

2009

SEATTLE STUDY CLUB

SYMPOSIUM

JANUARY 26 – 31





INTERDISCIPLINARY TREATMENT PLANNING

Principles, Design, Implementation

Our 16th Annual Seattle Study Club National Symposium celebrates the publication of Dr. Cohen's book on interdisciplinary treatment planning. With contributions from top clinicians around the world, this massive tome takes us inside the heads of these masters, as they treatment plan their toughest cases. These are our "elephants" — the awesome giants of dentistry who inspire, guide and assist us as we till the often rocky fields of this wonderfully challenging profession. At Symposium 2009, we'll bring the chapters of the book to life, as many of the authors present their individual treatment planning philosophies and show their own cases. The purpose, of course, is not to adopt someone else's mindset, but rather to gain new insights and ideas that will help us further develop our own treatment planning skills.

And while we call it "Dr. Cohen's book," it is really a book that belongs to the entire Seattle Study Club network. The book could not even have been conceived had this amazing group of clubs and clinicians not flourished for many years. It is within this environment that members refueled their passion for dentistry and renewed their commitment to comprehensive care by participating in "grass-roots" treatment planning sessions. As their skills and confidence grew, they mentored others ready to join them on the path to better dentistry. In so doing, they proved how important peer-to-peer communication, clinical interaction, and true interdisciplinary treatment planning is to post-graduate continuing dental education. These are the values upon which the Seattle Study Club has been built, and which will inform our educational activities at Symposium 2009.

The Seattle Study Club Staff

DR. ANDREW ALPERT
DR. ROBERT BALLARD
DR. JILL BOLTE TAYLOR
MR. BRIAN BRADLEY
MR. DARRELL CAIN
DR. GERARD CHICHE
DR. MAURO FRADEANI
DR. ROBERT FRAZER
MR. MARK GUNGOR
DR. GALIP GÜREL
MS. CASEY HEIN
DR. GREGGORY KINZER
MS. MARY KOKICH
DR. VINCE KOKICH

DR. SONIA LEZIY
DR. BRAHM MILLER
DR. RICARDO MITRANI
DR. TAL MORR
DR. HENRY NICHOLS
DR. ARIEL RAIGRODSKI
DR. STEPHEN RIMER
DR. ANDRE SAADOUN
DR. WARD SMALLEY
DR. NEIL STARR
DR. DENNIS TARNOW
DR. LLOYD TUCKER
MS. BETHANY VALACHI
DR. MARSHALL WADE
DR. JOHN WEST

Faculty

Monday, January 26

Keynote

Dr. Robert Ballard

ADVENTURES IN DEEP SEA EXPLORATION: LIVING THE DREAM

Dr. Robert Ballard is best known for his 1985 discovery of the Titanic. He is now using advanced technology to create a new field of research in deep water archaeology. Through the use of stunning images and personal accounts, Ballard will present his most recent work in deep water archaeology and the technology of tele-presence. In the process, he will motivate attendees to think outside the box and learn how to deal with failure, as failure is just a step along the way to success.

Following this presentation, attendees should be able to:

- Know why to hire people smarter than themselves.
- Think outside the box and take risks to achieve long-term goals.
- Discover the boundaries of achievement by pushing the envelope.
- See that dreams provide motivation to overcome failure and find success.
- Understand that life is not failure avoidance; it is something we all experience.



Dr. Robert D. Ballard has succeeded in tracking down numerous significant shipwrecks, including the German battleship Bismarck, the lost fleet of Guadalcanal and John F. Kennedy's boat, PT 109. In addition to being a National Geographic Society Explorer-in-Residence and a commissioner on the U.S. Commission on Ocean Policy, Dr. Ballard is the founder and president of the Institute for Exploration at Mystic Marinelife Aquarium in Mystic, Connecticut. IFE's research includes utilizing evolving technology such as advanced mapping and imaging systems, underwater robotics and manned submersibles.

Dr. Gregory Kinzer

APPROACHES TO VERTICAL DIMENSION

Managing patients with worn teeth presents many treatment difficulties, including obtaining the appropriate amount of room for restorative materials and proper tooth length. One treatment option for the clinician is to alter the vertical dimension of occlusion. The confusion that often arises stems from which philosophy should be used to determine the new position. This presentation will address when the vertical dimension should be altered and, if an alteration is necessary, how to determine the new position and foresee the likely outcome of treatment.

Following this presentation, attendees should be able to:

- Evaluate whether vertical dimension has been lost.
- Determine the correct vertical dimension of occlusion.
- Comprehend the effect of altering vertical dimension on the joints, muscles and speech.
- Answer the question, "What is the stability of altering the vertical dimension of occlusion?"



Dr. Gregory Kinzer received a DDS degree in 1995 and an MSD and certificate in prosthodontics in 1998, both from the University of Washington. He continues to serve there as an Affiliate Assistant Professor in the Graduate Prosthodontics Program and as a faculty member at the Seattle Institute for Advanced Dental Education. Dr. Kinzer maintains a private practice limited to comprehensive restorative and esthetic dentistry in Seattle. In addition, he serves on the editorial review boards of *Quintessence International* and *Advanced Esthetics and Interdisciplinary Dentistry*.



Dr. Stephen Rimer

THE EFFECT OF ORTHOGNATHIC SURGERY ON OVERALL TREATMENT

Orthognathic surgery, when combined with restorative therapy, orthodontics, periodontics and other disciplines where indicated, will optimize the functional and esthetic results. The amount of time necessary for the execution of these cases is particularly challenging, and requires that all team members understand the sequencing of therapy as it relates to planning, execution and delivery of the case. To achieve the desired outcome, it is most important that the patient embarking on this journey of treatment is committed to the entire process.

Following this presentation, attendees should be able to:

- Evaluate, diagnose and understand the overall concept of the inclusion of orthognathic surgery in interdisciplinary treatment.
- Define the benefits, risks and alternatives to treatments, including the latest modalities.



Originally from South Africa, Dr. Stephen Rimer received his BDS degree from the University of the Witwatersrand in Johannesburg. He completed his postgraduate education at Michael Reese Hospital in Chicago and the University of Miami Medical School at Jackson Memorial Hospital in Miami. After completing a fellowship in orthognathic surgery and reconstruction at the University of Miami, Dr. Rimer established a private practice in oral and maxillofacial surgery in Boca Raton, Florida. He is also the Director of the D.E.A.L. Study Club, an affiliate of the Seattle Study Club.

Dr. Ward Smalley

COMPREHENSIVE, INTERDISCIPLINARY MANAGEMENT OF PATIENTS WITH MISSING AND/OR ABNORMALLY PROPORTIONED TEETH

Dentitions debilitated by the absence of teeth are often difficult to manage in an optimal manner. A malocclusion of some level always develops secondary to the absence or loss of teeth and/or the presence of abnormally proportioned teeth from compensation by the existing teeth. The teeth become malpositioned with inappropriate spacing between the teeth. Orthodontic treatment is needed to correct the resultant malocclusion and establish appropriate spaces for optimal replacement of the missing teeth and/or restoration of abnormally proportioned teeth. This presentation will emphasize a comprehensive, interdisciplinary approach to the management of patients with missing and/or abnormally proportioned teeth.

Following this presentation, attendees should be able to:

- Discuss the benefits of optimal space appropriation.
- Understand the prosthodontic requirements related to optimal space appropriation.
- Recognize the benefits of integrating orthodontics in the treatment of patients.
- Understand the importance of establishing a Class I relationship of the anterior teeth.



