPONSORED BY ORTHOBANC.

How do we stay "on top of our game" in the ever-changing world of dental insurance? Management of patient benefits is involved and detailed – it is an area of the practice where there is no room for complacency! Insurance will continue to play a role in new patient enrollment, case acceptance, and ultimately practice growth. Your business staff will be challenged with managed care fee schedules, claims submission, coding for cases outside the realm of "standard" treatment, and delinquency as a result of unpaid benefits. This presentation explores a system which facilitates a workable and rewarding approach to insurance for both the practice and patient.

#### OBJECTIVES:

1. Translate practice policy into win-win situations for the practice and patients.
2. Eliminate benefit delinquency and time consuming follow-up on the part of the practice.
3. Develop and organize protocols for insurance plan participation.



With 40 years of experience working and consulting in the field of orthodontics, Tina Byrne has gained success and recognition for her well-founded proficiencies in clinical, business, and administrative functions. She has extensive knowledge and understanding of systems innovation and efficiency, data analysis, strategic business planning, and marketing implementation. She has lectured and helped guide the success of leading practices throughout North America and abroad. Ms. Byrne has widely trained and lectured on orthodontic insurance. Her leadership qualities and upbeat presentation style offer a fresh perspective on the challenges faced daily by the entire orthodontic team. She offers a unique combination of industry knowledge, humor, wisdom, motivation, and practical solutions.

# lecture schedule

## SATURDAY, OCTOBER 5, 2019

9:00 AM - 10:00 AM

Coral 5

### Master the Changing Marketing Technology to Grow Your Practice

Ms. Beth Leach

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

Online technology is changing every minute. Are you using the Latest techniques to connect with patients and potential patients? In this lecture, we will discuss the latest uses for the messenger apps in social media, virtual consultations, advertising bots, texting, chatting, automated prospecting through email, artificial intelligence, and much more.

#### OBJECTIVES:

1. Communicate effectively with patients, parents and other family members.
2. Market your practice through the latest technology available for online consultations.
3. Broaden your market through artificial intelligence.



Beth Leach has worked in the orthodontic marketing field for over 20 years and is principal in two orthodontic-related companies, where she works with individual orthodontists, corporations, and academic departments. Beth has generated growth in more than 3,000 orthodontic practices.

She is an expert in combining the latest online marketing strategies with the most effective traditional modes of practice promotion to generate high level practice growth.

10:30 AM - 11:30 AM

Coral 5

### Personal Cybersecurity: How to Better Protect Yourself Online

Mr. Steve McEvoy

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

Everyone worries about using the Internet. Are hackers recording me? Are my passwords vulnerable? Are my activities being tracked? Unfortunately in some cases the answer is 'Yes'. Sadly if you are in a troubled relationship your partner can track almost everything about you knowing just your phones email password.

During this action-packed session, you will hear some of the ways people can take advantage of you and the simple steps you can take to fend them off. We will discuss:

- Safety of public Wi-Fi
- How to turn off tracking
- What makes a good password
- How to tell if your password is already hacked
- Things to NEVER do online

#### OBJECTIVES:

1. Determine if your usernames and passwords have been leaked onto the Internet.
2. Make simple and secure password.
3. Minimize your risk of being hacked while using Wi-Fi.



Steve McEvoy is an IT professional and project manager for MME Consulting, Inc., a computer company that specializes in serving Orthodontic Practices nationwide. He has 20+ years' experience working hands-on with the technologies used in practices like yours. He is a past Chair of the AAO Committee on Information Technology (CTech).

