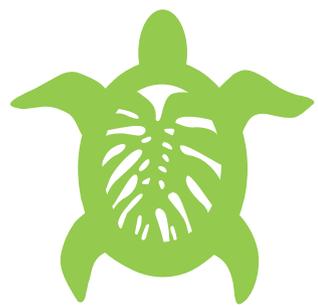


2016 SEATTLE STUDY CLUB

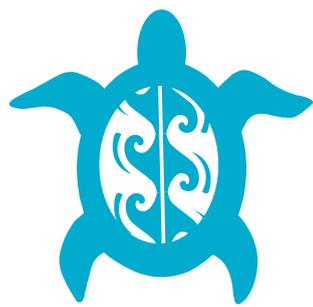
Symposium



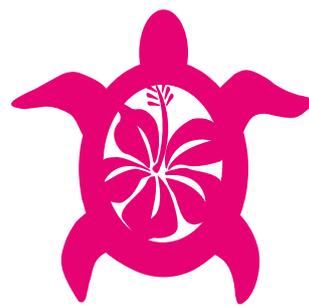
A
Symphony
OF SCIENCE



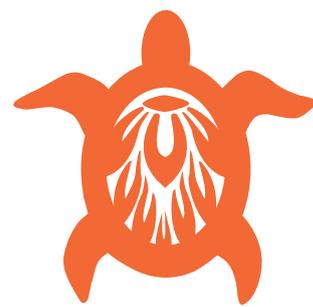
THE
Science
OF DENTISTRY



THE
Science
OF HEALTH AND
WELL-BEING



THE
Science
OF BUSINESS
MANAGEMENT



THE
Science
OF COMPETITION

T

he lights dim. The cacophony of instruments being tuned slowly fades away and, just as the anticipation is nearly unbearable, the symphony bursts into life.

Each instrument—mesmerizing alone—absolutely defies description with the support of the full orchestra. Like many things in life, the whole is much greater than the sum of its parts.

The title of our 23rd Annual Seattle Study Club® National Symposium is *A Symphony of Science*. Just like a symphony, the Symposium will consist of four movements. The first movement, science of dentistry, will establish a narrative arc with a fast tempo that resembles the speed of the technological changes that impact the dentistry we practice every day. Our second movement, health and well-being, will slow down and help us build this important foundation. In traditional symphonies, the third movement follows a more dance-like pace, which will be lock-step with financial management—the dance of finance. Finally, we will wrap things up with our fast and exhilarating finale of competition.

I've no doubt this symphonic perspective will deliver our strongest program yet. The journey will be rich with discovery, learning, connecting and lasting memories to treasure. So settle in, and get ready for an experience sure to defy description.

M. McCaig

2016 SEATTLE STUDY CLUB® SYMPOSIUM

The Fairmont Orchid, The Big Island, Hawaii

JANUARY 25-30, 2016



Clinical Faculty



Prof. Karen A. Baker



Dr. Markus B. Blatz



Dr. Marco A. Brindis



Dr. Christian Coachman



Dr. Newton Fahl, Jr.



Dr. Paul Fletcher



Dr. David Forbes



Dr. Galip Gürel



Dr. Jim Janakiewski



Dr. Gregory A. Kinzer



Dr. John C. Kois



Dr. Vincent O. Kokich, Jr.



Dr. Sonia Leziy



Dr. George A. Mandelaris



Dr. Robert Margeas



Dr. Brahm Miller



Dr. Martijn C. Moolenaar



Dr. Michael A. Pikos



Dr. Paul S. Rosen



Dr. Brian S. Vence



Prof. Giovanni Zucchelli

Health & Well-Being Faculty



Mr. Matt Abrahams



Dr. Daniel Alam



Dr. Peter Attia



Dr. Jeffrey L. Boone



Mr. David S. Cohen



Mr. Forrest Cottrell



Ms. Katherine Eitel-Belt



Mr. Brian Bradley



Dr. Amy L. Doneen



Dr. Steven A. Feyrer-Melk



Ms. Jennie Lee



Mr. Steve LeFever



Mr. Gerry O'Brion



Dr. Christopher Ramsey



Dr. Tieraona Low Dog



Mr. Ben Saunders



Mr. Robb Zbierski



Prof. Peter Rodriguez



Mr. Dave Weber

Business Faculty

MONDAY
January 25

BREAKFAST

OPENING CEREMONIES

 ACHIEVING THE IMPOSSIBLE
Mr. Ben Saunders
Self-Improvement
AGD Subject Code: 770

 PREVENTING HEART ATTACKS, STROKES AND DIABETES
Dr. Amy L. Doneen
Multi-Disciplinary Topics
AGD Subject Code: 149

BREAK

THE VIRTUAL LAB—THE FUTURE NOW!
Dr. Christian Coachman
Computer Designed/Fabricated Crowns
AGD Subject Code: 615

LUNCH

THE CONSERVATIVE PROSTHODONTIC TREATMENT APPROACH
Dr. Gregory A. Kinzer
Prosthodontics/Fixed
AGD Subject Code: 610

ORTHODONTIC OPTIONS FOR THE TITANIUM-FREE DIET
Dr. Vincent O. Kokich, Jr.
Orthodontics
AGD Subject Code: 370

CENTRAL INCISOR DILEMMAS IN OUR GROWING PATIENTS
Dr. Jim Janakievski
Mgmt of the Child Patient
AGD Subject Code: 434

BREAK

Color Wars
TEAM KICK-OFF MEETING

STICKS AND STONES EXPOSED
Mr. Dave Weber
Self-Improvement
AGD Subject Code: 770

TUESDAY
January 26

BREAKFAST

 YOUR SIXTH SENSE
Dr. Christopher Ramsey
Self-Improvement
AGD Subject Code: 770

 LONGEVITY—WHAT DO WE REALLY KNOW?
Dr. Peter Attia
Nutrition
AGD Subject Code: 150

DIRECT-INDIRECT RESTORATIONS—CLASS V INLAYS AND COMPOSITE VENEERS
Dr. Newton Fahl, Jr.
Operative (Restorative) Dentistry
AGD Subject Code: 250

EXHIBITOR BREAK

THE SCIENCE OF CERAMICS AND ADHESION
Dr. Markus B. Blatz
Aesthetics/Cosmetic Dentistry
AGD Subject Code: 780

IMMEDIATE IMPLANT RECONSTRUCTION
Dr. Michael A. Pikos
(Implants) Diagnosis and Treatment Planning
AGD Subject Code: 697

Color Wars
COOKOUT & BEACH COMPETITIONS

BEACH VOLLEYBALL
PADDLE BOARD RELAY
SUGAR SHACK CONSTRUCTION
TUG OF WAR

AT YOUR LEISURE

WEDNESDAY
January 27

BREAKFAST

 CANCER PREVENTION FOR THE 21ST CENTURY
Dr. Tieraona Low Dog
Nutrition
AGD Subject Code: 150

BRIGHT IDEAS, MATERIALS AND INNOVATIONS
Drs. Sonia Leziy and Brahm Miller
(Implants) Diagnosis and Treatment Planning
AGD Subject Code: 697

BREAK

SURGICALLY FACILITATED ORTHODONTIC THERAPY
Drs. David Forbes, George A. Mandelaris and Brian S. Vence
Surgical Orthodontics
AGD Subject Code: 374

TEAM TREATMENT PLANNING
Team British Columbia vs. Team Chicago
Case Presentation by **Dr. Robert Margeas**
Diagnosis and Treatment Planning
AGD Subject Code: 734

LUNCH

WHAT'S YOUR STORY?
Mr. Forrest Cottrell
Practice Mgmt and Human Relations
AGD Subject Code: 550

THE BOOK OF POTIONS & DIRECTORS LUNCH
Dr. Michael Cohen
Practice Mgmt and Human Relations
AGD Subject Code: 550

SEVEN STEPS TO FISCAL FITNESS
Mr. Steve LeFever
Financial Mgmt
AGD Subject Code: 552

THE AGING BRAIN
Dr. Jeffrey L. Boone
Self-Improvement
AGD Subject Code: 770

Color Wars
JEOPARDY
Emceed by Dr. Fred Sakamoto
Multi-Disciplinary Topics
AGD Subject Code: 149

MAI TAI MADNESS

Welcome Reception

Guitarfest
WITH JAKE SHIMABUKURO

-  Keynote Session
-  The Science of Dentistry
-  The Science of Health and Well-Being
-  The Science of Business Management
-  The Science of Competition

THURSDAY
January 28

FRIDAY
January 29

SATURDAY
January 30

Financial Programming

Color Wars
MASTERS
COMPETITIONS

BEACH RUN
GOLF
TENNIS

AT YOUR LEISURE

BREAKFAST

WHY DO SOME ECONOMIES ALWAYS WIN?
Prof. Peter Rodriguez
Financial Mgmt
AGD Subject Code: 552

THINK FAST, TALK SMART
Mr. Matt Abrahams
Self-Improvement
AGD Subject Code: 770

SOFT TISSUE MANAGEMENT OF AESTHETIC FAILURE
Prof. Giovanni Zucchelli
Soft Tissue Surgery
AGD Subject Code: 492

EXHIBITOR BREAK

DENTAL LASERS
Dr. Paul S. Rosen
Lasers in Periodontics
AGD Subject Code: 497

REFLECTING PERSONALITY
Dr. Galip Gürel
Aesthetics/Cosmetic Dentistry
AGD Subject Code: 780

FINANCIAL GAP
Mr. Steve LeFever
Financial Mgmt
AGD Subject Code: 552

LUNCH

YOUR PATIENTS ARE ON DRUGS!
Prof. Karen A. Baker
Pharmacology
AGD Subject Code: 340

BIG BRAND, SMALL BUDGET
Mr. Gerry O'Brion
Practice Mgmt and Human Relations
AGD Subject Code: 550

BREAK

Choose One Breakout Session

COMMUNICATION Mr. Matt Abrahams Self-Improvement: 770	DRUG-RELATED PROBLEMS Prof. Karen A. Baker Pharmacology: 340	LESSONS FROM A LAWYER Mr. David S. Cohen Practice Transitions: 556	IGNITE YOUR GOALS Mr. Gerry O'Brion Self-Improvement: 770	FUTURE OF WORK Prof. Peter Rodriguez Practice Mgmt: 550
--	---	---	--	--

FACIAL TRANSPLANTATION
Dr. Daniel Alam
Basic Science
AGD Subject Code: 010

COLOR WARS TEAM SONGS
Willie K
CONCERT

BREAKFAST

LIFESTYLE MEDICINE
Dr. Steven A. Feyrer-Melk
Self-Improvement
AGD Subject Code: 770

SMILE DESIGN FROM 2D TO 3D
Drs. Christian Coachman and John C. Kois
Computer Designed/Fabricated Crowns
AGD Subject Code: 615

DISCOVERING YOUR MEMORY POWER FOR SUCCESS
Mr. Robb Zbierski
Self-Improvement
AGD Subject Code: 770

Color Wars
AWARDS CEREMONY

BREAK

3D SOFT TISSUE INTEGRATED IMPLANT SOLUTIONS
Dr. Martijn C. Moolenaar
Implants
AGD Subject Code: 690

INFLAMMATORY PERI-IMPLANT DISEASE
Dr. Paul Fletcher
(Implants) Diagnosis and Treatment Planning
AGD Subject Code: 697

A HOPELESS TOOTH IS NOT A USELESS TOOTH
Dr. Marco A. Brindis
(Ortho) Diagnosis and Treatment Planning
AGD Subject Code: 371

AT YOUR LEISURE

Farewell Dinner

MONDAY
January 25

BREAKFAST

OPENING CEREMONIES

 ACHIEVING THE IMPOSSIBLE
Mr. Ben Saunders
Self-Improvement
AGD Subject Code: 770

 PREVENTING HEART ATTACKS, STROKES AND DIABETES
Dr. Amy L. Doneen
Multi-Disciplinary Topics
AGD Subject Code: 149

BREAK

AWAKEN THE INSTINCTIVE LEADER IN YOU
Ms. Katherine Eitel-Belt
Self-Improvement
AGD Subject Code: 770

LUNCH

KNOWLEDGE IS POWER—WHAT WOMEN NEED TO KNOW ABOUT CARDIOVASCULAR HEALTH
Dr. Amy L. Doneen
Multi-Disciplinary Topics
AGD Subject Code: 149

BREAK

Color Wars
TEAM KICK-OFF MEETING

STICKS AND STONES EXPOSED
Mr. Dave Weber
Self-Improvement
AGD Subject Code: 770

Welcome Reception

TUESDAY
January 26

BREAKFAST

 YOUR SIXTH SENSE
Dr. Christopher Ramsey
Self-Improvement
AGD Subject Code: 770

 LONGEVITY—WHAT DO WE REALLY KNOW?
Dr. Peter Attia
Nutrition
AGD Subject Code: 150

I'M SPREAD SO THIN... YOU CAN SEE THROUGH ME!
Mr. Dave Weber
Self-Improvement
AGD Subject Code: 770

EXHIBITOR BREAK

WHAT YOU CAN DO TO OPTIMIZE YOUR LIFESPAN AND HEALTHSPAN
Dr. Peter Attia
Nutrition
AGD Subject Code: 150

Color Wars
COOKOUT & BEACH COMPETITIONS

BEACH VOLLEYBALL
PADDLE BOARD RELAY
SUGAR SHACK CONSTRUCTION
TUG OF WAR

AT YOUR LEISURE

WEDNESDAY
January 27

BREAKFAST

 CANCER PREVENTION FOR THE 21ST CENTURY
Dr. Tieraona Low Dog
Nutrition
AGD Subject Code: 150

TRUE YOGA
Ms. Jennie Lee
Self-Improvement
AGD Subject Code: 770

BREAK

AN INCREDIBLE FIX FOR LOWER BACK PAIN
Mr. Brian Bradley
Self-Improvement
AGD Subject Code: 770

THE NUTRITION PRESCRIPTION
Dr. Tieraona Low Dog
Nutrition
AGD Subject Code: 150

LUNCH

WHAT'S YOUR STORY? Mr. Forrest Cottrell Practice Mgmt and Human Relations AGD Subject Code: 550	TRUE YOGA Ms. Jennie Lee Self-Improvement AGD Subject Code: 770
---	---