Dr. Ward M. Smalley is a prosthodontist and orthodontist who maintains a private practice limited to orthodontics in Seattle. He serves as an Affiliate Professor at the University of Washington School of Dentistry in the orthodontics and restorative dentistry departments. He also teaches at the Kois Center in Seattle. Dr. Smalley received his DDS degree from the University of Washington in 1977, and earned a certificate in fixed prosthodontics and an MSD degree in 1984. In 1986, he received a certificate in orthodontics and a second MSD, also from the University of Washington.

Dr. Tal Morr

UNDERSTANDING THE INDICATORS FOR ESTHETIC SUCCESS WITH SINGLE TOOTH IMPLANTS

Implants have changed the options available for replacement of single missing or failing teeth. It is the final soft tissue form that is the critical element for esthetic success with implants. All too often, misdiagnosis and overuse of implants in non-ideal situations leads to an esthetic nightmare. As dentists, it is imperative that we be able to diagnose and predict, prior to implant placement, whether the result will meet our esthetic criteria for success.

Following this presentation, attendees should be able to:

- Cite the key predictors for natural soft tissue form around implants.
- Apply a step-by-step sequence for management of single tooth implants including stent design and soft tissue manipulation.



Dr. Tal Morr maintains a private practice in Aventura, Florida limited to esthetic, implant, and complex restorative dentistry. He received his DMD degree from Tufts University School of Dental Medicine and went on to study at the University of Washington prosthodontic program where he received a certificate in prosthodontics and an MSD. He is also a published author on esthetically related dental topics such as veneers, implants, and complex prosthetics. Dr. Morr is a member of numerous professional organizations including the American College of Prosthodontics.

Ms. Casey Hein

NEW FRONTIERS IN THE APPLICATION OF PERIODONTAL-SYSTEMIC RESEARCH

This program provides a brief overview of the most credible evidence and biological plausibility of various oral-systemic relationships, including the association between periodontal disease and complications of diabetes, atherosclerosis induced diseases, adverse pregnancy outcomes, bacterial pneumonia, osteoporosis, rheumatoid arthritis, reinfection of *Helicobacter pylori*, among others. Also presented are new models for medical-dental cross referral of at-risk patients, and a brief overview of how the insurance industry is responding to this body of science.

Following this presentation, attendees should be able to:

- Discuss the suspected etiological mechanisms implicated in the inflammatory pathway linking periodontal disease to systemic consequences.
- Recognize the potential for medical-dental collaboration in cross referral and co-management of patients at risk for periodontal disease and related inflammation driven disease states.



Ms. Casey Hein, BSDH, MBA is the Chief Editor of *Grand Rounds in Oral-Systemic Medicine™*, the first peer reviewed journal circulated to both the dental and medical communities. She is also the president of PointPerio, a nationally recognized clinical consulting firm dedicated to on-site training and education in periodontal therapeutics. Ms. Hein is a member of the American Dental Hygienists' Association, and the Speakers and Consultants Network, and holds a BS degree in Dental Hygiene from West Virginia University and an MBA from Loyola.

Mr. Brian Bradley

THE EGOSCUE METHOD: DAILY TRAINING WITH BRIAN BRADLEY, PAS

Back by popular demand, Mr. Brian Bradley will explain The Egoscue Method of exercise therapy and lead a daily Egoscue or PatchFitness class to get participants on the road to a healthier back and better posture. PatchFitness workouts include a unique combination of drills and strengthening activities designed to allow the body to reach its full potential. They are suitable for all fitness levels and can be done wearing street clothes. In fact, Mr. Bradley will be teaching specific dental-related egoscuecises (e-cises) to ease daily one-sided work.

Your body could use a jump start. The Egoscue Method of postural therapy program is based on a series of stretches and gentle exercises designed to restore full, natural function to muscles and joints. It treats chronic musculoskeletal pain *without* using drugs, surgery, or manipulation. Participants can expect to reduce upper shoulder and neck tension, begin to relieve chronic pain and improve their sense of well-being over the course of the Symposium. Afterwards, The Egoscue Method can be practiced at one of over 20 Egoscue clinics in various parts of the country, or at home with on-line monitoring via the Internet and a laptop with a camera (Skype or iChat).



Mr. Brian Bradley is the Vice President of Therapy Protocol at the world renowned Egoscue Method, headquartered in San Diego, California. He is an Athletic Trainer/Exercise Physiologist and has authored three best selling DVDs on posture and pain. With over 18 years in the rehabilitation and fitness fields, Mr. Bradley is recognized as an expert on posture, pain and performance. He is a special consultant to thousands of rehabilitation, fitness and strength/conditioning professionals, is certified by Egoscue as a Posture Alignment Specialist (PAS) and specializes in enhancing specific performance issues.

Tuesday • January 27

Dr. Ariel Raigrodski

MATERIALS SELECTION FOR COMPLETE-COVERAGE ALL-CERAMIC RESTORATIONS

This lecture will provide the knowledge and understanding of a variety of treatment options using various all-ceramic materials. The presentation will address the materials' properties in terms of esthetics and strength while making comparisons between the different all-ceramic materials available. In addition, the program will address how the advent of CAD/CAM technology supports the fabrication of some of these restorations in the dental laboratory with emphasis on zirconia-based restorations.

Following this presentation, attendees should be able to:

- Recognize the variety of ceramic materials available for all-ceramic crowns and bridges with an emphasis on high-strength zirconia-based restorations.
- Understand the updated CAD/CAM technology as related to different all-ceramic systems.
- Grasp laboratory considerations and framework design.



Dr. Ariel J. Raigrodski is an Associate Professor and Director of Graduate Prosthodontics in the Department of Restorative Dentistry at the University of Washington. He is a graduate of the Hebrew University in Jerusalem and received his certificate in prosthodontics at Louisiana State University School of Dentistry. He completed a fellowship in implants and esthetics, earned an MS degree, and continues to hold an appointment as an Adjunct Associate Professor in the Department of Prosthodontics at Louisiana State University. He maintains a private practice in Kenmore, Washington.

Dr. Henry Nichols

FUNDAMENTAL TREATMENT PLANNING: APPLICATIONS OF THREE BASIC PRINCIPLES

When treating the debilitated dentition patient, the complexity of diagnostic findings can create difficulties in treatment planning. However, by adopting certain fundamental principles the clinician can unravel these complexities and offer the patient optimal and efficacious treatment. The principles offered in this lecture demonstrate the foundational cornerstones of all sound treatment plans.

Following this presentation, attendees should be able to:

- Identify three fundamental treatment planning principles.
- Recognize how to apply these principles.
- Understand when compromises can be made and the associated risks.



Dr. Henry I. Nichols graduated from Northwestern University Dental School in 1978. Following graduation, he participated in a general practice residency program in Vancouver, British Columbia. He then established his private practice in the Victorian seaport of Port Townsend, Washington. Dr. Nichols went on to complete a three-year advanced-training program in restorative dentistry at the University of Washington, which led him to focus his practice on complex restorative dentistry. He has lectured both nationally and internationally on the subject of implant prosthodontics.

Dr. Sonia Leziy & Dr. Brahm Miller

ESTHETICS IN IMPLANT THERAPY: A BLUEPRINT FOR SUCCESS

Esthetic rehabilitation of the natural dentition and implants demands an understanding of the preoperative conditions as well as the surgical and restorative procedures that can contribute to unfavorable tissue architecture. Without a pleasing gingival framework, even the most skilled restorative dentists and ceramists cannot predictably deliver esthetically pleasing results. This lecture will illustrate a comprehensive blueprint which dissects our thinking process, with the goal of optimizing treatment outcomes.

