

# 2017 COMBINED ANNUAL SESSION



*Registration Now Open*

Great Lakes Association  
of Orthodontists

Midwestern Society  
of Orthodontists

Southwestern Society  
of Orthodontists

# 2017 COMBINED ANNUAL SESSION

## PRESIDENTS' MESSAGE

### *Welcome to "Nawlins"*



Dr Dale Anne Featheringham  
President GLAO



Dr Virginia A. Mennemeyer  
President MSO



Dr John W. M. Carter  
President SWSO

**Our headquarters' hotel is the famous Roosevelt Waldorf Astoria. This is a fully restored and updated "Art Deco" masterpiece just blocks away from Bourbon Street.** It has a roof-top deck with a swimming pool, and a famous signature bar, "The Sazerac," with a cocktail invented there by the same name. Our headquarters' hotel was just voted the best hotel in Louisiana by *Travel and Leisure Magazine*.

**We kick off our session Thursday evening with a "Masquerade" themed cocktail party.** All guests will receive a Mardi Gras mask as they enter. Try and guess who is behind the masks during the evening. There will be surprises!

**Friday morning we all come together at our opening breakfast with local entertainment.** The Presidents of the GLAO, MSO, and SWSO will welcome everyone, followed by a presentation on the Waldorf's colorful history and rich traditions. After Friday's reception, you are free to explore The French Quarter and New Orleans on your own.

**Saturday evening is our signature event - a "bucket list" event to check off.** Enjoy a river cruise on the steamboat Natchez with dinner and a jazz band. Explore guided tours of the engine room. Savor all the sights, sounds and flavors of a New Orleans evening on the Mississippi River.

**We will fill your mornings and afternoons with excellent Doctor and Staff Programs.** Friday, the Doctors will hear Dr David Sarver's lecture on "Esthetics & Orthodontics." Saturday, Dr Clark Colville will speak on the "5 Keys To Achieve An Excellent Clinical Success With Invisalign." Dr Dan Rinchuse will complete our scientific program for the Staff and Doctors on Sunday morning with his presentation, "Evidence Based Clinical Orthodontics."

**The Staff Programs will cover a broad range of topics to help make your practice perform more efficiently and with greater success.** Presentations from Dr Ann-Marie Gorczyca on Friday and Ms Sarah Keller on Saturday will cover the following topics: • "Marketing Tips" • "Consumer Service" • "Beyond the Morning Huddle" • "Teamwork" • "Embracing Change: Obstacles & Steps to Take It to the Next Level" • "The Art of Exceptional Communications (Parts 1 & 2)" • "The Exceptional Patient Experience: Pulling It All Together to Create It."

**Sunday morning program will begin with a special "Inspirational Service" hosted by Dr Brian Jespersen and a presentation by Dr Jackie Miller.** Dr Miller was the recipient of the AAO's Humanitarian Award for 2016. She will share her years of involvement with the Missionary Dentistry.

Our meeting will be a gathering of your friends, their families, staff and colleagues from thirteen states and four Canadian provinces. **You won't want to miss it!**

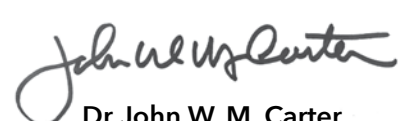
*So register now!!!*



Dr Dale Anne Featheringham  
President GLAO



Dr Virginia A. Mennemeyer  
President MSO



Dr John W. M. Carter  
President SWSO



## PLANNING COMMITTEE



<b>DR JOHN CARTER</b>	Host Society President Session Coordinator Annual Session Logo Designer
<b>DR MEL DESOTO</b>	General Chair Signs and Transportation Chair
<b>DR DON WILCOXON</b>	Commercial Exhibits Chair
<b>DR CRAIG CRAWFORD</b>	Registration/Local Arrangements Chair
<b>DR ONUR KADIOGLU</b>	Hospitality/Event Monitors/VIP Hosts Scientific Co-Chair
<b>DR FRANS CURRIER</b>	Hospitality/Event Monitors/VIP Hosts Scientific Co-Chair
<b>DR BRYN COOPER</b>	Hospitality/Event Monitors/VIP Hosts Staff Program Chair
<b>DR BRYAN TAYLOR</b>	Staff Program Assistant Chair
<b>TOM KNECHTEL</b>	Program Brochure Designer

## FUTURE SESSIONS

<b>GLAO</b>	<b>September 13-16, 2018</b> <b>Joint session with MASO</b> Fairmont Royal York Toronto, CAN
<b>MSO</b>	<b>September 21-22, 2018</b> Radisson Blu Mall of America Bloomington, MN
<b>SWSO</b>	<b>October 17-21, 2018</b> Hyatt Regency Dallas, TX

## CONSTITUENT AWARDS

### MIDWESTERN SOCIETY OF ORTHODONTISTS 2017 EARL E. SHEPARD DISTINGUISHED SERVICE AWARD

#### Dr Dennis D. Sommers



The MSO Board of Directors unanimously selected Dr Dennis D. Sommers of Minot, North Dakota, as the recipient of the 2017 Earl E. Shepard Distinguished Service Award. This award recognizes a member of the MSO who exemplifies the ideals of the orthodontic profession, community and family.