SEVEN STEPS TO FISCAL FITNESS
Mr. Steve LeFever
Financial Mgmt
AGD Subject Code: 552

THE AGING BRAIN
Dr. Jeffrey L. Boone
Self-Improvement
AGD Subject Code: 770

Color Wars
JEOPARDY
Emceed by **Dr. Fred Sakamoto**
Multi-Disciplinary Topics
AGD Subject Code: 149

MAI TAI MADNESS

Guitarfest
WITH JAKE SHIMABUKURO

-  Keynote Session
-  The Science of Health and Well-Being
-  The Science of Business Management
-  The Science of Competition

THURSDAY
January 28

FRIDAY
January 29

SATURDAY
January 30

Non-Clinical Programming

Color Wars
MASTERS
COMPETITIONS

BEACH RUN
GOLF
TENNIS

AT YOUR LEISURE

BREAKFAST



WHY DO
SOME ECONOMIES
ALWAYS WIN?
Prof. Peter Rodriguez
Financial Mgmt
AGD Subject Code: 552



THINK FAST, TALK SMART
Mr. Matt Abrahams
Self-Improvement
AGD Subject Code: 770

WATERFALL ADVENTURE & LUNCH
Up to 6.0 Hours

EXHIBITOR
BREAK

FINANCIAL GAP
Mr. Steve LeFever
Financial Mgmt
AGD Subject Code: 552

LUNCH

YOUR PATIENTS ARE ON DRUGS!
Prof. Karen A. Baker
Pharmacology
AGD Subject Code: 340

BIG BRAND, SMALL BUDGET
Mr. Gerry O'Brion
Practice Mgmt and
Human Relations
AGD Subject Code: 550

BREAK

Choose One Breakout Session

COMMUNICATION Mr. Matt Abrahams Self-Improvement: 770	DRUG-RELATED PROBLEMS Prof. Karen A. Baker Pharmacology: 340	LESSONS FROM A LAWYER Mr. David S. Cohen Practice Transitions: 556	IGNITE YOUR GOALS Mr. Gerry O'Brion Self-Improvement: 770	FUTURE OF WORK Prof. Peter Rodriguez Practice Mgmt: 550
--	---	---	--	--

FACIAL
TRANSPLANTATION
Dr. Daniel Alam
Basic Science
AGD Subject Code: 010

COLOR WARS TEAM SONGS
Willie K
CONCERT

BREAKFAST



LIFESTYLE MEDICINE
Dr. Steven A. Feyrer-Melk
Self-Improvement
AGD Subject Code: 770

HOW TO FIX NECK
AND SHOULDER PAIN
Mr. Brian Bradley
Self-Improvement
AGD Subject Code: 770

DISCOVERING YOUR
MEMORY POWER FOR SUCCESS
Mr. Robb Zbierski
Self-Improvement
AGD Subject Code: 770

Color Wars
AWARDS CEREMONY

BREAK

THE COMPLETE CLINICIAN—
THE WHY AND HOW OF
IMPLEMENTING LIFESTYLE
MEDICINE CONCEPTS
Dr. Steven A. Feyrer-Melk
Self-Improvement
AGD Subject Code: 770

TRAIN YOUR MEMORY
FOR EVERYDAY SUCCESS
Mr. Robb Zbierski
Self-Improvement
AGD Subject Code: 770

AT YOUR LEISURE

Farewell Dinner

Monday, January 25

ACHIEVING THE IMPOSSIBLE

Mr. Ben Saunders (Lecture, Up to 1.0 Hour)

Showcasing spectacular visuals, a commanding stage presence and funny stories, Mr. Saunders enralls audiences as he looks at why impossible is just someone's opinion. Taking audiences with him on his treks across the North and South Poles, he shares the keys to beating the odds and staying motivated even through challenges, risks and setbacks. Stating that no one else is an authority on your potential, he unravels the mysterious roots of perseverance and shares insights about the traits everyone possesses that can allow them to tap into their deepest store of tenacity. His message is one of inspiration, empowerment and boundless potential.

Upon completion of this session, attendees should be able to:

- Apply tips to move beyond conventional choices to find new possibilities in work and life.
- Become inspired to unlock potential and live a more passionate and meaningful life.

PREVENTING HEART ATTACKS, STROKES AND DIABETES

Dr. Amy L. Doneen (Lecture, Up to 1.0 Hour)

Dr. Doneen, co-author of the book *Beat the Heart Attack Gene*, is among the nation's leading specialists in preventing heart attacks, strokes and diabetes. With illustrations through case application, she will share the scientific data objectively linking vascular and oral health. Attendees will learn what actually causes a heart attack or ischemic stroke, recognize inflammation as causal of arterial disease and assess the level of arterial inflammation with a few simple biomarkers.

Upon completion of this session, attendees should be able to:

- Enumerate the mechanisms by which periodontal and endodontic disease can promote arterial disease.
- Discuss the plethora of health issues associated with increased cardiovascular risk.

THE VIRTUAL LAB—THE FUTURE NOW!

Dr. Christian Coachman (Lecture, Up to 1.0 Hour)

The dental laboratory of the future will go beyond fabricating restorations and appliances—it will become the starting point of any interdisciplinary treatment plan. The key component for increasing case acceptance is utilizing software to transform our restorative experience into something more efficient, predictable and beautiful. Dr. Coachman will discuss integrating two-dimensional Digital Smile Design projects into interdisciplinary three-dimensional software and how utilizing three-dimensional software leads to better treatment planning decisions. Attendees will learn about three-dimensional digital ortho guided by Digital Smile Design and how they can integrate orthodontics into daily restorative procedures to create precise and predictable full-mouth implant rehabilitations. They will also learn how to integrate facially guided Digital Smile Design principles to digital wax-ups to reduce intraoral aesthetic adjustments and other tech savvy tips, like how to save time by making photos out of videos with a smart phone.

Upon completion of this session, attendees should be able to:

- Utilize the smile frame to identify the aesthetic potential of the case, which is essential for increasing the perceived value of the treatment.
- Develop educational presentations for patient motivation utilizing the concept of "emotional dentistry."
- Analyze aesthetic anterior monolithic CAD/CAM restorations with the Digital SKYN Concept—beauty without wax-ups and layering.

THE CONSERVATIVE PROSTHODONTIC TREATMENT APPROACH

Dr. Gregory A. Kinzer (Lecture, Up to 1.0 Hour)

It has been said that the goal of dentistry is to make the patient worse at the slowest rate possible; however, the treatment options presented to the patient are often reflective of the skills and bias of the practitioner, rather than what might be in the best interest of the patient and their teeth. The chosen treatment should be both minimally destructive and supported by the literature, which requires the practitioner to have knowledge of the reported success and failure rates. This presentation will help the audience grasp treatment options that may be underutilized today.

Upon completion of this session, attendees should be able to:

- Provide treatment options that preserve teeth and/or tooth structure.
- Discuss treatment options that may not be mainstream in today's practice.
- Present the success and failure rates with different treatment options in a variety of clinical situations.

ORTHODONTIC OPTIONS FOR THE TITANIUM-FREE DIET

Dr. Vincent O. Kokich, Jr. (Lecture, Up to 1.0 Hour)

Providing conservative orthodontic treatment for the complex dental patient is often a challenging task. In an effort to minimize the number of implants that are planned for patients with missing permanent teeth or a history of severe periodontal disease, it may be necessary to think outside the box while developing the orthodontic treatment plan. During this session, Dr. Kokich will present a variety of clinical scenarios where a conservative orthodontic approach can result in long-term success for these complex patients.

Upon completion of this session, attendees should be able to:

- Identify conservative orthodontic treatment alternatives for the patient with missing teeth or a history of severe periodontal disease.
- Recognize the importance of utilizing the interdisciplinary team when planning treatment for the complex dental patient.

CENTRAL INCISOR DILEMMAS IN OUR GROWING PATIENTS— INTERDISCIPLINARY MANAGEMENT TO ACHIEVE THE MOST OPTIMAL OUTCOME

Dr. Jim Janakievski (Lecture, Up to 1.0 Hour)

Growing patients with maxillary central incisors that are affected by altered eruption and/or development can be a challenge for the clinician. An integrated approach should be aimed at tooth preservation and alveolar ridge management in these young patients. This presentation will review the sequencing of dental surgery with orthodontic and restorative treatment through interdisciplinary collaboration.

Upon completion of this session, attendees should be able to:

- Assess the surgical considerations for an aesthetic outcome.
- Discuss the benefits of natural tooth retention and replacement.

STICKS AND STONES EXPOSED: THE TRUTH BEHIND WORDS AND RELATIONSHIPS— CREATING A RHYTHM FOR THE DENTAL TEAM

Mr. Dave Weber (Lecture, Up to 1.25 Hours)

Humor and harmony in the dental practice—boy, truer words were never spoken! Come prepared to laugh and learn as one of America's funniest and most sought after speakers discusses what many doctors and staff feel is the most challenging part of their practice—THE PEOPLE! Doctors and patients, doctors and staff, staff and patients, staff and staff—heck, even husbands and wives and parents and children. It all boils down to relationships. During this session, attendees will discover the secret to making progress on purpose in all of their relationships and the amazing impact that communication has on the culture and climate of their practice or home.

Upon completion of this session, attendees should be able to:

- Discover the six most powerful words in the English language and when to use them.
- Learn the secret to bringing out the best in the people they work with and the patients they serve.
- Develop a proven process for drawing people closer.



The Return of Color Wars

Competitors and fans alike rising with the sun, hanging off their balconies, enveloped by warm tropical breezes and a brilliant horizon that casts a magical glow over all—today is IT. Fast-forward as the day unfolds with emotions crackling, colors flying, fans cheering, competitors strategizing and then—GAME ON.

Prepare to create lasting memories with the return of Color Wars at the 2016 Symposium! Yes, it is official—Color Wars is back. Whether you attended Symposium 2008 or—like Dr. Cohen—had similar summer camp experiences as a child, many have fond memories of participating in competitions like Color Wars. Teams are created to rival one another in a series of games, challenges and events. As the week progresses, the excitement and anticipation will again build until the final event determines each team's fate.

Team Kick-off Meeting

Attendees will be divided into four teams, assigned a color, a team name, a general and two captains. Four pennants will display each team's standing throughout the week. Help your pennant soar by signing up for a variety of games and activities at Monday's team kick-off meeting. Also be sure to cheer your teammates on at the various events—we will be awarding spirit points at each event for the loudest team support and best turnout. You never know—that could be the edge your team needs to come out on top!

Generals & Captains

GENERAL RICHARD AKIN

*Captain Daron Praetzel
Captain Stephen Rimer*

GENERAL ROB NAPLES

*Captain Fred Sakamoto
Captain Mark Sutor*

GENERAL LAURALEE NYGAARD

*Captain Bob Gottlieb
Captain Ray Haigney*

GENERAL JASON STONER

*Captain Richard Oakley
Captain Andrew Skasko*

Marshals

*Michael Cohen, Suzanne Cohen,
Forrest Cottrell, Bete Johnson
& Bob Salvin*

Tuesday, January 26

YOUR SIXTH SENSE—UNDERSTANDING BODY LANGUAGE AND HUMAN DECISION-MAKING FOR IMPROVED INTERPERSONAL RELATIONS

Dr. Christopher Ramsey (Lecture, Up to .5 Hour)

During this session, Dr. Ramsey will share the basics of nonverbal communication and show how reading body language can help uncover others' emotional states and intent. This can aid dentists in guiding patients toward ideal treatment and assist anyone in negotiating difficult interpersonal challenges. He will discuss how professionals in organizations such as the FBI and CIA, as well as corporate CEOs and advertising agencies, read body language cues to see what others do not see in everyday communications.

Upon completion of this session, attendees should be able to:

- Identify how both conscious and subconscious decision-making affect treatment acceptance.
- Use nonverbal communication to connect with others and build better relationships.

LONGEVITY—WHAT DO WE REALLY KNOW?

Dr. Peter Attia (Lecture, Up to 1.0 Hour)

Few topics come close to captivating public interest the way longevity does. More than ever, today, people want to know what they can do to increase their chances of living longer and healthier. But making sense of the never-ending barrage of information on longevity can prove challenging. During this keynote presentation, Dr. Attia will help attendees cut through the noise and identify the signal. Using animal models, he will share the two most common interventions that boost longevity and whether these interventions apply to human aging and longevity.

Upon completion of this session, attendees should be able to:

- Explore what can be done to increase their chances of living healthier and longer.
- Discuss the connection between animals and humans and their biology of aging.

DIRECT-INDIRECT RESTORATIONS—CLASS V INLAYS AND COMPOSITE VENEERS

Dr. Newton Fahl, Jr. (Lecture, Up to 1.5 Hours)

This lecture will teach a novel approach for using composite resins in restoring non-carious cervical lesions and veneering anterior dentition. The techniques presented will introduce the scientific and clinical basis for optimizing the aesthetic outcome, favoring periodontal health and enhancing restorative predictability and longevity. Step-by-step protocols for both techniques will also be shared.

Upon completion of this session, attendees should be able to:

- Understand how to restore non-carious cervical lesions with minimal chairside time and maximum aesthetic and periodontal health.
- Optimize the aesthetics and longevity of single or multiple teeth with direct-indirect veneers.
- Select the proper armamentarium and composite resins for each clinical challenge.

THE SCIENCE OF CERAMICS AND ADHESION

Dr. Markus B. Blatz (Lecture, Up to .75 Hour)

Ceramic materials have become integral parts of aesthetically driven restorative treatment concepts that include procedures ranging from conservative veneers to full-mouth implant-supported rehabilitations. Concurrently, digital technologies have vastly altered treatment planning, restoration fabrication and clinical protocols. The recent evolution in CAD/CAM technologies and ceramics, paired with the development of new adhesive bonding materials, has vastly shifted traditional treatment paradigms. This offers a new range of treatment options that are not only more aesthetic but also less invasive, with the overall goal to provide truly patient-centered care and retain teeth as long as possible. Crucial aspects for successful integration and long-term clinical success of modern ceramic materials are knowledge and understanding of the latest scientific research, proper case selection, treatment planning and updated laboratory and clinical handling protocols. This program will provide an update on the science of dental aesthetics, ceramics, adhesion and CAD/CAM technologies for long-term clinical success with tooth- and implant-supported ceramic restorations.