Following this presentation, attendees should be able to:

- List key regenerative surgical steps.
- Understand why we need a “tool-chest” of bone augmentation procedures.
- Know the essential role of gingival grafting procedures for biotype enhancement, tissue volume gain and long-term tissue stability.
- Explain case selection guidelines and techniques.
- Comprehend techniques and limitations for mimicking papilla in conventional and implant fixed partial dentures.
- Understand cement selection, techniques and challenges for crowns and bridges.



Dr. Sonia S. Leziy received her dental degree from McGill University in Montreal. Her postgraduate degree in periodontics was completed at the University of British Columbia in 1993, where she is an Assistant Clinical Professor and sessional lecturer. She lectures internationally on implants, esthetics and periodontal plastic surgery.



Dr. Brahm A. Miller received his dental degree from McGill University and completed his postgraduate prosthodontics certification at the Medical College of Virginia. Dr. Miller is past president of the British Columbia Society of Prosthodontists and serves on the editorial board of the journal *Spectrum Dialogue*.

Drs. Leziy and Miller maintain a full-time private practice in Vancouver, British Columbia, specializing in periodontics and implant surgery. They are Co-Directors of the Vancouver Study Group Seminar, an affiliate of the Seattle Study Club.

Dr. John West

ENDODONTIC PREDICTABILITY: RESTORE OR REMOVE – HOW DO I CHOOSE?

To save or not to save? Implant vs. endo? What does every clinician need to know in order to answer these two key treatment planning questions? If you choose to save a previously treated endodontic tooth, should it be re-treated non-surgically or surgically? What are the changes in the world of dentistry that influence our thinking about treatment planning decisions and the treatment itself? This presentation will focus on the answers to these key questions that dentists face every day.

Following this presentation, attendees should be able to:

- Describe the three changes that are in favor of optimal interdisciplinary treatment planning.
- Biologically and structurally decide to restore or remove.
- Identify the determinants of non-surgical vs. surgical re-treatment.



As founder and director of the Center for Endodontics, Dr. John West continues to be recognized as one of the premiere educators in clinical and interdisciplinary endodontics. He received his DDS in 1971 from the University of Washington, where he is an Affiliate Associate Professor. In 1975, he received his MSD in endodontics at Boston University Henry M. Goldman School of Dental Medicine, where he is a Clinical Instructor and recipient of the 1995 Distinguished Alumni Award. Dr. West maintains a private practice in Tacoma, Washington.

Mr. Darrell Cain

WILL YOUR MONEY LAST? LIVING OFF OF YOUR WEALTH THROUGH PROPER DISTRIBUTION PLANNING AND ASSET ALLOCATION

For the first time in the history of this economy, the upcoming retiring demographic will be living off their money for as long as it took them to accumulate it. Structuring affairs correctly after retiring, and as one creates a legacy, is often overlooked. The purpose of this presentation is to educate attendees so that they understand the complexity involved with retirement. The strategic planning involved with asset allocation in retirement and estate/distribution planning is paramount. This lecture will focus on the fundamentals of accumulating enough wealth to retire and how to structure your affairs in retirement.

Following this presentation, attendees should be able to:

- Define a realistic retirement goal that will satisfy their long-term needs.
- Understand the math and economics behind appropriate asset allocation and how it can change their retirement lifestyle.
- Understand which tax environments need to be taken advantage of, and in what order, as they live off their wealth.



Mr. Darrell Cain is President of CAIN, WATTERS & ASSOCIATES, P.L.L.C., a “fee only” certified public accounting firm located in Dallas, Texas. Mr. Cain has designed financial plans for approximately 1,400 dental professionals across the country to take advantage of their earning power. He received his BBA and MPA from Baylor University in Waco, Texas. Mr. Cain is a member of the Texas Society of Certified Public Accountants and is a registered investment advisor with the Securities and Exchange Commission. Additionally, he is a Certified Valuation Analyst.

Dr. Robert Frazer

BECOMING EMOTIONALLY INTELLIGENT, HIGH PERFORMING, AUTHENTIC AND SIGNIFICANT

Research shows that 75 percent of a high achiever's success comes from emotional intelligence (E.I.). During this fast-paced, content-rich workshop, attendees will assess their own emotional quotient (E.Q.) and explore more completely how to elevate critical E.I. competencies to enhance relationships, leadership and personal influence. Through real-life scenario exercises, this intriguing session will make clear not only the importance of E.I., but its application to all the important roles in our life – including family and work relationships, team building and profitability. I.Q. cannot be raised; E.Q. can be – beginning for you through breakthrough experiential learning in this nationally acclaimed workshop.

Following this presentation, attendees should be able to:

- Know how to grow self-awareness, self-management, social-awareness and relationship-management skills to be more effective.
- Grasp key E.I. competencies of high achievers.
- Dramatically improve personal boundaries, empathy and listening skills for stronger relationships.
- Adopt strategies for positive, solutions-oriented conflict resolution.



Dr. Robert L. Frazer, Jr. is an internationally known speaker, performance coach, and consultant in Applied Strategic Planning and Management for dental practices, professional associations, and service-based organizations. He is the foremost authority on emotional intelligence in dentistry having published over 20 articles on E.I. His successful 35-year dental practice in Austin, Texas, emphasizes major rehabilitative, esthetic care. R.L. Frazer & Associates, Inc. helps dentists and staff/teams achieve uncommon service, success and fulfillment.

Mr. Mark Gungor

TALE OF TWO BRAINS

Mr. Mark Gungor explores the differences between men and women or what he calls, “The Laws of Relational Physics.” Specifically, how men and women are wired differently. They act differently, they communicate differently and, most importantly, they think differently. Mr. Gungor shows couples that their problems may result from how men and women THINK about life in a different way. He explains that many of the struggles couples face in marriage are the result of a BRAIN problem, not a HEART problem.

Following this presentation, attendees should be able to:

- Discover the importance of intimacy in marriage.
- Learn how to get a man to do what they want him to do.
- Understand the simple steps to change the flow of give and take in their relationship.



Mr. Mark Gungor is a pastor, speaker, author, musician and producer. With 30 years of speaking all around the globe, Mr. Gungor is one of the most sought after speakers on marriage and family in the country today. He has a daily radio program heard on over 250 radio stations nationwide and has had a television special broadcast on the worldwide TBN network. Born in New York, he now resides in Green Bay, Wisconsin where he is the CEO of Laugh Your Way America and Senior Pastor of Bayside Church. He and his wife Debbie have been married for 32 years and have two grown children and two grandchildren.

Dr. Ricardo Mitrani

ORTHODONTIC FORCED ERUPTION: AN ESSENTIAL COMPONENT OF INTERDISCIPLINARY TREATMENT PLANNING

In a compromised environment in which dentogingival correction is required, the use of orthodontic forced eruption as part of a comprehensive treatment approach can be a highly effective therapeutic modality for achieving clinical predictability and treatment success.

Following this presentation, attendees should be able to:

- Know when forced orthodontic eruption can become a great ally in the quest for clinical predictability and treatment success.
- Understand the limitations of orthodontic forced eruption for pontic or implant site development.
- Troubleshoot potential obstacles.



Dr. Ricardo Mitrani received his DDS degree from the Universidad Tecnologica de Mexico; he then obtained a certificate in prosthodontics as well as an MSD from the University of Washington. He has authored numerous scientific publications in the fields of implant prosthodontics and esthetic dentistry. Dr. Mitrani has lectured nationally and internationally and maintains a private practice limited to prosthodontics and dental implants in Mexico City.

