

November 8, 2019

President's Message:

"Be the change that you wish to see in the world." Or to paraphrase: "Be the change that you wish to see in the Great Lakes Association of Orthodontists." I love this quote because there is always the opportunity for positive growth in every moment of every day, along with the ability to stay grounded in our beliefs and convictions. You, the member have an abundance of resources available to create this change to better serve your staff, patients and community.

Life changes are inevitable, and associations are not exempt. So GLAO enters a new decade, 2020, with an abundance of potential! This vibrant, energetic entity is prepared to meet the challenges and provide meaningful and tangible benefits to its members.

I am humbled to be your president and am grateful for this opportunity to be your steward for this year. There is much to be excited about our profession. Treatment modalities such as clear aligners that used to be sent to labs are now being fabricated in the orthodontic office. Advances in materials and adhesives continue to enhance office efficiency. Also, enhanced social media and marketing are integral components of an offices growth strategy. Fortunately the list goes on and we become better.

We are certainly not without our share of concerns. DIY continues to be a seemingly viable alternative to doctor supervised care. Both branded and invisible DSO's are acquiring greater interest in specialty practices. Destination CE's and forums that provide CE on practice growth, entrepreneurship are very popular.

We have the potential to maintain and improve our relevancy in today's society. Borrowing from the unofficial slogan among Marines, we need to: "Improvise, Adapt, Overcome."

Our association needs to critically think through the myriad of obstacles confronting it. We must use the idea of that slogan as a powerful way to succeed despite the challenges. We must plan, solve, recalculate, refocus and think again in order to progress forward for the years to come.

We, GLAO are doing precisely those things. Your leadership is working to provide timely and relevant meetings. The next three annual GLAO meetings will all be in the regions' constituency. This change came about from valuable feedback from our members and noting the ever increasing costs associated with conducting them. Realizing as costs continue to escalate, we are trying to be prudent of all matters relating to these meetings, moreover, ensuring that they are exciting, relevant and contain practice enhancing agendas.

I personally invite all to attend local, state, constituency and annual meetings to fully experience the abundance of resources at your disposal. This year's meeting theme "Rock Your Smile," promises something for everyone. Those new to practice and those more experienced will take away many ideas to be a "Better You." Make time in your schedule to bring your staff and join us in Cleveland for an enjoyable, yet educational meeting.

Remember: "Forward movement is a sign of Excellence."