Upon completion of this session, attendees should be able to:

- Discuss the latest scientific evidence on CAD/CAM technologies, ceramic materials and adhesive bonding protocols.
- Understand clinical guidelines for successful, long-lasting ceramic restorations from bonded laminate veneers to full-mouth implant-supported rehabilitations.

IMMEDIATE IMPLANT RECONSTRUCTION

Dr. Michael A. Pikos (Lecture, Up to 1.5 Hours)

This clinically based presentation will focus on the integration of restorative, surgical and laboratory disciplines, combined with CBCT technology, to provide a seamless approach for totally guided full-arch and full-mouth immediate implant reconstruction. This protocol includes placement of a prefabricated computer guided PMMA monolithic bar supported prosthesis for both edentulous and terminal dentate arches. Clinical cases will be presented that will feature the indications and protocol for full-arch reconstruction as well as advantages over conventional conversion denture protocols.

Upon completion of this session, attendees should be able to:

- Recognize the indications and protocol for computer guided full-arch and full-mouth reconstruction.
- Compare the advantages of multiple full-arch protocols.
- Understand the limitations of the protocols.

Cookout & Beach Competitions

Beach Volleyball
Paddle Board Relay
Sugar Shack Construction
Tug of War

Wednesday, January 27

CANCER PREVENTION FOR THE 21ST CENTURY

Dr. Tieraona Low Dog (Lecture, Up to 1.0 Hour)

The National Cancer Institute estimates that roughly one-third of all cancer deaths may be diet and/or lifestyle related. What a person eats can hurt them, but it can also help them. Many of the common foods found in grocery stores or organic markets contain cancer-fighting properties, from the antioxidants that neutralize the damage caused by free radicals to the powerful phytochemicals that scientists are just beginning to explore. Could broccoli really help protect against breast cancer? Does eating fish reduce the risk of colorectal cancer? Can how one eats and thinks influence cancer? During this session, Dr. Low Dog will explore the role of nutrition and lifestyle in cancer—and how to get an edge.

Upon completion of this session, attendees should be able to:

- Discuss the role of red and processed meats in the development of colorectal cancer.
- Identify the role of fish and omega-3 fatty acids in the prevention of colorectal cancer.
- Identify key risk factors for gastrointestinal, prostate, breast and lung cancers.
- Describe the risks and benefits of the use of dietary supplements commonly recommended to reduce the risk of certain cancers.

BRIGHT IDEAS, MATERIALS AND INNOVATIONS—A CRITICAL LOOK AT PRESENT DAY PROCEDURAL CHANGES THAT HAVE ALTERED THE WAY IN WHICH WE CARE FOR OUR PATIENTS

Drs. Sonia Leziy and Brahm Miller

(Lecture, Up to 1.0 Hour)

This presentation will emphasize the importance of critically assessing and deciphering what is trendy versus what will positively change the treatment outcome. This is, in fact, the basis of the Seattle Study Club® network, its educational platform and the desire of its members. This presentation will look at less invasive, simpler and more predictable care. Drs. Leziy and Miller will present their views on immediate implant placement strategies in molar and anterior areas, working in a thin biotype (its okay at times!), dermal grafting pros and cons, customized healing abutments to guide soft tissues and protect bone, features of the ultimate implant provisional restoration, technical issues such as anatomic abutment design and different scenarios for the posterior hybrid (screw-retained or cemented) crown. Emphasis will be placed on implementing a digital work flow for the entire interdisciplinary team, including digital scanning from a surgical team member's perspective and recognizing the benefits of implant software programs coupled with CBCT technology to plan, design and perform more accurate surgical treatments for bone augmentation and implant dentistry. This discussion will also look at how the digital workflow profoundly influences the communication between the surgical, restorative and technical team members, yet challenges them in the learning process.

Upon completion of this session, attendees should be able to:

- Consider biologics and digital dentistry and the impact major surgical and restorative advances could have on their practice.
- Question technology before they buy in.
- Discuss materials, tools and gadgets and how incorporating ideas shared by Drs. Leziy and Miller can change how they practice.

SURGICALLY FACILITATED ORTHODONTIC THERAPY (SFOT)

Drs. David Forbes, George A. Mandelaris and Brian S. Vence (Lecture, Up to 1.5 Hours)

Patients that want more ideal facial aesthetics and function may choose to have the interdisciplinary team utilize SFOT to alter the dentoalveolar bone and optimally position the roots of the teeth for the patient's face. Space may be appropriated to enable the restorative dentist to create natural tooth size and morphology in the worn, eroded or otherwise altered dentition. Surgical, orthodontic and restorative perspectives will be presented to challenge the team to move beyond traditional interdisciplinary therapies into a new frontier for enhanced outcomes.

Upon completion of this session, attendees should be able to:

- Appreciate dentoalveolar bone phenotypes and limit associated risks using SFOT.
- Present the biology, risks, benefits and execution of SFOT in advanced interdisciplinary cases from surgical, orthodontic and restorative perspectives.
- Optimize the position of teeth for facial aesthetics and function in the skeletally mature patient with "grey zone" malocclusions.

TEAM TREATMENT PLANNING

Team British Columbia vs. Team Chicago Case Presentation by Dr. Robert Margeas

(Lecture, Up to 1.25 Hours)

This session will follow the traditional team treatment planning session format with Drs. Sonia Leziy and Brahm Miller representing Team British Columbia versus Drs. David Forbes, George A. Mandelaris and Brian S. Vence representing Team Chicago. Dr. Robert Margeas will provide a compelling case to each team for treatment planning in advance of Symposium. Following the introduction of the case, attendees will have time to discuss their own ideas for treatment with other audience members, after which each team will present their treatment plan for the case.

Upon completion of this session, attendees should be able to:

- Improve their treatment planning skills by incorporating the clinical approaches and concepts used by the teams.
- Recognize the value of a collaborative team environment to solve challenging treatment planning issues.

WHAT'S YOUR STORY?

Mr. Forrest Cottrell (Lecture, Up to 1.0 Hour)

This program has been designed to help create a greater understanding of developing a unique company brand to increase patient referrals. The experience a patient has with an office is what defines that office's brand and differentiates it from competition. That means the office brand relies on that patient's connection with the office team members. During this session, attendees will learn how to better connect with their office team, referring doctors and patients. They will also be challenged to answer whether their business is growing the way they want and if it's not, what are they doing about it?

Upon completion of this session, attendees should be able to:

- Recognize the importance of trust in relationships with their team and patients.
- Realize how everyone's job impacts customer satisfaction and loyalty.
- Appreciate the power of team synergy when internal customers are valued.

PROFIT MASTERY® SEVEN STEPS TO FISCAL FITNESS—PRACTICAL TOOLS TO ASSESS THE FINANCIAL HEALTH OF YOUR DENTAL PRACTICE

Mr. Steve LeFever (Lecture, Up to .5 Hour)

This presentation will focus on a management process essential to a healthy dental practice. Starting and running a practice is a challenge—given the failure rate of 50-70 percent in the first four years. The economic volatility of the last few years has only increased that challenge. The good-old-days methods of seat-of-the-pants management and gut instinct decision-making just don't cut it in today's market. Nor do they make a big impression with today's banker. Margins are lower, markets fluctuate and crucial decisions such as where to expand or cut back must be made right the first time—with no room for error. Yet, today's uncertain economy can offer tremendous opportunity for those practices able to make disciplined financial decisions. In this presentation, Mr. LeFever will outline his internationally acclaimed seven-step roadmap—a proactive process to provide a stable planning framework. In addition, he will outline the specific financial tools necessary to evaluate the difficult trade-offs that must be made to avoid the chuckholes, pitfalls and myths.

Upon completion of this session, attendees should be able to:

- Identify the seven steps to fiscal fitness.
- Understand the relationship between price, volume and costs.
- Manage cash flow and growth and borrow properly.

PROTECTING THE AGING BRAIN

Dr. Jeffrey L. Boone (Lecture, Up to .5 Hour)

After three decades as an international expert in preventive medicine, Dr. Boone is more convinced than ever that people can thrive as they enter their 60s, 70s and 80s. In addressing the inflammation and oxidation that lie at the root of heart disease, Dr. Boone has developed a comprehensive plan to combat the aging body and mind. As lifespans lengthen thanks to ongoing medical breakthroughs, the focus on the health of the aging brain is reaching a crescendo. Through a complicated maze of genetics, inflammation, oxidation, blood flow, vascular health, diet, exercise and mental engagement, brain cells can survive and flourish well into the 80s and 90s. Dr. Boone's unique approach intertwines medical breakthroughs such as quantitative brain scanning, advanced blood work and vascular imaging—with knowledge gleaned from thousands of patient hours with groups ranging from NFL alumni to active firefighters to top business executives from around the world. People can now observe their brain in action and proactively work to maintain a sharp and alert mind throughout their lives.

Upon completion of this session, attendees should be able to:

- Identify the ways in which inflammation and oxidation are the root causes of all the diseases of aging, including heart disease, stroke, cancer and dementia.
- Understand more fully the connection between physical health and mental well-being.
- Address the aging brain as part of a comprehensive, lifelong health plan.

Color Wars Jeopardy

Emceed by Dr. Fred Sakamoto

(Lecture, Up to 1.0 Hour)

During this lively session Color Wars teams will compete against each other in a Jeopardy-like format. Similar to the actual game show, contestants will be provided an answer and the first to buzz in will have the opportunity to respond with the correct question.

Upon completion of this competition, attendees should be able to:

- Enhance their general knowledge base.
- Seek additional learning opportunities in the areas of culture, world news, science and the media.

Thursday, January 28

Masters Competitions

Beach Run, Golf & Tennis

Friday, January 29

WHY DO SOME ECONOMIES ALWAYS WIN AND WHY CAN'T OTHERS STOP LOSING?

Prof. Peter Rodriguez (Lecture, Up to 1.0 Hour)

This keynote discusses why some economies succeed in delivering steadily rising living standards for their citizens while others fail to ever grow or can't break free of zero-sum economic cycles.

Upon completion of this session, attendees should be able to:

- Understand the deep underlying fundamentals that enable some economies to grow steadily and what governments and/or societies do to turn them on or off.
- Appreciate the most important ebbs and flows in economic history and how its course is changing.
- Understand the role of individuals and firms in creating broad economic prosperity.

THINK FAST, TALK SMART— HOW TO SPEAK EFFECTIVELY WHEN YOU DON'T HAVE TIME TO PREPARE

Mr. Matt Abrahams (Lecture, Up to .5 Hour)

Communication is critical to business success. While executives, dental lecturers and practicing health professionals have found ways to deliver planned presentations (keynote addresses, dental lectures, dental staff meetings, etc.), speaking off-the-cuff in spontaneous situations can still be quite daunting. The reality is that spontaneous speaking makes up the bulk of daily professional communications—providing feedback to staff members; answering questions from patients, colleagues and vendors; or dealing with crises situations. Effectively communicating in these everyday, important and impromptu situations can be frustrating and anxiety provoking. This engaging, highly practical session will provide easy-to-remember tools and structures that attendees can rely on in moments of stress. A variety of interactive techniques will be used to help audience members practice and deliver on-the-spot communications.

Upon completion of this session, attendees should be able to:

- Practice techniques that will help them speak spontaneously with greater confidence and clarity, regardless of content and context.
- Reduce speaking anxiety.

SOFT TISSUE MANAGEMENT OF AESTHETIC FAILURE AROUND OSTEOINTEGRATED IMPLANTS

Prof. Giovanni Zucchelli (Lecture, Up to 1.25 Hours)

The recession of the buccal soft tissue margin is a frequent complication of well osteointegrated dental implants. The appearance of metallic structure, or their transparency through the thin buccal soft tissues, are common patient aesthetic complaints. Moreover, bad implant installation frequently results in excessive apical dislocation of the buccal soft tissue margin of implant-supported crowns. Soft tissue plastic surgical procedures, and bilaminar techniques in particular, can be successfully used in combination with pre and postsurgical provisional prosthetics to treat buccal gingival recessions and soft tissue dehiscence around dental implants. These techniques can provide new implant-supported crowns with aesthetic transmucosal emergence profiles.

Upon completion of this session, attendees should be able to:

- Identify the goals of vertical and horizontal soft tissue augmentation.
- Describe the effect on the soft tissue of presurgical provisional prosthetic therapy.

LANAP®, LAPIMPTM AND LAPIP®— DO THEY REALLY WORK?

Dr. Paul S. Rosen (Lecture, Up to .75 Hour)

The use of dental lasers to treat periodontitis and peri-implant diseases is getting much publicity in both dental literature and print media. Many clinicians may already be using lasers in their practices to facilitate their patient treatment in restorative or periodontal procedures. So, the question remains, is the Nd:YAG laser (PerioLase®) hype or hope? This program will provide attendees with some brief background on the various lasers used in dentistry, some of the literature to support using an Nd:YAG laser and why Dr. Rosen introduced it into his practice and continues to use it.

Upon completion of this session, attendees should be able to:

- List the lasers being used in dentistry today and the unique properties to the Nd:YAG lasers wavelength.
- Examine the evidence attesting to the regenerative outcomes from the Nd:YAG protocol.
- Discuss the success that can be seen using the PerioLase® to treat biologic complications around dental implants.

REFLECTING PERSONALITY INTO SMILE DESIGN

Dr. Galip Gürel (Lecture, Up to 1.0 Hour)

Definitive aesthetic results may fail to meet a patient's expectations due to disharmony between the smile design and the patient's personality. The patient may feel that the restored teeth do not really "belong" to him or her. Without the proper knowledge, the origin of this disharmony can be difficult to identify. For decades, dental clinicians have sought to harmonize the shape of the teeth with the entire face based on parameters such as gender, personality and age. However, truly successful results have been elusive. The focus of this lecture is to present a novel concept which involves the creation of a customized image expressing a person's sense of identity. This concept helps dental clinicians provide restorations that account not only for aesthetics, but also for the psychosocial features of the created image, which affect patients' emotions, sense of identity, behavior and self-esteem.