## TEAM PROGRAM | CLINICAL & ADMINISTRATIVE

THURSDAY

9:30 AM - 11:00 AM

Coral 4-5

### How to Win at the Social Media Game: Strategies for Practice Growth

Dr. Dovi Prero

See pg 36 for details

THURSDAY

12:30 PM - 2:00 PM

Coral 4

### Make Your Place of Employment a Place of Enjoyment

Ms. Rosemary Bray

See pg 36 for details

FRIDAY

7:30 AM - 8:30 AM

Coral 4-5

### The Full Team Approach to Growing Your Practice

Ms. Michelle Shimmin

See pg 37 for details

FRIDAY

7:30 AM - 8:30 AM

Coral 4-5

### Treating Outside of the Box

Ms. LeeAnn Peniche

See pg 37 for details

## DOCTORS | CLINICAL TEAM | ADMIN TEAM |

THURSDAY

7:30 AM - 9:00 AM

Coral 3-5

### The World Is Your Oyster, You Are The Pearl

Dr. Anil Idiculla

See pg 38 for details

SATURDAY

12:30 PM - 2:00 PM

Coral 3-5

### Proper Documentation for a Busy Practice

Dr. Neal Kravitz

See pg 38 for details

# lecture schedule

## THURSDAY, OCTOBER 3, 2019

9:30 AM - 11:00 AM

Coral 4-5

### How to Win at the Social Media Game: Strategies for Practice Growth

Dr. Dovi Prero

Change the way you see your team, change the way your patients see you- Leadership, management, communication, goal-driven motivation, and team synergy are key factors that are imperative to a successful practice with a remarkable reputation! Learn how to empower each team member as leaders through communication and team building techniques. We will focus on how to setup (and succeed!) at getting your patients vested in your practice today, utilizing your team, from front to back and beyond with clear communication and daily preparation. Your team will learn how to recognize and get past the unconscious barriers that exist in the new patient process, creating every opportunity for your patients to choose you! Through this fun, inspiring lecture we will help to bridge the gap we often find between the front and the back staff, providing very clear expectations that deliver a high level of accountability and a team that 'wants to'!

#### OBJECTIVES:

1. Understand the rationale for social media in an orthodontic office.
2. Know how to post and what to post on social media.
3. Empower team members to engage with patients, and convey the message and branding of their office through social media.



Dr. Dovi Prero is a Board-Certified Orthodontist in Beverly Hills, CA. He founded his practice on quality treatment outcomes and creating a strong referral base from dentists. His practice has grown through building a brand of selfless service to his patients and his community, while harnessing the power of Instagram to spread his message. He focuses

on the power of clear communication and exceeding his patients' expectations. He believes that your only competition is looking at you in the mirror. Give to your colleagues, give to your patients, and give to the world.

12:30 PM - 2:00 PM

Coral 4

### Make Your Place of Employment a Place of Enjoyment

Ms. Rosemary Bray

How great it would be to actually LOVE going to work every day! Many people DO feel that way. What makes the difference? How can you help yourself and your team to enjoy the work environment more and look forward to Monday rather than to dread it? I have for 50 years! Let's see what Ortho teams do to create a culture of appreciating both the office work day AND each other. When you can do both, the patient benefits as well as you.

#### OBJECTIVES:

1. Learn what Ortho teams do to stay "up" on "down" days.
2. Understand how being happy at work relates to overall health and satisfaction.
3. Take home tips to lift yourself (for the patient, your team and YOU)."



Rosemary began her Ortho career over 50 years ago! She spent 30 years employed as a team member in San Diego (PCSO) and the last 20 travelling the world to speak and consult. She has lectured and worked in all 50 states and on every continent except Antarctica. Teaching on behalf of the AAO, most Orthodontic vendors & companies, numerous state and local dental societies, Ortho and dental study groups, and for her own workshops and seminars (including 12 years of Ortho Camp), she has spread the word on what a terrific profession we all are in. She served as Staff Program Co-Chair for the AAO Annual Session in 2011 and has spoken at over 25 consecutive AAO meetings. Teeth have taken her around the world and she has truly "been there and done that" in her Ortho and dental career.



# lecture schedule

FRIDAY, OCTOBER 4, 2019

7:30 AM - 8:30 AM

Coral 4-5

## The Full Team Approach to Growing Your Practice

Ms. Michelle Shimmin

Change the way you see your team, change the way your patients see you- Leadership, management, communication, goal-driven motivation, and team synergy are key factors that are imperative to a successful practice with a remarkable reputation! Learn how to empower each team member as leaders through communication and team building techniques. We will focus on how to setup (and succeed!) at getting your patients vested in your practice today, utilizing your team, from front to back and beyond with clear communication and daily preparation. Your team will learn how to recognize and get past the unconscious barriers that exist in the new patient process, creating every opportunity for your patients to choose you! Through this fun, inspiring lecture we will help to bridge the gap we often find between the front and the back staff, providing very clear expectations that deliver a high level of accountability and a team that 'wants to'!

### OBJECTIVES:

1. Learn the skills and effects of powerful leadership that deliver results from every team member.
2. Take away guidelines for setting up clarity and creating goal-driven employees that get excited about their role in the patient's experience and the practice's success.
3. Understand how your role in the practice makes a difference and, through patient dialog and seeing the big picture, how to creatively start every patient today!



Michelle Shimmin is an International lecturer, trainer and consultant who has been in the field of orthodontics for the past 27 years, working as a Registered Dental Assistant, teaching orthodontic assisting, marketing, financials, treatment coordinating, and practice management. She is an effective TC who led her office to Elite status while only seeing patients 2.5 days a week. Michelle travels the country to lecture and transform orthodontic offices on their systems to promote training, growth, and success through a comprehensive practice approach.