Dr. Lloyd Tucker

FRAMING YOUR MASTERPIECE: GUIDELINES FOR TREATMENT PLANNING THE IDEAL SOFT TISSUE FRAMEWORK

Just as there is a tremendous focus on various porcelain systems and materials that can deliver a more life-like, vibrant restoration, so there needs to be a proportionate focus on a major contributor to esthetic success or failure; namely, the soft tissue framework. This presentation will explore the critical role the soft tissue framework plays in the visual perception of anterior restorations. Guidelines based on measurable, definable parameters will be presented that allow the clinician to better examine, diagnose and treatment plan the soft tissue framework.

Following this presentation, attendees should be able to:

- Describe in quantifiable, non-subjective terms the definition of soft tissue framework.
- Diagnose whether a soft tissue framework problem exists and, if so, whether treatment is indicated.
- Understand the appropriate discipline (perio, ortho or maxillofacial surgery) to best treat the specific case.



Dr. Lloyd M. Tucker received his dental degree from the University of Pennsylvania in 1990 and completed a general practice residence at the Jewish General Hospital of Montreal. After returning home to Pittsburgh and practicing general dentistry with his father for two years, he moved to Seattle and earned both his certificate of proficiency in periodontics and an MSD from the University of Washington in 1996. Dr. Tucker is a Diplomate of the American Board of Periodontology, a member of Omicron Kappa Upsilon Honor Society and the Director of the Renaissance Study Club, an affiliate of the Seattle Study Club.

Dr. Robert Frazer

DENTISTS AND TEAMS THAT GET RESULTS: UNLEASHING THE POWER OF EMOTIONAL INTELLIGENCE

True success and significance in your life and life's work comes from emotional health, which flows from emotional intelligence (E.I.). This conclusion is supported by research on 2,800 star performers showing that 75 percent of a high achiever's success comes from E.I., while only 25 percent comes from technical competency. During this thought-provoking session, attendees will learn how to elevate critical E.I. competencies for enhanced relationships and empowered leadership and influence. Dr. Frazer will explore the application of E.I. to the important roles in our life including personal relationships, team development, marketing, complete case acceptance and even profitability. Unlike I.Q., E.Q., your emotional quotient, can be raised.

Following this presentation, attendees should be able to:

- Grasp the E.I. leadership secrets that research shows consistently get positive results.
- Understand healthy personal boundaries, true empathy and how to listen profoundly.
- Employ E.I. to positively impact success and significance in all relationships.
- Begin a self-directed learning plan to raise their emotional quotient (E.Q.).



Dr. Robert L. Frazer, Jr. is an internationally known speaker, performance coach, and consultant in Applied Strategic Planning and Management for dental practices, professional associations, and service-based organizations. He is the foremost authority on emotional intelligence in dentistry having published over 20 articles on E.I. His successful 35-year dental practice in Austin, Texas, emphasizes major rehabilitative, esthetic care. R.L. Frazer & Associates, Inc. helps dentists and staff/teams achieve uncommon service, success and fulfillment.

Dr. Vince Kokich

ALTERING VERTICAL DIMENSION IN THE PERIO-RESTORATIVE PATIENT: ORTHODONTIC POSSIBILITIES

Occasionally the interdisciplinary team is challenged to treat an adult patient with either overeruption of opposing teeth, extreme occlusal wear, or a combination of both. In these situations, it would be beneficial if the vertical dimension could be increased to provide space for restorations. In the past, the term “bite-opening” has been used to describe this process. However, this term is confusing and misleading. After all, the correction of decreased vertical dimension could involve tooth extrusion, tooth intrusion, maxillary osteotomy, mandibular osteotomy, or in extreme cases, a combination of all four modalities. How does the dental team diagnose various vertical problems and develop an appropriate treatment plan for each specific type of vertical malrelationship? This session will use clinical examples to provide a systematic approach to diagnosing and treating patients with vertical malrelationships.

Following this presentation, attendees should be able to:

- Analyze vertical dimension problems in adults.
- Determine the appropriate solution for vertical dimension problems.
- Identify when and how orthodontics can “open the vertical.”
- Understand the effect of opening the vertical on the restorative possibilities.



Dr. Vincent G. Kokich is a Professor in the Department of Orthodontics at the University of Washington in Seattle. He also maintains a private orthodontics practice in Tacoma, Washington. He has published numerous book chapters and scientific and review articles, and has given over 750 presentations worldwide. Dr. Kokich is the recipient of several national and international awards, including most recently the 2005 Distinguished Alumnus Award from the University of Washington School of Dentistry.

*Team North America
vs. Team Northwest*

TEAM TREATMENT PLANNING

Team North America and Team Northwest will treatment plan the same case. Dr. George Duello, Director of Seattle Study Club affiliate Gateway Study Club in St. Louis, will present a new case and moderate this session.

Following this presentation, attendees should be able to:

- Improve their treatment planning skills by incorporating the clinical approaches and concepts used by the teams.
- Understand the importance of communicating with all team members.

TEAM NORTH AMERICA

Dr. Andy Alpert

Dr. Sonia Leziy

Dr. Brahm Miller

Dr. Stephen Rimer

Dr. Ward Smalley

Dr. Neil Starr

TEAM NORTHWEST

Dr. Vince Kokich

Dr. Henry Nichols

Dr. Lloyd Tucker

Dr. John West

Mr. Mark Gungor

DISCOVERING YOUR HEART WITH THE FLAG PAGE

In this session Mr. Gungor teaches spouses and partners how to discover the true reasons why their partner does what he or she does. Understanding why another person does the things they do is a great stress reducer. Attendees will be introduced to an amazing tool, called the Flag Page, which tells what is good and right about you. By focusing on their positive motivations and each person's best qualities, the Flag Page teaches partners a new way to discover what makes their partner tick.

Following this presentation, attendees should be able to:

- Support their spouse/partner's most important needs and motivations.
- Understand the "why" behind the things their spouse/partner does.
- Discover their personal motivations, what is right about them and who they were created to be.



Mr. Mark Gungor is a pastor, speaker, author, musician and producer. With 30 years of speaking all around the globe, Mr. Gungor is one of the most sought after speakers on marriage and family in the country today. He has a daily radio program heard on over 250 radio stations nationwide and has had a television special broadcast on the worldwide TBN network. Born in New York, he now resides in Green Bay, Wisconsin where he is the CEO of Laugh Your Way America and Senior Pastor of Bayside Church. He and his wife Debbie have been married for 32 years and have two grown children and two grandchildren.

Friday • January 30

Dr. Mauro Fradeani

EXTENSIVE REHABILITATIONS: CRITERIA FOR SUCCESS

This presentation will discuss the three fundamentals required to accomplish a pleasing, functional and long-lasting esthetic outcome: treatment planning, team collaboration and understanding restorative materials.

Following this presentation, attendees should be able to:

- Communicate functional and esthetic information to the laboratory.
- Handle and finalize complex cases in extensive rehabilitations including treatment sequencing, provisionalization, periodontal and implant surgery, soft tissue management, and biological, functional and esthetic considerations.
- Select the appropriate ceramic material for single and multiple restorations.