Upon completion of this session, attendees should be able to:

- Discuss how to uncover personality traits and desires in order to translate them into natural tooth shapes in "psychodontofacial" harmony.
- Understand the importance of creating a smile that reflects the patient's personality.

PROFIT MASTERY® FINANCIAL GAP—ASSESS CAPITAL NEEDS, CASH FLOW AND RISK

Mr. Steve LeFever (Lecture, Up to 1.75 Hours)

The economic meltdown of 2008-2011 highlights with crystal clarity the importance of the balance sheet. While growth and recession get measured on the P&L, they get paid for on the balance sheet. In this dynamic session, Mr. LeFever will introduce the financial gap—the sophisticated tool that banks use in their credit departments, and he will show attendees how to apply it in their own business with a balance sheet and blank piece of paper. Without maintaining a watchful eye on the balance sheet to take proactive control of cash flow, capital, and leverage—business entities can fall into the financial gap. This unique presentation allows attendees to assess their current liquidity position, forecast future capital needs and become acquainted with the sponge technique—a sophisticated yet practical strategy to wring much-needed cash out of a balance sheet through improved capital efficiency. A case study will be utilized to demonstrate both strategic impact and practical application.

Upon completion of this session, attendees should be able to:

- Understand the effect of growth or inefficiency management on the balance sheet.
- Project the financial gap created by growth.
- Accurately determine the future asset needs of the company.

YOUR PATIENTS ARE ON DRUGS!

Prof. Karen A. Baker (Lecture, Up to .5 Hour)

Dental patients are taking concurrent multiple medications in ever growing numbers. This phenomenon called polypharmacy is skyrocketing and creating new risks and problems in the dental practice. During this lecture, Prof. Baker will address the four primary reasons why the dental team must be vigilant in identifying and documenting complete and current medications. Practical strategies for efficient management of medicated patients will also be described.

Upon completion of this session, attendees should be able to:

- Define the scope of the polypharmacy problem in certain populations.
- Identify the four main reasons the dental team must adhere to an efficient and consistently implemented strategy for identifying patient medications and recognizing treatment implications.

BIG BRAND, SMALL BUDGET—GROW YOUR DENTAL PRACTICE LIKE A BILLION DOLLAR BRAND

Mr. Gerry O'Brion (Lecture, Up to .75 Hour)

Mr. O'Brion is a globally recognized marketing and branding expert who has worked on several billion-dollar brands and distilled that experience into growth strategies that can be implemented in any dental practice, regardless of its budget. During this engaging and dynamic discussion, attendees will learn how to build a powerful and profitable brand using strategies from some of the most successful businesses.

Upon completion of this session, attendees should be able to:

- Address how to get patients to choose their practice versus other dental competitors.
- Apply simple strategies to help grow their business.

FACIAL TRANSPLANTATION—TRANSPLANTING FACES, TRANSFORMING LIVES

Dr. Daniel Alam (Lecture, Up to 1.0 Hour)

This lecture will describe the history and evolution of the field of facial transplantation in the context of facial reconstructive surgery and facial disfigurement. The outcome limits of traditional reconstructive surgery will be presented and the role of transplants described. Dr. Alam will provide a chronology of the evolution of face transplants from the initial animal protocols to the culmination of human clinical trials.

Upon completion of this session, attendees should be able to:

- Learn the history of facial allograft surgery and its development.
- Note the limits of facial reconstructive surgery and the role for face transplants in certain clinical situations.
- Understand the ethical and social implications of face transplant surgery.

Team Song Competition

Breakout Sessions

MAKING YOUR COMMUNICATION MEMORABLE

Mr. Matt Abrahams (Lecture, Up to 1.0 Hour)

As a communication professor and coach, Mr. Abrahams hears a lot from presenters about anxiety. Their two greatest fears are that they will forget what they intend to say and/or their audience won't remember what they said. These fears are certainly understandable and create much angst among nervous and novice communicators. However, by employing specific techniques and practices, all communicators can deliver more memorable in-person and online communication that both the presenter and the audience will remember. In this compelling and highly interactive session, attendees will learn and practice techniques that will help them communicate in a more confident and connected manner. This workshop will provide easy-to-implement tools and techniques attendees can use to make their messages more memorable for themselves and their audience.

Upon completion of this session, attendees should be able to:

- Employ the good habits of effective speakers.
- Present in a more compelling manner.
- Remember their presentation easily by applying tips learned on proper preparation, structure and practice.

AVOIDING DRUG-RELATED PROBLEMS IN DENTAL PRACTICE

Prof. Karen A. Baker (Lecture, Up to 1.0 Hour)

Dental patients are becoming more medically and chemically challenged which means that clinicians must consider the dental treatment impact of drug therapy—both topical and systemic. This lecture will provide clinically useful information on identification and management of intra-oral drug effects and potential drug interactions with dental drugs. Drug-induced effects such as bruxism, increased gag reflex, MRONJ, candidiasis and xerostomia will be examined. Extensive chair-side screening handouts will supplement this fast-paced lecture and emphasis will be on practical team management of medicated dental patients.

Upon completion of this session, attendees should be able to:

- List four chronic medications that limit dental vasoconstrictor dosage.
- Describe the most common causes of drug-induced xerostomia, taste disorders, oral pigmentation, bruxism, lichenoid reactions and cancer chemotherapy mucositis.

LEGALESE YOU MIGHT ACTUALLY LOVE! LESSONS FROM A LAWYER ON DENTAL PURCHASES, SALES AND PARTNERSHIPS

Mr. David S. Cohen (Lecture, Up to 1.0 Hour)

How many attorneys does it take to change a light bulb? Answer—*whereas the party of the first part, also known as "Lawyer," and the party of the second part, also known as "Light Bulb," do hereby and forthwith...* Attorneys don't have to fit THAT stereotype! During this session, Mr. Cohen will share clear and fundamental legal concepts to provide attendees the background knowledge, competence and confidence they need to buy, sell or create a partnership in a dental practice.

Upon completion of this session, attendees should be able to:

- Gain fundamental legal knowledge relevant to a dental purchase, sale or partnership.
- Learn how to save time and money without the headache.
- Avoid legal landmines.

IGNITE YOUR GOALS—SIMPLE STEPS TO ACCOMPLISH MORE AND ACCELERATE YOUR SUCCESS

Mr. Gerry O'Brion (Lecture, Up to 1.0 Hour)

The most successful people don't leave accomplishment to chance. During this fun and interactive session, attendees will learn simple steps to achieve more in their businesses and lives. Attendees will be up and out of their chairs in a participative experience—fully immersed in their goals headed down the path of accomplishment.

Upon completion of this session, attendees should be able to:

- Outline clear goals and leave with a new commitment to accomplish them.
- Implement strategies to accelerate their success.

TECHNOLOGY, ECONOMICS AND THE FUTURE OF WORK AND WELL-BEING

Prof. Peter Rodriguez (Lecture, Up to 1.0 Hour)

This session explains and explores how technological advances and economic forces are changing the ways people work—the distribution and composition of job opportunities for better and possibly worse.

Upon completion of this session, attendees should be able to:

- Understand the roles of technological advances like digitization, algorithmic decision-making and roboticization already affecting jobs and wages.
- Comprehend the likely areas for greatest disruption and what this means for those in the workforce and those yet to enter it.



Saturday, January 30

PROBING OUTSIDE THE ORAL CAVITY— CATCH THE LIFESTYLE MEDICINE WAVE OR FIND YOURSELF BEACHED

Dr. Steven A. Feyrer-Melk (Lecture, Up to .5 Hour)

The stars are aligned for dental professionals who are willing to think outside the box. This is the perfect time to elevate patient care, patient experience and bring overall business models to the next level. The key elements contributing to this perfect storm include the burgeoning awareness and essential role of lifestyle medicine in patient care along with the expanding desire of patients to be proactive and obtain lifestyle advice and guidance they can trust and follow. It is at this confluence that dental professionals who are willing to probe outside the oral cavity will be perfectly positioned to play a new and significant role in the optimal health of their patients. Dr. Steve will build a compelling and logical case for expanding care through the integration of selective lifestyle medicine concepts into any dental practice. He will provide science, techniques, programming methods and innovative technologies that adhere to his overall principle of success through simplicity. Dr. Steve's passion and energy will abound as he engages attendees in an honest, lively and real-world manner.

Upon completion of this session, attendees should be able to:

- Discover why integrating lifestyle medicine concepts can positively impact patient care and practice success.
- Review scientific concepts that support integration of lifestyle medicine and the basic steps for implementation that match the dental practice.
- Identify technologies that make the process more efficient, effective and profitable.

SMILE DESIGN FROM 2D TO 3D— MAXIMIZING THE AESTHETIC AND FUNCTIONAL POTENTIAL

Drs. Christian Coachman and John C. Kois
(Lecture, Up to 1.0 Hour)

Modifying a patient's existing smile often involves significant alteration in tooth position and length. These changes are commonly difficult to envision because they are three-dimensional, especially when they involve changes in occlusion. In order to develop a comprehensive treatment plan the dental team must be able to design the therapeutic endpoint and then communicate these changes to the patient, prior to the actual treatment. This planning process is essential for that communication and necessary to minimize misunderstanding and errors in judgment. Traditional protocols can be difficult, time intensive and expensive. During this live lecture (Dr. Coachman) and satellite (Dr. Kois) presentation, the doctors will explain newer technologies and innovations to ensure this process has more impact for the patient, is efficient and more predictable.

Upon completion of this session, attendees should be able to:

- Understand how to link two-dimensional Digital Smile Design sketches into three-dimensional digital software.
- Use three-dimensional imaging systems to improve the treatment plan decision-making process.
- Discover systems for lab communication that provide aesthetic and functional information when altering inter-arch relationships.



DISCOVERING YOUR MEMORY POWER FOR CLINICAL AND PERSONAL SUCCESS

Mr. Robb Zbierski (Lecture, Up to .75 Hour)

Dental professionals must quickly assimilate and retain a wealth of information including patient details, schedules, complex terminology and, most importantly, names! A simple slip of the mind can result in the loss of thousands of dollars in lost time, credibility and patients. Fortunately there is a solution. In this fun-filled introduction to the power of your memory, Mr. Zbierski will help make sense of how memory works and, better yet, how to improve it.

Upon completion of this session, attendees should be able to:

- Discover how a properly trained memory can help boost confidence and productivity.
- Apply tips on how to remember names.
- Train their brain to instantly recall almost any type of information.

Color Wars Awards Ceremony

3D SOFT TISSUE INTEGRATED IMPLANT SOLUTIONS

Dr. Martijn C. Moolenaar (Lecture, Up to 1.0 Hour)

One of the factors that will impact the final aesthetic outcome of an implant-retained restoration is the volume and shape of the soft tissue around that restoration. Before starting treatment the final position of the soft tissue needs to be determined so the implant position along with hard and soft tissue grafts can be planned. After the surgical phase the soft tissue management phase starts. A provisional restoration can be used to shape the soft tissue in an optimal form before a ceramic restoration will be placed. During this lecture, biologic principles of the implant position and soft tissue management will be discussed and illustrated by clinical cases.

Upon completion of this session, attendees should be able to:

- Visualize and understand three-dimensional implant positioning in the aesthetic zone.
- Discuss soft tissue management during the healing and maturation phase.

THE DIAGNOSIS, PREVENTION AND TREATMENT OF INFLAMMATORY PERI-IMPLANT DISEASE

Dr. Paul Fletcher (Lecture, Up to .75 Hour)

As the number of implants that have been placed worldwide and the number of years implants have been in place increases, the incidence and prevalence of inflammatory peri-implant disease has also risen. Whether placing or restoring implants it's imperative to have an understanding of the factors involved in the initiation of peri-implant disease and to diagnose the problem in its incipiency so that the proper steps may be taken to arrest its progression.

Upon completion of this session, attendees should be able to:

- Understand the etiology, biology and histopathology of peri-implant disease and its progression from mucositis to peri-implantitis.
- Note the indications for non-surgical and surgical therapy.
- Institute an evidence-based, in-office and at-home protocol to stop mucositis before it progresses to peri-implantitis.

A HOPELESS TOOTH IS NOT A USELESS TOOTH

Dr. Marco A. Brindis (Lecture, Up to .75 Hour)

Achieving predictable outcomes on multiple implants in the aesthetic zone is challenging. Orthodontic manipulation of hopeless teeth prior to tooth extraction can take advantage of the bone's capacity to remodel and minimize some of the undesirable periodontal amputation that occurs following tooth loss. This presentation will address the indications and considerations for orthodontic extrusion and other complex orthodontic movements in the aesthetic zone in preparation for implant rehabilitation.

Upon completion of this session, attendees should be able to:

- Identify the indications for orthodontic manipulation of hopeless teeth in preparation for implant placement.
- Treat patients in an interdisciplinary fashion to prevent possible periodontal amputations.

Non-Clinical Programming



Monday, January 25

ACHIEVING THE IMPOSSIBLE

Mr. Ben Saunders (See page 8 for description.)

PREVENTING HEART ATTACKS, STROKES AND DIABETES

Dr. Amy L. Doneen (See page 8 for description.)

AWAKEN THE INSTINCTIVE LEADER IN YOU

Ms. Katherine Eitel-Belt (Lecture, Up to 1.0 Hour)

Leadership has nothing to do with owning a business, managing a large number of people, how much money someone makes or how old they are. It has everything to do with the skills one masters and their state of mind. This session will help attendees access the leader within, communicate and think like a leader, connect vision to action and inspire others to do the same.

Upon completion of this session, attendees should be able to:

- Communicate like leaders.
- Connect vision to action.
- Turn conflict into cooperation.