SATURDAY, OCTOBER 5, 2019

7:30 AM - 8:30 AM

Coral 4-5

## Treating Outside of the Box

Ms. LeeAnn Peniche

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

The reality is we have braces in a box and big box braces. Join expert LeeAnn Peniche as she discusses how to think outside of the box. LeeAnn will share how to build your brand, differentiate your practice, and maximize the patient experience. She will share how to set department benchmarks and dashboards to celebrate success. You don't want to miss this incredible opportunity to learn how to treat outside of the box.

### OBJECTIVES:

1. Become the community brand.
2. Results from every team member.
3. Build a concierge team.
4. Build measurable results.



Through innovative, proven and proprietary Systems, LeeAnn Peniche has consistently brought smiles to orthodontists for more than 30 years. As the founder and President of Peniche & Associates, she has earned a reputation as one of the country's premier orthodontic consultants who specialize in case acceptance, scripting, marketing and practice systemization.

# lecture schedule

## THURSDAY, OCTOBER 3, 2019

7:30 AM - 9:00 AM

Coral 3-5

### The World Is Your Oyster, You Are The Pearl

Dr. Anil Idiculla

Prepare to dive deep to discover the pearls of your life, and what makes you truly unique and beautiful in your own way. We will explore what makes us one of a kind, and how we can thrive in our own superb way.

#### OBJECTIVES:

1. Come away with a new understanding of your strengths and weaknesses.
2. Get back to the most important fundamentals in life.
3. Implement some key action items to make your personal and professional life more full."



Dr. Anil Idiculla is an Invisalign® Diamond provider at his five Denver-area orthodontic practices. He is honored to be the only doctor in Colorado to be elected as an Invisalign Faculty Member. He received his undergraduate degree from the prestigious University of Pennsylvania in Philadelphia, his hometown. He then attended Nova Southeastern

University Dental School in Florida on an academic scholarship graduating summa cum laude, number one in his class. Dr. Idiculla returned to the University of Pennsylvania for his orthodontic residency, where he obtained specialty training. Most recently, his peers and patients have selected him as their Top Orthodontist in Colorado, as seen in 5280 Magazine every year since opening in 2008. Dr. Idiculla has a huge heart, a fierce passion for philanthropy, and lives by his mission to Live Life Smiling™.

## SATURDAY, OCTOBER 5, 2019

12:30 PM - 2:00 PM

Coral 3-5

### Proper Documentation for a Busy Practice

Dr. Neal Kravitz

Documentation is never an exciting lecture topic, but it one that we need hear. Are you certain your documentation is in order? Too often it is the paperwork that slips through the cracks as an office gets busier. This presentation will be fast-paced and full of practice management pearls to help ensure your office documentation is correct. We will review the topics such as consent forms, pretreatment letters, hygiene grades, Invisalign, and remote treatment monitoring. Dr. Kravitz is excited to return to the PCSO again with an important presentation for both doctors and staff.

#### OBJECTIVES:

1. Debate whether we really need pretreatment letters.
2. Learn the importance of the oral hygiene grades.
3. Pickup clinical tricks for documenting your Invisalign patients
4. Review documentation of remote patients in treatment..