After graduating in medicine and surgery in 1979, Dr. Mauro Fradeani completed a specialization in dentistry at the University of Ancona in 1983. He is the author of *Esthetic Rehabilitation in Fixed Prosthodontics, Volume 1 – Esthetic Analysis* and *Volume 2 – Prosthetic Treatment*. Dr. Fradeani is a Visiting Associate Professor in prosthetics at Louisiana State University and Associate Editor of *The European Journal of Esthetic Dentistry*. Dr. Fradeani runs a private practice limited solely to prosthetics on natural dentition and on implants in Pesaro, Italy and Milano, Italy.

Dr. Dennis Tarnow

WHEN TO EXTRACT OR SAVE A TOOTH IN THE ESTHETIC ZONE

The decision to treat or extract a tooth in the esthetic zone is one of the more complex decisions that a practitioner must make. It is a test of the team's knowledge and ability to reach the ultimate goal of an esthetic and functional restoration that will last for years to come. All this must be done with the patient's emotional and financial status taken into account. This presentation will focus on the latest aspects of what we should or should not do in the esthetic zone and how best to treat this difficult area with a multidisciplinary approach.

Following this presentation, attendees should be able to:

- Understand when to remove a tooth and place an implant or pontic in the esthetic zone.
- Understand when to save a tooth that needs periodontal and/or endodontic treatment in the esthetic zone.
- Distinguish between the choices of restorative parts to help attain the ultimate esthetic restoration.
- Know the latest in socket preservation techniques.



Dr. Dennis P. Tarnow is currently Professor and Chairman of the Department of Periodontology and Implant Dentistry at New York University College of Dentistry. Dr. Tarnow has a certificate in periodontics and prosthodontics and is a Diplomate of the American Board of Periodontology. Dr. Tarnow has published numerous articles on perio-prosthodontics and implant dentistry and has lectured extensively. He maintains a private practice in New York City.

Dr. Galip Gürel

IMPROVING THE ESTHETICS OF HEALTHY TEETH WITH PORCELAIN LAMINATE VENEERS

This presentation will cover the principles, design and implementation steps in achieving a beautiful smile with porcelain laminate veneers. The importance of pre-case preparation and variations in treatment planning for different case types will be discussed. Finally, the value and benefits of an interdisciplinary team approach in achieving restorative success will be presented.

Following this presentation, attendees should be able to:

- Understand the value of interdisciplinary esthetic treatment planning.
- Incorporate different restorative tools, orthodontics and periodontics into the treatment plan.
- Provide minimally invasive tooth preparations.
- Achieve meaningful and effective communications among the members of the treatment team.



Dr. Galip Gürel graduated from the University of Istanbul Dental School in 1981. He continued his education at the University of Kentucky Department of Prosthodontics and he earned an MSc degree from the University of Yeditepe in Istanbul. Dr. Gürel is founder and current president of EDAD (Turkish Academy of Aesthetic Dentistry) and editor of *The Science and Art of Porcelain Laminate Veneers*, published in 2003 by Quintessence. Since 1984, he has been practicing in his own clinic in Istanbul, specializing in esthetic dentistry.

Dr. Neil Starr

HOW TO WIN WITH OCCLUSION: ESTABLISHING A STABLE OCCLUSAL SCHEME

When the well-being of the dentition is in question, occlusal stability is often lacking. In applying the principles to establish a stable occlusal scheme, it is essential to separate the dentition into its anterior and posterior components and then evaluate each individually and in relation to each other. Dr. Starr will offer you a diagnostic evaluation of the occlusion that will better help you design and construct a therapeutic occlusion – one that can serve the patient long-term.

Following this presentation, attendees should be able to:

- Analyze the functional requirements of the posterior dentition and the anterior dentition.
- Analyze the strength or perceived weakness of the individual teeth.
- Design a functionally stable occlusion, based on the above analysis.



Dr. Neil L. Starr received his DDS degree from McGill University in Montreal and earned certificates in periodontics and periodontal prosthetics from the University of Pennsylvania. He is an Adjunct Clinical Professor in the Department of Periodontics at the University of Pennsylvania School of Dental Medicine and maintains a private practice in advanced restorative dentistry and implant prosthetics in Washington, DC. He has lectured both nationally and internationally.

Dr. Vince Kokich & Ms. Mary Kokich

EFFECTIVE TEACHING: THE ART OF ENGAGEMENT

Today most dental practitioners own a laptop computer with PowerPoint and a high-resolution digital camera to gather photographic records. So, any dental practitioner has the capability to assemble a lecture or presentation for a group of their peers. What if you were invited to give a presentation to a local dental society, your Seattle Study Club, a specialty group or even at the Seattle Study Club National Symposium? Would you accept? What would you talk about? Will you teach or lecture? You may think that teaching and lecturing are synonymous terms but they are not. The audience may not learn anything if the presentation is not structured and delivered properly. This presentation will identify, illustrate and discuss valuable guidelines that should help any dentist develop a more meaningful presentation and become a more effective teacher.

Following this presentation, attendees should be able to:

- Select an appropriate topic for a presentation.
- Distinguish between depth and breadth of a presentation.
- Determine the amount of material that should be included.
- Recognize key mistakes that disengage the audience.
- Understand the difference between teaching and lecturing.



Dr. Vincent G. Kokich is a Professor in the Department of Orthodontics at the University of Washington in Seattle. He also maintains a private orthodontics practice in Tacoma, Washington. He has published numerous book chapters and scientific and review articles, and has given over 750 presentations worldwide. Dr. Kokich is the recipient of several national and international awards, including most recently the 2005 Distinguished Alumnus Award from the University of Washington School of Dentistry.



Ms. Mary Katherine Kokich graduated from the University of Puget Sound with a bachelor's degree in English and a Master's degree in teaching. She is currently a fifth grade teacher at Point Defiance Elementary School in Tacoma, Washington. Ms. Kokich and her father, Dr. Vincent G. Kokich, have given joint presentations and have published a two-part article on effective teaching techniques for dentists.

Dr. Marshall Wade

T.O.R.C.H.E.S. —
LEADERSHIP LESSONS FROM THE HINMAN TORNADO

Crisis in the dental practice can have many faces: the break-up of a partnership, the loss of a loved one or a natural disaster. Just reading the newspaper confirms that it is not a matter of IF a crisis will occur, but rather WHEN! Regardless of what we hear about not bringing our personal life into the office, it's clear that what happens to us as individuals significantly impacts our capability to care for patients. Crisis preparation is an intentional approach to building personal strength that will survive any eventuality by using the T.O.R.C.H.E.S. methodology. In this presentation, Dr. Wade uses his experience in surviving the Hinman Tornado of 2008 as a metaphor for surviving life's storms.

Following this presentation, attendees should be able to:

- Strengthen their leadership skills regardless of their title in the office.
- Learn objective situation assessment.
- Enrich their life and the lives of those around them.
- Develop “dogged determination” to accomplish whatever they set out to do.



Nothing adds spark and credibility to a keynote address, breakout session or workshop like real-life, in-the-trenches illustrations. Dr. Marshall Wade, a rare dental industry speaker who still maintains a thriving practice, delivers this and more. Recognized for his talents in 2007, Dr. Wade was awarded the Speaking Consulting Network's highest honor. He is also an award winning Seattle Study Club Director. Dr. Wade has authored and lectured on both clinical and personal development topics. In addition to his private practice, Dr. Wade is the founder of LionsGate Leadership Coaching and True North Professional Studies.

Ms. Bethany Valachi

FITNESS 101 FOR DENTAL PROFESSIONALS:
SECRETS FOR COMFORT AND CAREER LONGEVITY

The delivery of dental care is demanding on the body. Dental professionals are prone to unique muscle imbalances and require special exercise, postural techniques and fitness guidelines to avoid pain syndromes, injury or early retirement. Aerobic exercise, chairside stretching, strengthening, golf and management of painful trigger points will be addressed in this research-based seminar. Attendees will leave with powerful tools they can use immediately to begin to optimize their own musculoskeletal health.