KNOWLEDGE IS POWER—WHAT WOMEN NEED TO KNOW ABOUT CARDIOVASCULAR HEALTH

Dr. Amy L. Doneen (Lecture, Up to 3.0 Hours)

How many women reading this could say that they would recognize the symptoms that they were having a heart attack? Those who answered with the classic signs—crushing chest pain (often described as feeling like an elephant is sitting on their chest, that may radiate down the left arm) will be surprised to learn that heart attack symptoms are not always unisex. Instead, women have a higher rate of “atypical” symptoms that, though they may not include chest pain, are still serious warnings that a blocked artery is cutting off blood flow to the heart. A 2012 study involving more than 1.1 million heart attack patients reveals that among heart attack patients under age 55 who had atypical symptoms, females are less likely to seek care. And when women do go to the hospital, their symptoms often go unrecognized, causing them to miss out on potentially lifesaving treatment until it’s too late. Dr. Doneen will share what all women need to know about their heart and health.

Upon completion of this session, attendees should be able to:

- Learn the six warning signs of a heart attack that women often ignore.
- Note the life-saving screening tests that all women should take.
- Recognize the red flags that may be associated with plaque in the arteries.
- Detect the signs of a heart attack in their mothers, sisters, spouses and/or daughters.

STICKS AND STONES EXPOSED

Mr. Dave Weber (See page 9 for description.)

Color Wars Team Meeting

Tuesday, January 26

YOUR SIXTH SENSE—UNDERSTANDING BODY LANGUAGE AND HUMAN DECISION-MAKING FOR IMPROVED INTERPERSONAL RELATIONS

Dr. Christopher Ramsey (See page 10 for description.)

LONGEVITY—WHAT DO WE REALLY KNOW?

Dr. Peter Attia (See page 10 for description.)

I’M SPREAD SO THIN... YOU CAN SEE THROUGH ME! ADVANCED TIME AND DETAIL MANAGEMENT

Mr. Dave Weber (Lecture, Up to 2.0 Hours)

In today’s society most people will quickly say that there is more on their plates now than ever before. To help stay on top of the sheer volume of responsibilities to run their home and work lives, many have acquired smart phones, tablets, iPads, iPhones, Google and Microsoft Outlook accounts. Each is a great tool when used properly—the problem is that few know how. When it comes to personal technology most people are self-taught—and self-taught equals gaps. During this workshop, Mr. Weber will teach attendees how to effectively link multiple tools into one process of efficient organization to help manage all of the details and never have something fall through the cracks.

Upon completion of this session, attendees should be able to:

- Develop critical skills necessary to master events, information and commitments.
- Process volumes of information in hard or soft copy.
- Streamline all of their “tools and pieces” into one effective and efficient information control center.

WHAT YOU CAN DO TO OPTIMIZE YOUR LIFESPAN AND HEALTHSPAN

Dr. Peter Attia (Lecture, Up to 1.75 Hours)

Many people don’t realize that there is about a 75 percent chance that they will die from one of four diseases. Any effort to reduce aging—to maximize longevity and performance—begins with an understanding of the individual risks and susceptibilities and the tools necessary to combat them. To delay death and simultaneously optimize life, one must have a clear command of the longevity toolkit, which encompasses the suite of modifiable behaviors to slow aging which includes nutrition, exercise, sleep, hormone manipulation, stress reduction and pharmacotherapy. During this highly interactive session, Dr. Attia will address what attendees can do to improve their health and lifespan.

Upon completion of this session, attendees should be able to:

- Develop a framework for how to apply the longevity toolkit to their life.
- Differentiate between maximizing and optimizing, with respect to lifespan and healthspan.

Cookout & Beach Competitions

Beach Volleyball
Paddle Board Relay
Sugar Shack Construction
Tug of War

Wednesday, January 27

CANCER PREVENTION FOR THE 21ST CENTURY

Dr. Tieraona Low Dog (See page 11 for description.)

TRUE YOGA

Ms. Jennie Lee

(Yoga Instruction and Lecture, Up to 2.25 Hours)

Jennie Lee is the author of *True Yoga: Practicing with the Yoga Sutras for Happiness and Spiritual Fulfillment* (releasing January 2016 Llewellyn Worldwide). With 20 years of experience in Yoga philosophy and practice and an educational background in spiritual psychology, Ms. Lee has helped hundreds of clients discover how to move beyond limited or negative thinking to freedom and fulfillment through Yoga therapy. Initially captivated by the physical benefits of Yoga, Ms. Lee came to recognize its psychological benefits following the devastating loss of her second child at birth and the break up of her marriage. Searching for solace from grief and depression, she delved into the deeper practices of the Yoga Sutras. She discovered that these 5,000 year old teachings provide directions for managing every stressor life could possibly throw one's way. Her Yoga therapy counseling developed from this study of the Yoga Sutras as well as from her master's work in spiritual psychology and certification in somatic therapy. During her two interactive sessions at Symposium, she will share how to integrate the teachings of the Yoga Sutras into everyday life for inner peace and overall well-being. The morning session, while not an exercise class, will include elements of movement, breathing and meditation and will be held outdoors, weather permitting. The afternoon session will be a lecture and discussion-based program designed to allow participants to reflect and gain insights into the morning's experience.

Upon completion of these sessions, attendees should be able to:

- Articulate the difference between Yoga as a physical set of movements versus Yoga as a mental discipline.
- Understand how the Yoga Sutras provide guidance for handling life's trials and tribulations.

AN INCREDIBLE FIX FOR LOWER BACK PAIN

Mr. Brian Bradley (Ergonomic Instruction, Up to 1.0 Hour)

Many people suffer from back pain and don't know why. What most don't know is that the answer is right in front of them—by simply looking in the mirror at their posture and seeing whether the posture load joints are aligned. In this interactive workshop, Mr. Bradley will take attendees through anatomy, biomechanics, movement strategies and the corrective exercises to help them live pain free.

Upon completion of this session, attendees should be able to:

- Discover the root cause of their symptoms.
- Alter their focus and concentrate on cause-driven therapy rather than symptom-driven therapy.

THE NUTRITION PRESCRIPTION

Dr. Tieraona Low Dog (Lecture, Up to 1.5 Hours)

During this session, Dr. Low Dog takes attendees on an informative journey through the state of American nutrition, specifically looking at "at risk" populations regarding macro and micronutrients, and the role of nutrition in the prevention and management of many chronic disorders. She will explore the evidence behind several dietary approaches including the Mediterranean diet, slow carb diet, DASH diet and a low-glycemic load diet.

Upon completion of this session, attendees should be able to:

- Identify key components of the Mediterranean diet.
- Discuss the evidence for recommending the Mediterranean diet for patients at risk for cardiovascular disease.
- Describe the evidence for using the glycemic index/load in patients at risk for diabetes.

WHAT'S YOUR STORY?

Mr. Forrest Cottrell (See page 12 for description.)

PROFIT MASTERY[®] SEVEN STEPS TO FISCAL FITNESS

Mr. Steve LeFever (See page 12 for description.)

PROTECTING THE AGING BRAIN

Dr. Jeffrey L. Boone (See page 12 for description.)

Color Wars Jeopardy

Emceed by Dr. Fred Sakamoto

(Lecture, Up to 1.0 Hour)

During this lively session Color Wars teams will compete against each other in a Jeopardy-like format. Similar to the actual game show, contestants will be provided an answer and the first to buzz in will have the opportunity to respond with the correct question.

Upon completion of this competition, attendees should be able to:

- Enhance their general knowledge base.
- Seek additional learning opportunities in the areas of culture, world news, science and the media.

Thursday, January 28

Masters Competitions

Beach Run, Golf & Tennis

Friday, January 29

WHY DO SOME ECONOMIES ALWAYS WIN AND WHY CAN'T OTHERS STOP LOSING?

Prof. Peter Rodriguez (See page 13 for description.)

THINK FAST, TALK SMART

Mr. Matt Abrahams (See page 13 for description.)

OPTIONAL WATERFALL ADVENTURE

(Up to 6.0 Hours)

Participants in the non-clinical program will pre-select their activity for this day—either stay at the hotel and attend the business programming, or take a private excursion just past the northern-most tip of the Big Island. The trip begins with a 45-minute drive in 12-seat vans up the stunning Kohala coast and through the quaint plantation towns of Hawi (“Hah-vee”) and Kapaau (“Kahpah-ow”). At the end of the road we will pass through a locked gate onto private property, traversing bumpy terrain for a short distance on an old cane road. Then we will step back into the 1900s, when plantation owners began construction of the Kohala Ditch Trail to bring much needed water to the sugar cane fields. Along the 1.5 mile, easy loop trail we will see tunnels blasted and carved from solid rock, walk over an aqueduct on two bridges and learn the story of the tremendous effort it took to build an irrigation system stretching over 22 miles. We will delve into ancient Hawaiian history as well, visiting a former taro-farming site just off the path. Seven beautiful waterfalls grace the trail. With stunning mountain panoramas, green valleys and pasture lands and, of course, the beautiful waterfalls, this is an off-the-beaten track adventure that will not soon be forgotten. Our guides hold the exclusive right to access this trail on private land and it will be opened only to our group this day. Space is limited so register early. Lunch and a snack are included. Please note, although the trail is not steep, it is rocky or uneven in places and may be muddy. In addition the weather at the north end of the Big Island is unpredictable and may include rain, wind, low clouds and cool temperatures.

OR BUSINESS SESSIONS

PROFIT MASTERY® FINANCIAL GAP

Mr. Steve LeFever (See page 14 for description.)

YOUR PATIENTS ARE ON DRUGS!

Prof. Karen A. Baker (See page 14 for description.)

BIG BRAND, SMALL BUDGET

Mr. Gerry O’Brion (See page 14 for description.)

BREAKOUT SESSIONS (See page 15 for description.)

FACIAL TRANSPLANTATION

Dr. Daniel Alam (See page 14 for description.)

Team Song Competition

Saturday, January 30

PROBING OUTSIDE THE ORAL CAVITY—CATCH THE LIFESTYLE MEDICINE WAVE OR FIND YOURSELF BEACHED

Dr. Steven A. Feyrer-Melk (See page 16 for description.)

HOW TO FIX NECK AND SHOULDER PAIN

Mr. Brian Bradley (Ergonomic Instruction, Up to 1.0 Hour)

Neck and shoulder symptoms are no fun! This informative and interactive session will take attendees through the whys of chronic pain. Led by Mr. Bradley, attendees will partner up and learn how to assess movement dysfunction, upper back (thoracic) kyphosis and forward head posture.

Upon completion of this session, attendees should be able to:

- Feel better and stand straighter.
- Increase their energy level and improve their overall health.

DISCOVERING YOUR MEMORY POWER FOR CLINICAL AND PERSONAL SUCCESS

Mr. Robb Zbierski (See page 17 for description.)

Color Wars Awards Ceremony

THE COMPLETE CLINICIAN—THE WHY AND HOW OF IMPLEMENTING LIFESTYLE MEDICINE CONCEPTS

Dr. Steven A. Feyrer-Melk (Lecture, Up to 1.25 Hours)

Dental offices are in the ideal position to take their patient care and overall practice to the next level. This unique course will offer attendees a logical pathway to successfully integrate program components that match them and their practice. Through the utilization of cutting edge technology combined with practical guidance, attendees will be able to effectively and efficiently integrate lifestyle medicine concepts into their dental practice. This session is divided into three parts—the science of lifestyle medicine concepts, innovative technology and implementation and options of lifestyle medicine integration.

Upon completion of this session, attendees should be able to:

- Cognize the varying scopes of lifestyle medicine programs and the steps for implementation.
- Identify the best technologies that support the implementation, monitoring and assessment of patients.

TRAIN YOUR MEMORY FOR EVERYDAY SUCCESS

Mr. Robb Zbierski (Lecture, Up to 1.25 Hours)

This interactive, high energy and fun breakout session will be unlike any other training experienced. Mr. Zbierski will guide attendees through proven methodologies for training their memory to recall virtually any type of information instantly. Attendees will leave amazed at how easily and quickly they can turn themselves into memory all-stars!

Upon completion of this session, attendees should be able to:

- Discover different strategies for recalling numbers and lists.
- Recall a list of over 60 items in and out of order.



Matt Abrahams, MA

Mr. Abrahams works with executives around the globe to help them become more confident, connected and compelling presenters. He has coached and delivered workshops for several Fortune 500 companies as well as high-profile start-ups and has helped executives with mission critical presentations including keynote speeches at such places as Davos and the World Economic Forum, TED talks and IPO Road Shows. Mr. Abrahams is especially interested in applying communication knowledge to real-world business issues. In service of this goal, he published *Speaking Up Without Freaking Out*, a must read business communication book. He is a popular lecturer at Stanford's Graduate School of Business where he teaches strategic communication and effective virtual presenting and also coaches entrepreneurs from around the world on pitching their ideas as part of Stanford GSB's Ignite Program. Mr. Abrahams is co-founder and principal at Bold Echo Communication Solutions, a presentation and communication skills company based in Silicon Valley. Mr. Abrahams received his undergraduate degree in psychology from Stanford and his graduate degree in communication studies from UC Davis.



Daniel Alam, MD

Dr. Alam recently joined The Queen's Medical Center and serves as a clinical professor of surgery at the University of Hawaii John A. Burns School of Medicine. He is a specialist in head and neck reconstructive surgery, including complex microvascular reconstructions to repair major facial injuries and cancer defects. He was the primary microvascular surgeon of the first face transplant procedure in the United States at the Cleveland Clinic. After graduating from the Johns Hopkins University School of Medicine as valedictorian in 1996, Dr. Alam received his surgical training with an internship at Massachusetts General Hospital, followed by residency at the Harvard Medical School's Combined Hospitals Program in otolaryngology/head and neck surgery. He then completed a fellowship in facial plastic and reconstructive surgery at the UCLA Medical Center and served on its faculty as a clinical instructor in facial plastic surgery. He holds senior-level academic positions in the American Academy of Facial Plastic and Reconstructive Surgery (AAFPRS). He is the director of an AAFPRS-sanctioned fellowship in facial plastic surgery and serves on the organization's board of directors.