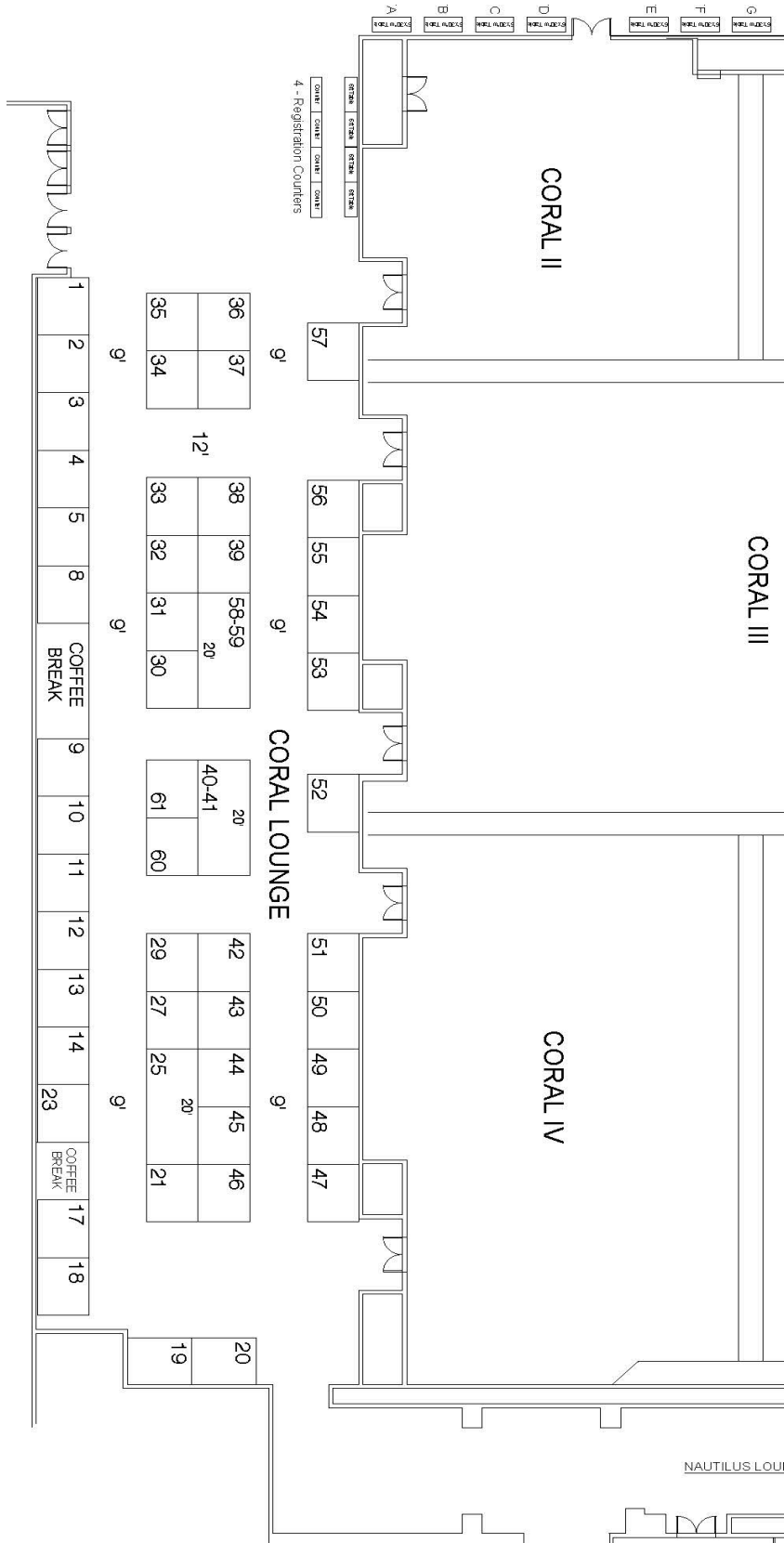


Dr. Neal Kravitz is a Diplomat of the American Board of Orthodontics, member of the Edward Angle Honor Society, and Associate Editor for the Journal of Clinical Orthodontics. Dr. Kravitz is a graduate of Columbia University and received his DMD at the University of Pennsylvania. He is also a prolific 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.

# exhibiting companies

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**AAOPAC:** The AAO's Government Relations Program, which includes the AAO's Political Action Committee, is dedicated to advancing the specialty of orthodontics. This includes advocating for laws that enable members to provide care to patients that best protect patient health and safety. The AAOPAC allows members to directly influence elections nationwide in order to elect officials aligned with orthodontic issues.

**AAO Foundation:** The AAO Foundation, the charitable arm of the American Association of Orthodontists, provides support to orthodontic education programs and orthodontic research