Dr Sommers became involved with dental organizations, serving as President of North Dakota's Northwest District Dental Society and other local and regional dental society positions, later becoming President of the North Dakota Dental Association in 2009. Similarly, Dennis served a number of years as President of the North Dakota Society of Orthodontists before completing eight years as its Director to the MSO and later as MSO's Representative on the AAO Council on Membership, Ethics and Judicial Concerns. He has served in both AAO and ADA Houses of Delegates, lobbied before the North Dakota Legislature and in Washington, D.C. regarding dental issues with both the ADA and AAO.

### SOUTHWESTERN SOCIETY OF ORTHODONTISTS 2017 MARTIN DEWEY AWARD

#### Dr Larry W. White



Dr Martin Dewey was active in numerous SWSO programs. Many have graduated from his Dewey School of Orthodontia. The Martin Dewey award is the most highly esteemed honor recognizing those who have made remarkable contributions to the advancements of the orthodontics field. This year's recipient is Dr Larry W. White.

Dr White practiced general dentistry for five years, then returned to Baylor Dental College to earn a graduate degree in orthodontics. He practiced orthodontics in Hobbs for 31 years, then began an academic career by starting the University of Texas Health Science Center - San Antonio's first graduate orthodontic program. Dr White has published over 100 professional articles, authored several books about orthodontics, and edited numerous professional publications. Dr. White continues to practice orthodontics and teach in the Orthodontic Department at Baylor Dental College.

# 2017 COMBINED ANNUAL SESSION

## SESSION AT A GLANCE



### THURSDAY, SEPTEMBER 14

7:30 AM - 11:30 AM  
8:00 AM - 5:00 PM  
11:00 AM - 5:00 PM  
11:00 AM - Noon  
Noon - 5:00 PM  
6:00 PM - 7:30 PM

GLAO Board Meeting  
Registration  
SWSO Board Meeting  
MSO Executive Committee Meeting  
MSO Board Meeting  
Masquerade Madness Welcome Reception  
**(Ticket Required)**

### FRIDAY, SEPTEMBER 15

6:00 AM - 5:00 PM  
6:45 AM - 8:30 AM  
8:30 AM - Noon  
  
10:00 AM - 6:00 PM  
Noon - 1:30 PM  
Noon - 1:00 PM  
1:00 PM - 2:00 PM  
  
2:00 PM - 5:00 PM  
2:00 PM - 5:00 PM  
4:30 PM - 6:00 PM

Registration  
Opening Breakfast - All Societies **(Ticket Required)**  
DOCTOR PROGRAM: Dr David Sarver, "Esthetics & Orthodontics"  
STAFF PROGRAM: Dr Ann-Marie Gorczyca, "Marketing Tips" and "Consumer Service"  
Exhibits Open  
Complimentary Lunch in Exhibit Hall for registered attendees  
CDABO Luncheon **(Ticket Required)**  
Missouri Society of Orthodontists  
Ohio Association of Orthodontists  
DOCTOR PROGRAM: Dr David Sarver, "Esthetics & Orthodontics"  
STAFF PROGRAM: Dr Ann-Marie Gorczyca, "Beyond the Morning Huddle" and "Teamwork"  
Reception in the Exhibit Hall  
**Open night for all attendees**

### SATURDAY, SEPTEMBER 16

6:30 AM - 3:30 PM  
7:00 AM - 8:30 AM  
7:00 AM - 3:00 PM  
7:45 AM - 8:45 AM  
8:00 AM - Noon  
9:00 AM - Noon  
  
Noon - 1:00 PM  
Noon - 1:30 PM  
Noon - 1:30 PM  
Noon - 1:30 PM  
2:00 PM - 4:30 PM  
  