Peter Attia, MD, BSc

Dr. Attia is the president and co-founder of the Nutrition Science Initiative dedicated to reducing the individual, social and economic toll of obesity and its related diseases by improving the quality of science in nutrition and obesity research. Dr. Attia is a physician and former McKinsey & Company consultant, where he was a member of both the corporate risk and healthcare practices. He spent two years at the National Institutes of Health as a surgical oncology fellow at the National Cancer Institute under Dr. Steve Rosenberg, where his research focused on the role of regulatory T cells in cancer regression and other immune-based therapies for cancer. Dr. Attia was a 2012 recipient of the French-American Foundation Young Leader's Fellowship, which recognizes the most promising leaders in the United States and France under the age of 40. He earned his MD from Stanford University and holds a BSc in mechanical engineering and applied mathematics from Queen's University in Kingston, Ontario, Canada, where he also taught and helped design the calculus curriculum.



Karen A. Baker, BS, MS

Prof. Baker has been on the Dental College faculty at the University of Iowa for 34 years and occupies a unique role in dental practice and education. She is a clinical pharmacist with an MS in clinical pharmacology and therapeutics and is focused on patient-specific dental drug therapy. She has given nearly 1,000 invited programs internationally and holds memberships in many dental and clinical pharmacology and therapeutics organizations. Her dental education-based pharmacy and drug therapy consultation center is the only one in the U.S. She has authored more than 50 articles and abstracts and lectures extensively in pre-doctoral and graduate-level courses at the University of Iowa.



Markus B. Blatz, DMD, PhD

Dr. Blatz is professor of restorative dentistry and chairman of the Department of Preventive and Restorative Sciences at the University of Pennsylvania School of Dental Medicine in Philadelphia, Pennsylvania, where he also founded the Penn Dental Medicine CAD/CAM Ceramic Center. Dr. Blatz graduated from Albert-Ludwigs University in Freiburg, Germany and was awarded additional doctorate degrees, a postgraduate certificate in prosthodontics and professorship from the same university. Dr. Blatz is co-founder and president of the International Academy for Adhesive Dentistry. He is a board certified member of the German Society for Prosthodontics and Biomaterials, an active member of the European Academy of Esthetic Dentistry, a fellow in the American College of Dentists, an honorary member of the American College of Prosthodontists and a member of multiple other professional organizations. He serves on the editorial boards of numerous recognized scientific dental journals and is associate editor of *Quintessence International*. He is co-author of the recently released book *Evolution—Contemporary Protocols of Anterior Single-Tooth Implants*.



Jeffrey L. Boone, MD

Dr. Boone is a consultant in cardiometabolic health, preventive cardiology and stress medicine in private practice in Denver, Colorado. In 2007, he was selected as one of the 160 Top Doctors in America by *Men's Health Magazine* and listed as one of the 17 Top Cardiovascular Doctors in *America for Men*. He is the president, CEO and medical director of Boone Heart Institute, a Denver-based health care organization dedicated to the eradication of heart disease and stroke. Dr. Boone is a national co-director of the NFL Player Care Foundation Cardiovascular Program. He has authored and co-authored numerous professional articles and books pertaining to cardiometabolic risk, preventive cardiology and stress medicine. Dr. Boone's unique clinical approach focuses on aggressive prevention of cardiovascular disease, including the evaluation of the cardiovascular consequences of mental stress, the early clinical use of the latest cardiac imaging techniques and the advanced detection and treatment of cardiometabolic risk.



Brian Bradley

Mr. 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 multiple best selling DVDs on posture and pain. With two decades in the rehabilitation and fitness fields, Mr. Bradley is recognized as a true expert on posture, pain and performance. He has been featured on NBC's *Today Show*, *Good Morning Texas* and currently writes for *PEAK Running Performance*, *Titliest Performance Institute*, *MAXOUT Golf*, *World Team Tennis*, *PTontheNet.com*, *Thorlo Sock Company* and *American Fitness Professionals and Associates*. Mr. Bradley is a true motivator of the highest level and is a sought after consultant to thousands of rehabilitation, fitness, strength/conditioning professionals and certified Egoscue Posture Alignment Specialists. He specializes in enhancing specific performance issues by focusing on the biomechanics and the mentality the athlete is taking to their sport.



Marco A. Brindis, DDS

Dr. Brindis is clinical assistant professor at LSUHSC School of Dentistry in the Department of Prosthodontics. He received his DDS from Intercontinental University in Mexico City before coming to New Orleans to complete his residency in prosthodontics for three years at LSUHSC School of Dentistry. He is director of the Aesthetics and Implant Fellowship at LSU School of Dentistry, course director of the LSUSD undergraduate implant and aesthetic courses and lectures internationally on dental implants and aesthetics.



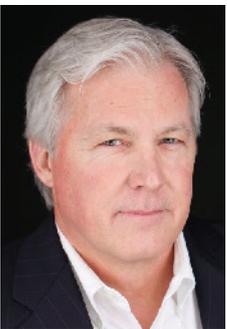
Christian Coachman, DDS, CDT

Dr. Coachman graduated in dental technology in 1995 and in dentistry at the University of São Paulo, Brazil in 2002. He is a member of the Brazilian and American Academy of Esthetic Dentistry. He also attended the Ceramic Specialization Program at the Ceramoart Training Center, where he later became an instructor. In 2004, Dr. Coachman was invited by Drs. Goldstein, Garber and Salama of Team Atlanta to become head ceramist of their laboratory, a position he held for over four years. He has worked with many leading dentists around the world including Drs. Van Dooren (Belgium), Gürel (Turkey), Fradeani (Italy), Bichacho (Israel), Ricci (Italy) and Calamita (Brazil). Currently, he works at his family dental clinic in São Paulo, Brazil, together with his father, uncle and brother. He has lectured and published internationally in the fields of aesthetic dentistry, dental photography, oral rehabilitation, dental ceramics and implants. He is the developer of techniques such as the Pink Hybrid Implant Restoration and the Digital Smile Design Concept.



David S. Cohen, Esq.

Mr. Cohen, owner of Cohen Law Firm, PLLC, specializes in helping dentists and specialists with their legal business transactional needs, including practice purchases, sales, partnerships, associateships, business structuring and business formation. He speaks extensively to dental audiences across the country on these topics. Cohen Law Firm, PLLC, serves clients nationally and understands the unique nature of the law as it relates to dentistry.



Forrest Cottrell

Mr. Cottrell is director of training and education for Nobel Biocare in Yorba Linda, California. He is a veteran of sales and marketing with 18 plus years with Procter and Gamble. During that time he was promoted seven times, moved to seven locations around the country and given 18 different responsibilities. As vice president of Integrity Systems, a training organization, Mr. Cottrell helped thousands of people become more effective communicators. As president of DVelop, Inc., a training and development organization, he consulted with businesses to increase profitability by growing their people. He has hired over 1500 people and trained over 15,000 sales employees and 1300 managers and executives. He was previously a speaker focused on practice growth through marketing programs designed for the dental industry, as well as staff development and training in leadership, communications, team building and treatment plan acceptance. He has presented to over 500 different organizations with over 17,500 dental professionals attending, including 200 programs for study clubs belonging to the Seattle Study Club® network.



Amy L. Doneen, DNP, ARNP

Dr. Doneen is an international leader in preventing heart attacks, strokes and diabetes. She is the co-founder of the Bale/ Doneen Method and the co-principle lecturer and researcher for this method of CVD prevention. Her research on CVD prevention has been published in such respected medical journals as *Atherosclerosis*, *Post Graduate Medicine*, *Journal of the National Medical Association*, *Journal of Clinical Lipidology*, *Cardiology Roundtable*, *Physician's Weekly*, *Cardiovascular Nursing*, *Dental Economics*, *Alternative Therapies in Health and Medicine*, *ADVANCE for Healthy Aging* and others. Having given well over a thousand lectures to global medical groups, she is a sought-after thought leader in vascular wellness. Dr. Doneen has served as a reviewer for medical journals on topics revolving around vascular imaging and served on the appropriate use committee for the Society of Atherosclerotic Imaging and Prevention. She is the medical director of Heart Attack & Stroke Prevention Center, an adjunct professor at Texas Tech Health Sciences and also the past chair of the Pacific Northwest Preventative Cardiovascular Nurses Association.



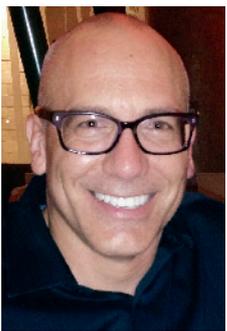
Katherine Eitel-Belt

Ms. Eitel-Belt is an inspirational keynote speaker, workshop leader, corporate trainer, personal performance coach and creator of The Lioness Principle™, a unique and powerful leadership concept for progressive individuals looking to access their full potential. She is founder of Lioness Learning, a revolutionary training company providing customized, in-house training for team cohesiveness, client service and goal achievement. With over 25 years' experience as chair-side assistant, treatment coordinator, marketing director and practice management coach, Ms. Eitel-Belt's revolutionary communications training programs have helped hundreds of practices and small businesses throw out their old, tired scripts and access instinctive greatness improving marketing results, organizational systems, client service and verbal skills and the bottom line.



Newton Fahl, Jr., DDS, MS

Dr. Fahl, Jr., received his DDS from Londrina State University, Brazil in 1987. He later received his certificate in operative dentistry and MS degree from the University of Iowa in 1989. Dr. Fahl, Jr., is a member of the American Academy of Esthetic Dentistry, founding member and past-president of the Brazilian Society of Esthetic Dentistry and is a MCG-Hinman Foundation fellow. He is the recipient of the American Academy of Esthetic Dentistry 2008 President's Award for Best Teacher and the 2011 American Academy of Cosmetic Dentistry Excellence in Cosmetic Dentistry Education Award. Dr. Fahl, Jr., has published extensively on direct and indirect bonding techniques and is on the editorial board of several peer-reviewed journals. He is director of the Fahl Center in Curitiba, Brazil where he conducts hands-on courses on direct and indirect adhesive restorations.



Steven A. Feyrer-Melk, PhD, MEd

For nearly 30 years, Dr. Steve has developed a unique and practical background in lifestyle medicine (LM). His extensive work with patients and healthcare professionals is grounded in proven health and wellness principles. These core elements contribute to his success in guiding individuals on optimal health journeys as well as helping health professionals implement LM components or complete programs within medical settings. Dr. Steve's passion for connecting and partnering with like-minded professionals is palpable. His simple, yet powerful methods offer a refreshing approach to develop, sustain or strengthen personal quality of life and business stability. This real-world approach maximizes the use of cutting edge technology to improve effectiveness and efficiency in our fast-paced, stressed-out over-stimulated world. As the chief science officer for a technology company (Nudge, LLC), Dr. Steve focuses on a health-related lifestyle to target simple, effective and efficient ways of using technology to support positive behavior change that makes sense. Dr. Steve continues to enhance his foundation through hands-on development and management of a successful private medical practice in Scottsdale, Arizona.



Paul Fletcher, DDS

Dr. Fletcher is a periodontist who practices in New York City and is a member of Specialized Dentistry of New York, a group implant, cosmetic specialty practice. He is an associate clinical professor at the Columbia University College of Dental Medicine where he teaches periodontics and implant dentistry on a postgraduate level. Dr. Fletcher has had more than 30 papers published in the dental literature and has lectured on periodontal prosthetics and implant dentistry internationally.



David Forbes, DDS, PhD

Dr. Forbes practices orthodontics in West Dundee, Illinois. He graduated magna cum laude from the University of Maryland Dental School in 1975. He attended Northwestern University receiving his MS in Orthodontics and later a PhD in Oral Biology. Dr. Forbes is a diplomate of the American Board of Orthodontics. During his academic tenure at Northwestern University, he served as the program director and chairman of orthodontics. Dr. Forbes served as president of the Illinois Society of Orthodontists and is a member of the American Association of Orthodontists, American Society of Developmental Biology, American Association of Bone and Mineral Research, American Society of Cell Biology and the American Association for the Advancement of Science.



Galip Gürel, DDS, MSc

Dr. Gürel graduated from the University of Istanbul Dental School. He continued his education at the University of Kentucky Department of Prosthodontics and received his MSc from Yeditepe University in Istanbul. He is the founder and the honorary president of the Turkish Academy of Aesthetic Dentistry, past president of the European Academy of Esthetic Dentistry, a member of the American Society for Dental Aesthetics and is an honorary diplomate of the American Board of Aesthetic Dentistry. Dr. Gürel is also the editor-in-chief of the *Quintessence Magazine* in Turkey and is on the editorial board of the *AACD Journal* and *PPAD Journal* (Practical Procedures & Aesthetic Dentistry). He lectures on dental aesthetics all over the world and gives postgraduate lectures on aesthetics dentistry. He is a visiting professor at New York University, Marseille Dental University and Istanbul Yeditepe University. He is the author of *The Science and Art of Porcelain Laminate Veneers* published by Quintessence Publishing in 2003, which has been translated into 10 different languages. He maintains a private practice in Istanbul specializing in aesthetic dentistry.



Jim Janakievski, DDS, MSD

Dr. Janakievski received his DDS from the University of Toronto, which was followed by a general practice residency. After several years in general practice, he completed his post-graduate training at the University of Washington, where he received a certificate in periodontology with an MSD and a fellowship in prosthodontics. He is a diplomate of the American Board of Periodontology and serves as an affiliate assistant professor in the Department of Periodontology at the University of Washington. Dr. Janakievski is a reviewer for several dental journals and has published in the area of dental implants and tooth autotransplantation.



Greggory A. Kinzer, DDS, MSD

Dr. Kinzer received his DDS from the University of Washington in 1995 and an MSD and certificate in prosthodontics in 1998. Committed to advancing the art and science of restorative dentistry, Dr. Kinzer is an internationally recognized speaker who serves as a faculty member for Spear Education in Scottsdale, Arizona and as an affiliate assistant professor in the Graduate Prosthodontics Department at the University of Washington, School of Dentistry. In addition, Dr. Kinzer has written numerous articles and chapters and has served on the editorial review board for various dental publications. Dr. Kinzer is a gifted academician and clinician. His interdisciplinary approach to dentistry is founded in empirical based research and clinical experience. Dr. Kinzer’s unique ability to impart complex clinical processes in a logical, systematic and clear methodology differentiates him from other dental educators of our time. He maintains a private practice in Seattle limited to comprehensive restorative and aesthetic dentistry.