Following this presentation, attendees should be able to:

- Identify which types of exercise and recreational sports can improve or worsen dental professionals' health.
- Incorporate chairside stretching to improve musculoskeletal health.
- Identify, prevent and manage painful trigger points to which dental professionals are prone.



Ms. Bethany Valachi, PT, MS, CEAS is a physical therapist, dental ergonomic consultant and author of the new book, *Practice Dentistry Pain-Free*. She is president of Posturedontics, a company that provides research-based dental ergonomic education, and is clinical instructor of ergonomics at OHSU School of Dentistry in Portland, Oregon. Ms. Valachi has been widely published in various peer-reviewed dental journals and has produced exercise videos specifically for dental professionals.

Dr. Jill Bolte Taylor

WHO'S WHO INSIDE OF YOU?

Dr. Jill Bolte Taylor shares with us the insight she gained into the unique functions of the right and left halves of her brain. Having lost the critical analyzing skills of her left brain following a stroke, along with its language centers and ego center, her consciousness shifted away from normal reality. This presentation focuses on identifying the two very different personalities within each of our hemispheres with an intention of developing our ability to choose, moment by moment, who and how we want to be in the world.

Following this presentation, attendees should be able to:

- Understand how we can consciously influence the neural circuitry underlying what we think, how we feel, and how we react to life's circumstances.
- Learn how we might more readily exercise our own right hemispheric circuitry.
- Better understand how we can "tend the garden of our minds" to maximize our quality of life.



Dr. Jill Bolte Taylor is a Harvard-trained and published neuroanatomist who is affiliated with the Indiana University School of Medicine in Indianapolis, Indiana. As the National Spokesperson for the Harvard Brain Tissue Resource Center (Harvard Brain Bank), she travels the country as the Singin' Scientist. She is the Consulting Neuroanatomist for the Midwest Proton Radiotherapy Institute. Since 1993, she has been an active member of NAMI (the National Alliance on Mental Illness) and is currently the president of the NAMI Greater Bloomington Area affiliate.

Dr. Andre Saadoun

ACHIEVING ESTHETIC PREDICTABILITY IN PERIO-IMPLANTOLOGY

The creation of an esthetic smile with a gingival architecture in harmony with the surrounding environment remains a formidable challenge in dentistry. The focus of this presentation will be the predictable management of the hard and soft tissue complex so that the final treatment result appears pleasing and natural. Dr. Saadoun will provide the rationale for an accurate, comprehensive biologic and prosthetic diagnosis as a prerequisite to effective case planning and successful treatment outcomes. He will also illustrate and emphasize the importance of providing the most conservative and least traumatic treatment in achieving successful results.

Following this presentation, attendees should be able to:

- Establish a precise, comprehensive biological and prosthetic diagnosis in esthetic treatment planning.
- Provide effective surgical therapy in the most conservative, least traumatic way.
- Understand how to achieve an optimal esthetic result, creating harmony between the surrounding tissues, dental implant restorations and adjacent teeth.



Dr. Andre P. Saadoun received his DDS from the Faculty of Paris and completed his post-graduate certificate in periodontology at the University of Pennsylvania and post-graduate certificate in implantology at the University of California in Los Angeles. He has written over 150 articles and several book chapters. He is a Diplomate of the American Academy of Periodontology, International Congress of Oral Implantology and President of the "Rencontres Méditerranéennes de Dentisterie." Dr. Saadoun maintains a private practice in Paris, France limited to esthetic periodontics and implant surgery.

Dr. Andrew Alpert

THE TOOTH IN TRANSITION: SAVE OR EXTRACT?

With the introduction of dental implants and related technological advances, the rationale for saving natural teeth has changed dramatically. Effective decision-making regarding whether to “extract or save” requires the clinician to have a complete understanding of the comprehensive treatment plan and all of the factors that will influence long-term therapeutic success. While the merits of dental implant placement continue to expand in concert with more predictable technological solutions, a clear distinction must be made between automatically extracting a questionable tooth and retaining a tooth that may remain a long-term functioning member of the dentition.

Following this presentation, attendees should be able to:

- Understand root-length and anatomy as it relates to long-term predictability.
- Critically assess the amount of available tooth structure.
- Determine whether it is best to treat a tooth endodontically, re-treat an endodontically treated tooth, or to extract the tooth and replace it with an implant.
- Appreciate the various levels of periodontal disease and be able to determine whether it is best to treat periodontally infected teeth or to extract and replace with dental implants.
- Evaluate the specific determinants related to the maxillary anterior teeth.



Dr. Andrew M. Alpert graduated from Tufts University School of Dental Medicine in 1972. Following a general practice residency at Michael Reese Hospital in Chicago, he completed his advanced specialty education program in periodontics at Temple University in 1975. He is a member of the prestigious International Team of Implantology (ITI), which promotes scientific research worldwide in the field of oral implantology. Dr. Alpert is the Director of the Triple-Win Study Club in Miami, Florida, an affiliate of the Seattle Study Club.

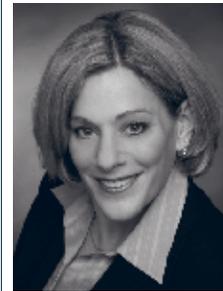
Ms. Bethany Valachi

NECK, BACK AND BEYOND: PREVENTING PAIN FOR PEAK PRODUCTIVITY

This research-based presentation bridges the gap between dental ergonomics and work-related pain so that you can work more comfortably and with less fatigue. Discover how your posture and equipment adjustment impact your health, and implement powerful evidence-based strategies to prevent pain and injuries.

Following this presentation, attendees should be able to:

- Identify safe postural working ranges and strategies to attain these in the operatory.
- Know the criteria for selection and adjustment of operator stools based on operator size, specialty and operatory size.
- Cite the three ergonomic criteria for selecting loupes to maintain safe head posture.



Ms. Bethany Valachi, PT, MS, CEAS is a physical therapist, dental ergonomic consultant and author of the new book, *Practice Dentistry Pain-Free*. She is president of Posturedontics, a company that provides research-based dental ergonomic education, and is clinical instructor of ergonomics at OHSU School of Dentistry in Portland, Oregon. Ms. Valachi has been widely published in various peer-reviewed dental journals and has produced exercise videos specifically for dental professionals.

Dr. Gerard Chiche

PROPORTION, DISPLAY AND LENGTH: SETTING HIGH ESTHETIC STANDARDS FOR THE DENTAL TEAM

Esthetic predictability is based on a comprehensive use by the dental ceramist and the clinician of myriad esthetic principles. With the routine use of contemporary all-ceramic materials, a successful team approach must be based on a step-by-step approach to set high esthetic standards and address challenging esthetic dilemmas, as well as to guide the dental team during esthetic treatment.

Following this presentation, attendees should be able to:

- Set a methodical approach based on proportion display and length evaluation.
- Evaluate the potential obstacles to optimum esthetic results.
- Establish a prognosis for esthetic success.



Dr. Gerard J. Chiche is the Helmer Professor and Chairman of the Prosthodontics Department at Louisiana State University School of Dentistry. He holds membership in the American College of Dentists, the American Academy of Esthetic Dentistry, the American Academy of Fixed Prosthodontics, the American Academy of Restorative Dentistry and the Omicron Kappa Upsilon Dental Honor Society. He is the recipient of the 2003 LSU Alumni Award, the 2003 SSC Educational Community Achievement Award and the 2007 Distinguished Lecturer Award of the Greater New York Academy of Prosthodontics.