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Year	President	Meeting Site	Residence	Year	President	Meeting Site	Residence
2018-19	Kurt Stormberg	Honolulu, HI	La Mesa, CA	1974-75	Kenneth Kahn*	Seattle, WA	Unknown
2017-18	Kamrin Olfert	Monterey, CA	Regina, SK	1973-74	Donald Prieue	San Francisco, CA	Reno, NV
2016-17	Paul Kasrovi	Reno, NV	Berkeley, CA	1971-72	Ted Harper	Spokane, WA	Palm Desert, CA
2015-16	Bryan Hicks	Seattle, WA	West Vancouver, BC	1970-71	Harold Odden	San Francisco, CA	Unknown
2014-15	Frank Beglin	Palm Springs, CA	Carson City, NV	1969-70	Lloyd Cottingham*	Anaheim, CA	Unknown
2013-14	Ronald Jawor	Anaheim, CA	Corona Del Mar, CA	1968-69	Richard Philbrick*	Vancouver, BC	Unknown
2012-13	Bryan Williams	San Diego, CA	Lake Forest Park, WA	1967-68	Warren Kitchen*	Honolulu, HI	Unknown
2011-12	Robert Merrill	Monterey, CA	East Wenatchee, WA	1966-67	Charles Linfesty*	Coronado, CA	Unknown
2010-11	Lesley Williams	Vancouver, BC	Surrey, BC	1965-66	Malcolm Chipman*	Portland, OR	Unknown
2009-10	Lili Horton	Honolulu, HI	Honolulu, HI	1964-65	Eugene West*	San Francisco, CA	Unknown
2008-09	Kenneth Kai	Phoenix, AZ	San Jose, CA	1961-64	H.V. Muchnic*	Las Vegas, NV	Unknown
2007-08	Ronald Wolk	Palm Springs, CA	Calgary, AB	1960-61	E. A. Bishop*	Seattle, WA	Unknown
2006-07	Howard Hunt	Monterey, CA	Eureka, CA	1958-60	R.M. Railsback*	Palo Alto, CA	Unknown
2005-06	Norman Nagel	Honolulu, HI	Simi Valley, CA	1956-58	A.F. Heimlich*	Santa Barbara, CA	Unknown
2004-05	Steve Dugoni	San Diego, CA	S. San Francisco, CA	1953-56	Arnold Stoller	Seattle, WA	Unknown
2003-04	James Peck	Palm Springs, CA	Lincoln, CA	1951-53	R.L. Blake*	San Francisco, CA	Unknown
2002-03	Todd Hellwig	Vancouver, BC	Scottsdale, AZ	1949-51	C.F.S. Dillon*	San Francisco, CA	Unknown
2001-02	Dale Rhoney	Monterey, CA	Welches, OR	1947-49	S.B. Hoskin*	San Francisco, CA	Unknown
2000-01	Robert Varner	Honolulu, HI	Roseburg, OR	1943-47	J. Camp Dean*	San Francisco, CA	Unknown
1999-00	John Grubb	Reno, NV	Escondido, CA	1941-43	Ben Reese*	W.W. II-No Meeting	Unknown
1998-99	Rodney Dubois	Phoenix, AZ	Bellevue, WA	1939-41	William Sheffer*	San Francisco, CA	Unknown
1997-98	Gary Baughman	Palm Springs, CA	Stockton, CA	1937-39	George Barker*	San Francisco, CA	Unknown
1996-97	Patrick Turley	Honolulu, HI	Hawthorne, CA	1935-37	John Taylor*	San Francisco, CA	Unknown
1995-96	Robin Jackson	Monterey, CA	Vancouver, BC	1932-35	Allen Scott*	San Francisco, CA	Unknown
1994-95	Lee Boese	Los Angeles, CA	Merced, CA	1930-32	Harvey Stryker*	San Francisco, CA	Unknown
1992-93	Terry McDonald	San Francisco, CA	Langlois, OR	1928-30	C.M. McCauley*	San Francisco, CA	Unknown
1991-92	George Kaprelian	Honolulu, HI	Sunnyvale, CA	1926-28	W.R. Dinham*	San Francisco, CA	Unknown
1989-90	Donald Joondeph	Phoenix, AZ	Bellevue, WA	1924-25	L.E. Carter*	San Francisco, CA	Unknown
1988-89	Harry Hatasaka	Reno, NV	Palo Alto, CA	1923-24	Allen Suggett*	San Francisco, CA	Unknown
1987-88	William Ridgeway	Honolulu, HI	Long Beach, CA	1922-23	Albert Solley*	San Francisco, CA	Unknown
1986-87	Theodore Thom	Seattle, WA	Klamath Falls, OR	1921-22	C.C. Mann*	San Francisco, CA	Unknown
1985-86	Joseph Gryson	Los Angeles, CA	San Rafael, CA	1920-21	H. Moorehouse*	Los Angeles, CA	Unknown
1984-85	Herbert Gabriel	San Diego, CA	Escondido, CA	1919-20	J.R. McCoy	San Francisco, CA	Unknown
1983-84	R. William	Honolulu, HI	Mercer Island, WA	1918-19	B. Frank Gary	San Francisco, CA	Unknown
1980-81	W. Eugene Brain	Portland, OR	Thorp, WA	1917-18	Wm. Cavanaugh*	Portland, OR	Unknown
1978-79	Earl Crane*	Los Angeles, CA	Unknown	1915-17	J.D. McCoy*	San Francisco, CA	Unknown
1977-78	John Anderson	Vancouver, BC	Templeton, CA	1914-15	Robert Dunn*	San Francisco, CA	Unknown
1978-79	Earl Crane*	Los Angeles, CA	Unknown	1913-14	Robert Dunn*	San Francisco, CA	Unknown
1975-76	Fay Van*	San Diego, CA	Unknown				

\*Deceased



# Save *the* Date

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October 22-25, 2020



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