John C. Kois, DMD, MSD

Dr. Kois received his DMD from the University of Pennsylvania, School of Dental Medicine and certificate in periodontal prosthodontics with an MSD from the University of Washington, School of Dentistry. He maintains a private practice limited to prosthodontics in Tacoma and Seattle and is an affiliate professor in the Graduate Restorative Program at the University of Washington. Dr. Kois is the co-editor in chief for *The Compendium of Continuing Education in Dentistry* and is the recipient of the Seattle Study Club® 2002 Saul Schluger Memorial Award for Clinical Excellence in Diagnosis and Treatment Planning and received a Lifetime Achievement Award from the World Congress of Minimally Invasive Dentistry and the American Academy of Cosmetic Dentistry. Additionally, he is the recipient of the 2014 Dr. Thaddeus V. Weclaw Award, which is presented annually to a dedicated educator who embodies the spirit of comprehensive dental care. He is the past president of the American Academy of Restorative Dentistry and American Academy of Esthetic Dentistry and a member of numerous other professional organizations. In addition, he continues to work with restorative dentists at the Kois Center.



Vincent O. Kokich, Jr., DMD, MSD

Dr. Kokich, Jr., received his dental degree from Tufts University and his masters in orthodontics from the University of Washington where he teaches part-time as an affiliate assistant professor in the Department of Orthodontics. He is a diplomate of the American Board of Orthodontists and a member of the Angle Society and American Academy of Esthetic Dentistry. He also maintains a private orthodontic practice in Tacoma, Washington. Dr. Kokich, Jr., lectures internationally on interdisciplinary dentistry and dental aesthetics, emphasizing comprehensive treatment planning and the importance of properly sequencing orthodontic, periodontic and restorative treatment.



Jennie Lee

Ms. Lee is a Yoga therapist with 20 years experience teaching the classical Yoga and meditation. Her new book *True Yoga: Practicing with the Yoga Sutras for Happiness and Spiritual Fulfillment* will release in January 2016 from Llewellyn Worldwide. By making the wisdom of the Yoga Sutras applicable to daily challenges, Ms. Lee helps clients discover how to lead joyful, authentic lives. Holistic lifestyle counseling, meditation instruction, energy management, relaxation techniques and therapeutic Yoga postures, are all part of her guidance toward positive personal change. Ms. Lee coaches in person on the island of O’ahu, and by phone or Skype internationally.



Steve LeFever, MBA, CFE

Mr. LeFever makes finance compelling, interesting and funny. His unique ability to take complex topics and translate them into plain English separates him from the crowd. He has a rare skill of being able to motivate business owners and advisors to enthusiastically explore the financial workings of a business and change the areas that need changing. Part comedian, part financial manager, former commercial banker, current entrepreneur and 100 percent world-class presenter, Mr. LeFever drives home his message with a no-nonsense, laugh-out-loud approach that makes him a top-rated presenter. For over 20 years, he has combined humor and practical knowledge in hard-hitting, substantive presentations. He is an internationally recognized author and advocate for independent business. His book *Profit Mastery: Knowledge-Driven Financial Performance* has sold over one million copies. Mr. LeFever has traveled widely, and the Profit Mastery program has been presented on three continents in eight languages over two decades to hundreds of thousands of business owners, managers, commercial bankers, accountants and business coaches.



Sonia Leziy, DDS, Dipl Perio, FCDS(BC), FRCD(C)

Dr. Leziy is a certified periodontist who holds fellowships in the Royal College of Dentists of Canada, the International Congress of Oral Implantologists and memberships in the British Columbia Society of Periodontists, the Canadian Academy of Periodontists and the American Academy of Esthetic Dentistry. She is an associate clinical professor at the University of British Columbia and co-mentors the Vancouver Implant, Periodontic and Prosthodontic Study Club, a Seattle Study Club® chapter. Dr. Leziy is a member of several editorial boards and has published extensively on the subjects of implant aesthetics and surgical protocols in several peer-reviewed journals and co-authored the textbooks *Interdisciplinary Treatment Planning: Principles, Design, Implementation and Interdisciplinary Treatment Planning, Volume II: Comprehensive Case Studies*. Dr. Leziy lectures internationally on the subject of implants and advanced aesthetics/periodontal plastic surgery. She was recently appointed the vice president of clinical affairs for the Seattle Study Club and maintains a full-time private practice in the Imperio Group with Dr. Brahm Miller, prosthodontist and periodontist Dr. Priscilla Walsh.



Tieraona Low Dog, MD

Dr. Low Dog is an internationally recognized expert in the fields of integrative medicine, dietary supplements and herbal medicine. Her exploration of natural medicine and its role in modern health care began more than 35 years ago as she studied midwifery, herbal medicine, massage therapy and martial arts before going on to earn her MD from the University of New Mexico School of Medicine. From 2000-2002 President Bill Clinton appointed her to the White House Commission on Complementary and Alternative Medicine Policy. She served as the elected chair of the US Pharmacopeia Dietary Supplements and Botanicals Expert Panel and was appointed to the Scientific Advisory Council for the National Center for Complementary and Alternative Medicine. She has been an invited speaker to more than 550 scientific/medical conferences, published 40 peer-reviewed articles, written 20 chapters for medical textbooks and has authored two National Geographic books, *Healthy at Home* and *Life is Your Best Medicine*. Dr. Low Dog served as the fellowship director for the University of Arizona Center for Integrative Medicine and is currently president of Integrative Medicine Concepts, LLC.



George A. Mandelaris, DDS, MS

Dr. Mandelaris attended the University of Michigan from undergraduate through dental school. In 1999, he completed a three-year post-graduate residency program in periodontology at the University of Louisville, School of Dentistry, where he also obtained his MS in Oral Biology. Dr. Mandelaris is a diplomate of the American Board of Periodontology, has served as an examiner for Part II (oral examination) of the American Board of Periodontology certification process and is an adjunct clinical assistant professor in the Department of Graduate Periodontics at the University of Illinois. He serves as an ad-hoc reviewer for the *Journal of Periodontology*, the *International Journal of Periodontics and Restorative Dentistry*, and the *International Journal of Oral and Maxillofacial Implants*. He has published in several peer-reviewed journals and has contributed chapters in three different textbooks related to computer guided implantology and CT diagnostics. He is past president of the Illinois Society of Periodontists, serves on several committees for the American Academy of Periodontology and was recently elected into the American Academy of Restorative Dentistry and the American Society of Bone and Mineral Research.



Robert Margeas, DDS

Dr. Margeas graduated from the University of Iowa, College of Dentistry in 1986 and completed his AEGD residency the following year. He is currently an adjunct professor in the Department of Operative Dentistry at the University of Iowa, diplomate of the American Board of Aesthetic Dentistry, a fellow of the Academy of General Dentistry and International Team of Oral Implantologists and a member of many dental organizations including The American Academy of Restorative Dentistry and The American Academy of Esthetic Dentistry. He is board certified by the American Board of Operative Dentistry and has written numerous articles on aesthetic and implant dentistry. Dr. Margeas lectures and presents hands-on courses internationally and serves on the editorial advisory board of *Inside Dentistry*, *Compendium*, and is a contributing editor to *Dentistry Today* and *Oral Health Journal* in Canada. He also maintains a full-time private practice focusing on comprehensive restorative and implant dentistry in Des Moines, Iowa.



Brahm Miller, DDS, MSc, Dipl Pros, FCDS(BC), FRCD(C)

Dr. Miller is a certified prosthodontist in full-time private practice in Vancouver, British Columbia and is an associate clinical professor in the prosthodontics department at the University of British Columbia. He holds membership in the Association of Prosthodontists of Canada and the American Academy of Esthetic Dentistry and fellowships in the International Congress of Oral Implantologists and the Royal College of Dentists of Canada. Dr. Miller lectures extensively internationally primarily on high-end implant therapy and all-ceramic technology. He maintains a highly successful aesthetic practice with Drs. Sonia Leziy and Priscilla Walsh. He is a member of the editorial board of several publications including the *Journal of Clinical and Practical Oral Implantology*, the *International Journal of Periodontics and Restorative Dentistry* and the *Journal of Esthetic and Restorative Dentistry*. Among many recent publications, he is the co-author, with Dr. Leziy, on detailed implant aesthetics in the textbooks *Interdisciplinary Treatment Planning* (2008) and *Interdisciplinary Treatment Planning, Volume II: Comprehensive Case Studies* (2011), both published by Quintessence and edited by Dr. Michael Cohen.



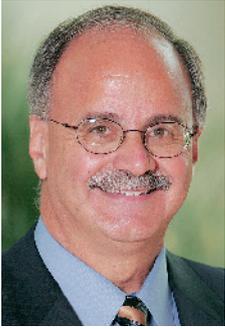
Martijn C. Moolenaar, DDS

Dr. Moolenaar graduated from the University of Amsterdam in July 1999, followed by a postgraduate private training in restorative dentistry at the Dental Center in Hoofddorp. Dr. Moolenaar later earned a specialist certificate in oral implantology (NVOI). He holds membership in numerous dental professional organizations, including the American Academy for Fixed Prosthodontics. He is board member of the Dutch Academy for Restorative Dentistry (NVRT), the visiting committee of the Dutch Academy for Oral Implantology, a member of the European Academy of Esthetic Dentistry and is an EPA board certified specialist in prosthodontics. He is founder of the Dental Design Academy, a postgraduate program in prosthodontics endorsed by the NVRT. Dr. Moolenaar has lectured internationally on restorative dentistry and implantology, is a published author on aesthetically related dental topics and maintains a private practice in Blaricum, The Netherlands, which is limited to fixed prosthodontics and implantology.



Gerry O'Brion, MBA

Mr. O'Brion is a marketing speaker and author who translates big brand strategies into knowledge that any business can use to win in the marketplace. His presentations drive growth with companies of all sizes from small businesses to billion dollar brands. After earning his MBA at the University of Michigan, he worked with Procter & Gamble on brands such as Crisco, Tide, Mr. Clean and Spic & Span. He is the founder of What Big Brands Know® and the author of *The Business Blueprint* and *The Restaurant Formula*™. As a former marketing executive with billion dollar brands, Mr. O'Brion is known for distilling the strategies used by billion dollar brands into success for companies of all sizes. He was the vice president of marketing for Red Robin Gourmet Burgers where he was part of the team that more than doubled the stock price, vice president of marketing for Quiznos and brand manager for Coors Light where he was part of the team responsible for the innovation that led to years of continuous growth.



Michael A. Pikos, DDS

Dr. Pikos completed his residency training in oral and maxillofacial surgery at the University of Pittsburgh, Montefiore Hospital. He is a diplomate of the American Board of Oral and Maxillofacial Surgery, the American Board of Oral Implantology/Implant Dentistry and the International Congress of Oral Implantologists. He is the recipient of the 2006 Aaron Gershkoff Memorial Award from the American Academy of Implant Dentistry. Dr. Pikos is a well-published author who has lectured extensively on dental implants in North and South America, Europe, Asia and the Middle East. He is the founder and CEO of the Pikos Implant Institute. Since 1990, he has been teaching advanced bone and soft tissue grafting courses with alumni that now number more than 2500 from all 50 states and 32 countries. Dr. Pikos maintains a private practice in Palm Harbor, Florida, which is limited exclusively to implant surgery.



Christopher Ramsey, DMD

Dr. Ramsey received his DMD from Temple University School of Dentistry in Philadelphia, Pennsylvania. He is a member of the American Academy of Esthetic Dentistry, the American Society for Dental Aesthetics and an accredited member of the American Academy of Cosmetic Dentistry. He is a graduate of the Kois Center in Seattle, Washington and also an Alumnus of the Pankey Institute in Key Biscayne, Florida. Dr. Ramsey is on the editorial review boards for the *AACD Journal* and the *Journal of Implant and Restorative Dentistry*. He has published numerous articles on customer service related topics, adhesive technology and cosmetic dentistry in several publications such as the *Journal of Implant and Restorative Dentistry*, *Journal of Esthetic and Restorative Dentistry*, *PPAD* and *Dentistry Today*. Dr. Ramsey is a product consultant for The Dental Advisor, and to numerous dental manufacturers. He also lectures internationally on the latest techniques, materials, technology and protocols needed to create a successful aesthetic-based practice as well as the latest techniques in body language and how it relates to the success of a practice.



Peter Rodriguez, MA, PhD, BS

Prof. Rodriguez is senior associate dean for degree programs and chief diversity officer at the Darden School of Business at the University of Virginia. He is an associate professor and teaches classes on global macroeconomics and economic growth and development. He is an active researcher whose research interests include the interaction of globalization, economic development and social institutions, the consequences of corruption for multinationals and seed-stage finance in emerging markets. Prof. Rodriguez has published articles in peer-reviewed journals in economics and management, was formerly associate dean for international affairs at Darden and led the development and launch of the Global Executive MBA program. Prof. Rodriguez is the recipient of numerous teaching awards from Princeton, Texas A&M and the University of Virginia. He regularly teaches short courses on global economics to the Canadian Heads of Ministries and as part of executive education teaching teams to the US Army, US Navy and to multinationals such as Rolls Royce, Harris Corporation, Lockton and AES. Prof. Rodriguez holds an MA and PhD in economics from Princeton University and a BS in Economics from Texas A&M University.



Paul S. Rosen, DMD, MS

Dr. Rosen maintains a full-time private practice in Yardley, Pennsylvania, limited to periodontics, surgical implant placements and regenerative therapy. He also has appointments as clinical professor of periodontics at the University of Maryland Dental School and clinical professor of periodontics and dental implantology at Temple University Dental School. Dr. Rosen is a diplomate of the American Board of Periodontology and serves as an examiner. He has also devoted his time to a number of committees for the American Academy of Periodontology including chairing a task force that authored an article titled, *Peri-Implant Mucositis and Peri-Implantitis: A Current Understanding of Their Diagnoses and Clinical Implications* which appeared in the *Journal of Periodontology*. He reviews for and serves on the editorial boards for a number of dental journals and has authored/co-authored a number of articles on periodontal regeneration, dental implants and interrelated orthodontic-periodontal care. He lectures internationally and is also quite proud of being named the 2015 recipient of the American Academy of Periodontology's prestigious Master Clinician Award.