Dr. Jill Bolte Taylor

HOW TO GET YOUR BRAIN TO DO WHAT YOU WANT IT TO DO

This presentation focuses on how to create a healthy environment for the cells inside our heads and how to communicate with them for optimal health and performance.

Following this presentation, attendees should be able to:

- Find a new way of looking at their brain and the relationship they create with it.
- Understand the strategies to get their brain to do what they want it to do.



Dr. Jill Bolte Taylor is a Harvard-trained and published neuroanatomist who is affiliated with the Indiana University School of Medicine in Indianapolis, Indiana. As the National Spokesperson for the Harvard Brain Tissue Resource Center (Harvard Brain Bank), she travels the country as the Singin' Scientist (listen to the Brain Bank Jingle). She is the Consulting Neuroanatomist for the Midwest Proton Radiotherapy Institute. Since 1993, she has been an active member of NAMI (the National Alliance on Mental Illness) and is currently the president of the NAMI Greater Bloomington Area affiliate.

Programs

Monday • January 26

BREAKFAST	
OPENING CEREMONY & ADVENTURES IN DEEP SEA EXPLORATION <i>Dr. Robert Ballard</i>	
APPROACHES TO VERTICAL DIMENSION <i>Dr. Gregory Kinzer</i>	
THE EFFECT OF ORTHOGNATHIC SURGERY ON OVERALL TREATMENT <i>Dr. Stephen Rimer</i>	
LUNCH	
PATIENTS WITH MISSING AND/OR ABNORMALLY PROPORTIONED TEETH <i>Dr. Ward Smalley</i>	
SINGLE TOOTH IMPLANTS <i>Dr. Tal Morr</i>	TREATMENT PLANNING BREAKOUTS
PERIODONTAL- SYSTEMIC RESEARCH <i>Ms. Casey Hein</i>	
WELCOME RECEPTION	

Tuesday • January 27

BREAKFAST	
MATERIALS SELECTION FOR COMPLETE- COVERAGE ALL-CERAMIC RESTORATIONS <i>Dr. Ariel Raigrodski</i>	
FUNDAMENTAL TREATMENT PLANNING: APPLICATIONS OF THREE BASIC PRINCIPLES <i>Dr. Henry Nichols</i>	
ESTHETICS IN IMPLANT THERAPY: A BLUEPRINT FOR SUCCESS <i>Dr. Sonia Leziy & Dr. Brahm Miller</i>	
ENDODONTIC PREDICTABILITY <i>Dr. John West</i>	DIRECTORS MEETING
AT YOUR LEISURE	
OPTIONAL SESSION: WILL YOUR MONEY LAST? <i>Mr. Darrell Cain</i>	
MARGARITA MADNESS	

Wednesday • January 28

BREAKFAST	
TALE OF TWO BRAINS <i>Mr. Mark Gungor</i>	
ORTHODONTIC FORCED ERUPTION: INTERDISCIPLINARY TREATMENT PLANNING <i>Dr. Ricardo Mitrani</i>	
GUIDELINES FOR TREATMENT PLANNING THE IDEAL SOFT TISSUE FRAMEWORK <i>Dr. Lloyd Tucker</i>	
UNLEASHING THE POWER OF EMOTIONAL INTELLIGENCE <i>Dr. Robert Frazer</i>	
LUNCH	
ALTERING VERTICAL DIMENSION IN THE PERIO-RESTORATIVE PATIENT <i>Dr. Vince Kokich</i>	
TEAM NORTH AMERICA VS. TEAM NW <i>Dr. George Duello, Moderator</i>	
LUMA THEATER	

Thursday, January 29

AT YOUR LEISURE

Friday, January 30

BREAKFAST

**EXTENSIVE REHABILITATIONS:
CRITERIA FOR SUCCESS**
Dr. Mauro Fradeani

WHEN TO EXTRACT OR SAVE A TOOTH IN THE ESTHETIC ZONE <i>Dr. Dennis Tarnow</i>	TREATMENT PLANNING BREAKOUTS
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LUNCH

**IMPROVING THE ESTHETICS OF
HEALTHY TEETH WITH VENEERS**
Dr. Galip Gürel

**HOW TO WIN WITH OCCLUSION:
ESTABLISHING A STABLE OCCLUSAL SCHEME**
Dr. Neil Starr

**EFFECTIVE TEACHING:
THE ART OF ENGAGEMENT**
Dr. Vince Kokich & Ms. Mary Kokich

CAFÉ

Saturday, January 31

BREAKFAST

WHO'S WHO INSIDE OF YOU?
Dr. Jill Bolte Taylor

<i>Designed for Surgeons:</i> ACHIEVING ESTHETIC PREDICTABILITY IN PERIO- IMPLANTOLOGY <i>Dr. Andre Saadoun</i>	SAVE OR EXTRACT? <i>Dr. Andrew Alpert</i> NECK, BACK AND BEYOND <i>Ms. Bethany Valachi</i>
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**PROPORTION, DISPLAY AND LENGTH:
SETTING HIGH ESTHETIC STANDARDS**
Dr. Gerard Chiche

DIRECTOR & ADVISORY FORUM

AT YOUR LEISURE

FAREWELL DINNER

Monday • January 26

BREAKFAST
OPENING CEREMONY & ADVENTURES IN DEEP SEA EXPLORATION <i>Dr. Robert Ballard</i>
TO BE ANNOUNCED
THE EGOSCUE METHOD: DAILY TRAINING <i>Mr. Brian Bradley</i>
LUNCH
AT YOUR LEISURE
EGOSCUE WORKSHOP <i>Mr. Brian Bradley</i>

WELCOME RECEPTION

Tuesday • January 27

BREAKFAST
BECOMING EMOTIONALLY INTELLIGENT, HIGH PERFORMING, AUTHENTIC AND SIGNIFICANT <i>Dr. Robert Frazer</i>
AT YOUR LEISURE
EGOSCUE WORKSHOP <i>Mr. Brian Bradley</i>

MARGARITA MADNESS

Wednesday • January 28

BREAKFAST
TALE OF TWO BRAINS <i>Mr. Mark Gungor</i>
DISCOVERING YOUR HEART WITH THE FLAG PAGE <i>Mr. Mark Gungor</i>
LUNCH
AT YOUR LEISURE
EGOSCUE WORKSHOP <i>Mr. Brian Bradley</i>

LUMA THEATER

Thursday, January 29

AT YOUR LEISURE

Friday, January 30

BREAKFAST

T.O.R.C.H.E.S. — LEADERSHIP LESSONS FROM THE HINMAN TORNADO
Dr. Marshall Wade

FITNESS 101 FOR DENTAL PROFESSIONALS: SECRETS FOR COMFORT AND CAREER LONGEVITY
Ms. Bethany Valachi

LUNCH

AT YOUR LEISURE

EGOSCUE WORKSHOP
Mr. Brian Bradley

CAFÉ

Saturday, January 31

BREAKFAST

WHO'S WHO INSIDE OF YOU?
Dr. Jill Bolte Taylor

HOW TO GET YOUR BRAIN TO DO WHAT YOU WANT IT TO DO
Dr. Jill Bolte Taylor

AT YOUR LEISURE

EGOSCUE WORKSHOP
Mr. Brian Bradley

FAREWELL DINNER

SYMPOSIUM PASSPORT

Attendance at any presentation, meal or social function requires a passport.

Clinical Program

Passport provides access to all presentations shown in the Clinical Program Grid (pages 24-25) and all social programming, including five breakfasts, three lunches, two dinner events and two late night entertainment events.

Payment on or before October 15, 2008:	\$2,395
Payment after October 15, 2008:	\$2,595

Non-Clinical Program

Passport provides access to all presentations shown in the Non-Clinical Program Grid (pages 26-27) and all social programming, including five breakfasts, three lunches, two dinner events and two late night entertainment events.

Payment on or before October 15, 2008:	\$1,695
Payment after October 15, 2008:	\$1,845

Children

Passport provides access to three keynote presentations and all social programming, including five breakfasts, three lunches, two dinner events and two late night entertainment events.

Ages 7–12:	\$495
6 and under:	Free

WHEN & WHERE

You are responsible for your own room and other charges at your hotel. Please be sure you understand hotel policy regarding reservation changes, and consider travel insurance if snow or bad weather may affect your travel plans.

Monday–Saturday, January 26–31, 2009

The Ritz-Carlton Cancun
Retorno del Rey #36, Zona Hotelera
Cancun, Quintana Roo, Mexico 77500
Phone: 011.52.998.881.0808
Fax: 011.52.998.881.0815

PROGRAM REGISTRATION

This is a lecture, slide and peer discussion-based program suitable for all dentists regardless of prior experience. Register online, or contact Ms. Carla Kimball to register by phone, mail or fax:

Seattle Study Club
635 Market Street
Kirkland, Washington 98033
Phone: 425.576.8000
Fax: 425.827.4292
E-mail: events@seattlestudyclub.com
Online: www.seattlestudyclub.com

Please let us know if you are registering two or more individuals with different surnames (so we may seat you together at the social functions). Your registration is not confirmed without full payment in advance.

SSC CANCELLATION & REFUND POLICY

Written notice of cancellation must be sent by certified mail to the Seattle Study Club office, 635 Market Street, Kirkland, WA 98033 on or before the dates shown below to be effective. Cancelled registrants are not entitled to receive Symposium materials and gifts (manuals, books, bags, apparel or any other items that may be provided to the attendees). The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

By November 30, 2008: \$200 retained, remainder refunded.
December 1–14, 2008: 50% refunded.
After December 14, 2008: No refund.

UP TO 35 CE CREDITS AVAILABLE



Academy of General Dentistry
Approved PACE Program
Provider FAGD/MAGD Credit
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. (10/19/2007 to 9/30/2011)



Seattle Study Club is an ADA CERP recognized provider. (11/07 to 9/10)

Schedule is subject to change and speaker substitutions may be made without notice.

DISCLOSURE OF COMMERCIAL SUPPORT

The Symposium is funded in part by tuition and in part by unrestricted sponsorship funds from Nobel Biocare, Brasseler USA, 3M ESPE, CareCredit, Green Dental Laboratory, XCPT, Benco, Osteohealth, Healthcare Web Image, DSN Software, Scientific Metals, Gendex Dental Systems, Imaging Sciences International, Pelton & Crane, Dexis, LLC and Cain, Watters & Associates, P.L.L.C. As a result, The Seattle Study Club, Inc., The Seattle Study Club Journal, Inc., and/or Dr. Michael Cohen and Suzanne Cohen receive a direct or indirect financial benefit from the listed companies. Some speakers have current or past commercial affiliations (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc.) with the companies shown below.

Dr. Andrew Alpert: XCPT.

Dr. Jill Bolte Taylor: My Stroke of Insight, Harvard Brain Tissue Resource Center (Brain Bank).

Mr. Brian Bradley: Egoscue Brand and Posture Related Products.

Mr. Darrell Cain: Partnership with Cain, Watters & Associates, P.L.L.C.

Dr. Gerard Chiche: LSU Prosthetics Dept., research grants, donations and gifts from Nobel Biocare, 3M ESPE, Vident, Brasseler USA, Kuraray, Zimmer Dental, 3i, The Panky Institute.

Dr. Mauro Fradeani: American Eagle, Brasseler USA/Komet, Dentsply, Heraeus Kulzer, Ivoclar, Kavo Kerr, SpectroShade/ MHT, Nike Instruments, Nobel Biocare, Sultan, 3M ESPE.

Dr. Robert Frazer: R.L. Frazer & Associates Inc., The Dawson Academy of St. Petersburg, Florida.

Mr. Mark Gungor: Laugh Your Way America, books, audio tapes and DVDs: "Flag Page," "Laugh Your Way to a Better Marriage," "Tale of Two Brains."

Dr. Sonia Leziy: Global Speaker Contract, Nobel Biocare.

Dr. Brahm Miller: Nobel Biocare.

Dr. Ricardo Mitrani: Nobel Biocare.

Dr. Tal Morr: Astra Tech Implants.

Dr. Ariel Raigrodski: 3M ESPE, Noritake, Brasseler USA, AXIS.

Dr. Andre Saadoun: BioHorizons.

Dr. Neil Starr: LAVA, 3M ESPE.

Dr. Dennis Tarnow: Biomet, Zimmer Dental, Nobel Biocare, Osteohealth, Astra Tech Implants, Dentatas, Dentsply, Lifecore Biomedical.

Ms. Bethany Valachi: DVDs and book, "Practice Dentistry Pain-Free."

Registration

Mail or fax to Seattle Study Club, 635 Market Street, Kirkland, WA 98033 | Phone 425.576.8000 | Fax 425.827.4292 | Copy this page if additional forms are needed.
 By submitting a registration form, each registrant acknowledges and agrees to the terms of the cancellation and refund policy, the full text of which is shown in The Fine Print (page 29 of this brochure). The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

CLINICAL REGISTRATION

Name _____

[Circle One] GP OMS Perio Prosth Ortho Endo Lab Other

Club Name _____

Address _____

City _____ State _____ Zip _____

Work (_____) _____ Home (_____) _____

Fax (_____) _____ Cell (_____) _____

E-mail _____

Emergency Contact Name & Number _____

Dietary Restrictions _____

Shirt Size []Men's or []Women's — []XS []S []M []L []XL []XXL

Accommodations []Ritz-Carlton []Le Meridien []Other _____
We strongly suggest you verify your hotel reservation at this time.

ON OR BEFORE OCTOBER 15, 2008	\$2,395 _____
AFTER OCTOBER 15, 2008	\$2,595 _____

NON-CLINICAL REGISTRATION

Name _____

[Circle One] Spouse/Partner Staff Guest Coordinator Other

Club Name _____

Address _____

City _____ State _____ Zip _____

Work (_____) _____ Home (_____) _____

Fax (_____) _____ Cell (_____) _____

E-mail _____

Emergency Contact Name & Number _____

Dietary Restrictions _____

Shirt Size []Men's or []Women's — []XS []S []M []L []XL []XXL

Accommodations []Ritz-Carlton []Le Meridien []Other _____
We strongly suggest you verify your hotel reservation at this time.

ON OR BEFORE OCTOBER 15, 2008	\$1,695 _____
AFTER OCTOBER 15, 2008	\$1,845 _____

PAYMENT INFORMATION

Payment Type: []Visa []MC or Check # _____ Total Amount _____

Credit Card # _____ Expiration _____

Name on Card _____

Billing Address for Card _____ Zip _____

CHILDREN (AGES 7-12)

_____ @ \$495 _____

Name _____ Age _____

Name _____ Age _____

Name _____ Age _____