Ben Saunders

Mr. Saunders is a man who is making history. Best known for leading one of the most ambitious polar expeditions in a century, he was the first to successfully complete the epic, 105-day, 1,800-mile trek on foot to retrace Captain Robert Falcon Scott's ill-fated, early 20th-century journey to the South Pole— equivalent to running 69 marathons back to back. Mr. Saunders has accomplished some of the world's most impressive polar expeditions. He has five North Pole expeditions under his belt. He is the youngest person to ski solo to the North Pole and holds the record for the longest solo Arctic journey by a Briton. He also holds the record for the longest human-powered polar journey in history and is the third in history and the youngest by 10 years to reach the North Pole alone and on foot. Since 2001, he has skied more than 3,730 miles (or 142 marathons) in the polar regions. Mr. Saunders has seen first-hand the effects of climate change and his expeditions are raising awareness for sustainable solutions. He has also climbed in the Nepalese Himalayas, worked as an instructor at the John Ridgway School of Adventure, raced bikes at a national level, ran seven marathons and three ultra-marathons.



Brian S. Vence, DDS

Dr. Vence graduated with a degree in honors biology in 1981 from the University of Illinois, Champaign-Urbana. He received his DDS in 1985 from the University of Illinois, School of Dentistry at the Medical Center in Chicago, later completing a hospital residency at the VA Wadsworth-UCLA in 1986 and a mini-residency in temporomandibular joint disorders. He has had manuscripts published in *Quintessence of Dental Technology*, *Practical Periodontics and Aesthetic Dentistry*, *The Journal of Prosthetic Dentistry*, *Compendium* and the *Journal of Esthetic and Restorative Dentistry*. He is a member of the American Academy of Restorative Dentistry, the American Academy of Esthetic Dentistry, the International College of Dentists and the American College of Dentists. He was past president of the Fox River Valley Dental Society in Illinois and maintains a private practice in West Dundee, Illinois with a special interest in comprehensive aesthetic and restorative dentistry.



Dave Weber

Mr. Weber is president and CEO of Weber Associates, Inc., a training and speaking firm in Atlanta, Georgia. For over 25 years his fun, high energy and entertaining style have made him one of the country's most sought after speakers. Presenting well over 160 times each year to tens of thousands all across the country, he is often described as a "chihuahua on caffeine" and is always a crowd favorite. Mr. Weber strongly identifies with the challenges other professionals face. His goal with every presentation is to motivate, challenge and inspire everyone who hears him while having a lot of fun along the way. Mr. Weber stakes his reputation on change—changed perceptions, changed attitudes, changed behaviors and changed lives! In addition to presenting on the motivational speaking circuit, Mr. Weber is the author/creator of the *LifeTime Organizer* and the author of the best selling book *Sticks and Stones: Exposed: The Power of Our Words*.



Robb Zbierski

Mr. Zbierski helps clients develop professional skills and positive mindsets that let them discover their potential and maximize their results. His purpose is to inject excitement into everything he does; guiding others (and himself) to become more effective in what they do while enjoying every minute of doing it. He believes when you can more effectively accomplish the things you feel like you need to do, it lets you have way more fun when it comes time to doing the things you want to do. Mr. Zbierski is a dynamic and engaging speaker, with a history in product management, sales and marketing who makes every effort to connect with the audience to help them understand what can be accomplished with the right attitude and work ethic.



Giovanni Zucchelli, DDS, PhD

Prof. Zucchelli is a professor of periodontology at the University of Bologna, Italy. He is a widely published scholar and recipient of numerous awards for clinical research in periodontology in Europe and the United States. He holds both a DDS and a PhD in Medical Biotechnology. Prof. Zucchelli is an active member of the European Academy of Esthetic Dentistry, Italian Society of Periodontology, Italian Society of Osteointegration and the European Federation of Periodontology. He is also the associate editor of the *International Journal of Esthetic Dentistry* and serves as a member of the editorial board for the *International Journal of Periodontics and Restorative Dentistry*. Prof. Zucchelli is the author of over 100 publications in *Pubmed*, author of the best selling illustrated book *Mucogingival Esthetic Surgery* from Quintessence Publishing, co-author of two illustrated textbooks on periodontal plastic surgery (Ed. Martina), and co-author of a chapter on mucogingival therapy-periodontal plastic surgery in *Clinical Periodontology and Implant Dentistry* (Lindhe J, Lang NP, Karring T [eds], Wiley-Blackwell).

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 Oral Care, CareCredit, Benco Dental, Accelerated Practice Concepts, Inc., DSN Software, Millennium Dental Technologies, Inc., Cain, Watters & Associates, P.L.L.C., Harris Biomedical, FranklinCovey, Heartland Payment Systems, WEO Media, Peter Kertz Productions, Aurum Ceramic Dental Laboratories Co., gIDE Global Institute for Dental Education, Piezosurgery Incorporated and National Dental Placements. 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. Markus B. Blatz receives grant support from 3M Oral Care, Ivoclar Vivadent, Shofu Dental, GC Dental, Tokuyama Dental America, Inc., Henry Schein Dental Products, Zirkonzahn Worldwide and Heraeus Kulzer, and honoraria from Nobel Biocare and Kuraray Noritake Dental, Inc.

Dr. Jeffrey L. Boone is the medical director at the Boone Heart Institute.

Mr. Brian Bradley is vice president of Therapy Protocol for Egoscue, Inc.

Dr. Christian Coachman is owner/part owner of Digital Smile Design.

Mr. David Cohen is owner of Cohen Law Firm.

Mr. Forrest Cottrell is an employee of Nobel Biocare.

Ms. Katherine Eitel-Belt is receiving honorarium from CareCredit.

Dr. Galip Gürel receives honoraria from Ivoclar Vivadent and DMG.

Dr. Gregory A. Kinzer is an employee of Spear Education.

Mr. Steve LeFever is chairman and founder of Profit Mastery.

Dr. Sonia Leziy is a consultant and receives honorarium from BioHorizons.

Dr. Brahm Miller is a consultant and receives honorarium from BioHorizons.

Dr. Michael A. Pikos is a consultant for BioHorizons, Carestream Dental, Nobel Biocare and Salvin Dental Specialties, and receives honoraria from Osteogenics Biomedical, Ellman and Do Well.

Dr. Paul Rosen receives honorarium from Millennium Dental Technologies, Inc.

Mr. Robb Zbierski receives grant/research support from Benco Dental.

Mr. Matt Abrahams, Dr. Daniel Alam, Dr. Peter Attia, Prof. Karen A. Baker, Dr. Marco A. Brindis, Dr. Amy L. Doneen, Dr. Newton Fahl, Jr., Dr. Steven A. Feyrer-Melk, Dr. Paul Fletcher, Dr. David Forbes, Dr. Jim Janakievski, Dr. John C. Kois, Dr. Vincent O. Kokich, Jr., Ms. Jennie Lee, Dr. Tieraona Low Dog, Dr. George A. Mandelaris, Dr. Robert Margeas, Dr. Martijn C. Moolenaar, Mr. Gerry O'Brion, Dr. Christopher Ramsey, Prof. Peter Rodriguez, Mr. Ben Saunders, Dr. Brian S. Vence, Mr. Dave Weber and Prof. Giovanni Zucchelli do not have commercial affiliations (such as receiving research grants, speaking engagements, travel reimbursements, honoraria, etc.).

Symposium Passports

Attendance at any presentation, meal or social function requires a passport. The following passports include five breakfasts, four lunches, two dinners, any Color Wars activity and access to all late-night entertainment events. (Refer to the program grid on pages 4-5.)

✿ **CLINICAL PASSPORT \$3495**

36 PRESENTATIONS

(Payment received after October 15, 2015: \$3695)

✿ **NON-CLINICAL PASSPORT \$2695**

29 PRESENTATIONS

Also includes an optional offsite adventure!

(Payment received after October 15, 2015: \$2895)

✿ **MEALS & ENTERTAINMENT PASSPORT \$2295**

8 PRESENTATIONS

(Payment received after October 15, 2015: \$2495)

✿ **KIDS PASSPORT**

Provides access to five breakfasts, four lunches and two dinners. Kids may attend late-night entertainment events and participate in Color Wars activities at their parents' discretion (and signing of release for Color Wars).

\$1895 per child, 16-18 years old

\$1495 per child, 11-15 years old

\$695 per child, 6-10 years old

No charge per child, 0-5 years old

Cancellation Policy

Written notice of cancellation must be sent by certified mail to the Seattle Study Club® office at 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, gifts, books, bags, apparel or any other items that may be provided to the attendees.)

By November 16, 2015: \$200 retained, remainder refunded.

November 17–December 3, 2015: 50 percent credited toward the 2017 Symposium, remainder retained.

After December 3, 2015: No refund or credit.

The cancellation and refund policy applies regardless of the reason for cancellation, including but not limited to unforeseen personal or world events.

Registration

This is a lecture, slide and peer discussion-based program suitable for all dentists and business professionals regardless of prior experience. Register online, by mail or fax, or contact the Seattle Study Club® office to register by phone.

Seattle Study Club

Attn: Ms. Shaida Ghomi

635 Market Street, Kirkland, WA 98033

Phone: 425.576.8000, Fax 425.827.4292

Email: shaida@seattlestudyclub.com

Website: seattlestudyclub.com

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

When & Where

Monday-Saturday, January 25-30, 2016 at the Fairmont Orchid, Hawaii (1 North Kaniku Drive, Kohala Coast, HI 96743). Special rates have been arranged with the Fairmont and are available on a first-come, first-served basis. Be sure to reference Seattle Study Club® at the time of booking to receive the reduced rate. Please understand that in exchange for these exclusive room rates, a non-refundable deposit equal to four nights' room rental (plus taxes and fees) will be charged at the time of your booking. To make your reservation, call 808.885.2000.

ROOM CATEGORIES

Garden View Room: \$349 (plus taxes and fees)

Partial Ocean View Room: \$379 (plus taxes and fees)

Ocean View Room: \$409 (plus taxes and fees)

Deluxe Ocean View Room: \$449 (plus taxes and fees)

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

Substitutions

This brochure represents the speakers and activities booked at the time of publication; however, speaker or activity cancellations occasionally occur, for reasons beyond our control. In the event of such an occurrence, speaker or activity substitutions may be made without prior notice.

Photo Release

Please note, by submitting your registration, you grant Seattle Study Club, Inc., permission to use your likeness in photographs or videos in any and all publications and materials without payment or consideration made to you.

Release of Liability

Participants in the offsite adventure, Color Wars and exercise activities will be required to sign a release of liability.

Up to 33.75 Credits Available



Approved PACE Program Provider
FAGD/MAGD Credit
Approval does not imply acceptance
by a state or provincial board of
dentistry or AGD endorsement
10/1/2015 to 9/30/2021
Provider ID# 300136

ADA CERP® | Continuing Education Recognition Program

Seattle Study Club, Inc., is an ADA CERP Recognized Provider.

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

Seattle Study Club, Inc., designates this activity for up to 33.75 continuing education credits.

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

Clinical Registration

Please complete and fax to 425.827.4292, register online at seattlestudyclub.com or mail to:
Seattle Study Club® | 635 Market Street | Kirkland, WA 98033

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 on 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.

Name: _____

[circle one] GP OS Perio Prosth Ortho Endo Lab Other: _____

Study Club Name: _____

Are you an advisor for your study club? [circle one]: Yes No

Your Office Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Office Phone: _____ Fax: _____

Cell Phone: _____ Email: _____

Special Dietary Requirements [please specify]: _____

Your meal preference, should there be a plated meal [check one]: Beef Chicken Fish Vegetarian Vegan

Your meal preference, should there be a second plated meal [check one]: Beef Chicken Fish Vegetarian Vegan

Shirt Size [circle one]: Male: S M L XL XXL Female: S M L XL XXL

I am staying at: The Fairmont Orchid, Hawaii

Other: _____

Friday Breakouts

Please select one of the afternoon breakout sessions below:
(See page 15 for program descriptions.)

- COMMUNICATION**, Mr. Matt Abrahams
- DRUG-RELATED PROBLEMS**, Prof. Karen A. Baker
- LESSONS FROM A LAWYER**, Mr. David S. Cohen
- IGNITE YOUR GOALS**, Mr. Gerry O'Brion
- FUTURE OF WORK**, Prof. Peter Rodriguez

Clinical Tuition

\$3495, on or before October 15, 2015

\$3695, after October 15, 2015

Total Payment Enclosed: _____

Amex/Disc/MC/Visa: _____

Exp: _____ CVS#: _____ Or Check #: _____

Name on Card: _____

Billing Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Meals & Entertainment Registration

Please complete and fax to 425.827.4292, register online at seattlestudyclub.com or mail to:
Seattle Study Club® | 635 Market Street | Kirkland, WA 98033

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 on 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.

Name: _____

[circle one] Coordinator Guest Partner/Spouse Staff: _____ Other: _____

Home Address: _____

City: _____ State/Province: _____

Postal Code: _____ Country: _____

Cell Phone: _____ Personal Email: _____

Special Dietary Requirements [please specify]: _____

Your meal preference, should there be a plated meal [check one]: Beef Chicken Fish Vegetarian Vegan

Your meal preference, should there be a second plated meal [check one]: Beef Chicken Fish Vegetarian Vegan

Shirt Size [circle one]: Male: S M L XL XXL Female: S M L XL XXL

I am staying at: The Fairmont Orchid, Hawaii
 Other: _____

Meals & Entertainment Tuition

\$2295, on or before October 15, 2015

\$2495, after October 15, 2015

Total Payment Enclosed: _____

Amex/Disc/MC/Visa: _____

Exp: _____ CVS#: _____ Or Check #: _____

Kids Tuition

\$1895, 16-18 Name: _____

Name on Card: _____

\$1495, 11-15 Name: _____

Billing Address: _____

\$695, 6-10 Name: _____

City: _____ State/Province: _____

Free, 0-5 Name: _____

Postal Code: _____ Country: _____

SEATTLE STUDY CLUB®
Cultivating Excellence in Comprehensive Dentistry