6:30 PM - 9:00 PM

Registration  
Complimentary Continental Breakfast in Exhibit Hall for registered attendees  
Exhibits Open  
GLAO/MSO/SWSO Separate Business Meetings  
Educator's Meeting  
DOCTOR PROGRAM: Dr Clark Colville, "Invisalign: The Five Keys to Achieving Excellent Clinical Success (Part 1)"  
STAFF PROGRAM: Ms Sarah Keller, "Embracing Change: Obstacles & Steps to Take It to the Next Level" and "The Art of Exceptional Communications (Part 1) Strategies and Tools to Overcome Communication Barriers"  
TAO Business Meeting  
Complimentary Lunch in Exhibit Hall for registered attendees  
GLAO Past President Luncheon  
MSO Past President Luncheon  
DOCTOR PROGRAM: Dr Clark Colville, "Invisalign: The Five Keys to Achieving Excellent Clinical Success (Part 2)"  
STAFF PROGRAM: Ms Sarah Keller: "The Art of Exceptional Communications (Part 2)"  
"The Exceptional Patient Experience: Pulling It All Together to Create It"  
Natchez Steamboat Cruise with Dinner & Jazz Band **(Ticket Required)**

### SUNDAY, SEPTEMBER 17

8:00 AM - 12:30 PM  
8:00 AM - 8:30 AM  
  
9:00 AM - Noon

Registration  
"Inspirational Service with Devotional" by Dr Brian Jespersen and Dr Jackie Miller talking about her experience with Missionary Dentistry  
DOCTOR AND STAFF PROGRAM:  
Dr Dan Rinchuse, "Evidence Based Clinical Orthodontics"

THANK OUR SPONSORS FOR THEIR GENEROUS SUPPORT OF THIS COMBINED SESSION

PLATINUM



GOLD



SILVER



THURSDAY, SEPTEMBER 14

8:00 AM - 5:00 PM	Registration Open	Roosevelt Pre-Function, Mezzanine Level
7:30 AM - 11:30 AM	GLAO Board Meeting	Chambers 1 & 3, Mayor's Suite Level
11:00 AM - 5:00 PM	SWSO Board Meeting	Orpheum Room, Second Level
11:00 AM - Noon	MSO Executive Committee Meeting	Chamber 4, Mayor's Suite Level
Noon - 5:00 PM	MSO Board Meeting	Chamber 4, Mayor's Suite Level
6:00 PM - 7:30 PM	Masquerade Madness Welcome Reception	Pool Deck and Courtyard Ticket Required



**JOIN US THURSDAY  
AT THE MASQUERADE  
MADNESS WELCOME  
RECEPTION**

**We challenge you to find your friends because everybody will receive a mask at the door.**

Experience the New Orleans way of having fun with your friends. There will be hors d'oeuvres and drinks. Afterwards, you and your friends can go out together for dinner (if you find your friends!)

**Cost: \$35/person for registered attendees.  
\$60/person for non registered.**

Thanks to American Orthodontics for their sponsorship of this event. Please thank them personally.

# PROGRAM / LECTURE SCHEDULE

FRIDAY, SEPTEMBER 15

## DOCTOR PROGRAM Moderated by DR FRANS CURRIER



### DR DAVID SARVER Moderated by DR FRANS CURRIER

Dr Sarver is a Diplomat of the American Board of Orthodontics, a member of the Angle Society of Orthodontists and currently serves as an adjunct professor at the University of North Carolina. In addition to his commitment to his private practice, Dr Sarver has been very active in research and academic writing. He has authored the orthodontic text, *Esthetic Orthodontics and Orthognathic Surgery* and co-authored *Contemporary Treatment of Dentofacial Deformity*. Additionally, Dr Sarver is a co-author of the text *Contemporary Orthodontics* - the most widely used orthodontic text in the world.

**Sponsored by Ormco**

#### **PRESENTATION:**

**"Esthetics and Orthodontics"**

**Friday, September 15**

**8:30 AM - Noon**

**2:00 PM - 5:00 PM**

#### **LEARNING OBJECTIVES:**

1. **Learn the concepts of designing smiles for a lifetime**
2. **Understand changing technology and its appropriate use**
3. **Learn the principles of microesthetics and its effect on bracket placement in orthodontics**

Until about 2 decades ago, orthodontics was perceived by our dental colleagues as an endeavor wrapped in the inscrutability of cephalometric x-rays and all those measurements! Since that time, with the evolution of the soft tissue paradigm, the adoption of interdisciplinary treatment, and meteoric changes in technology, many orthodontic treatment plans now are in lockstep with how dentists evaluate smiles. The interaction of the two is a very important concept, but smile design, while important, is not the entire picture. This presentation will cover how adolescent care has been redesigned to address smile design and Macroesthetic concerns in a very positive manner, and how orthodontists with knowledge of growth development of hard- and soft-tissue serve as an ideal quarterback of the interdisciplinary team.

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## STAFF PROGRAM Moderated by DR BRYN COOPER and DR BRYAN TAYLOR



### DR ANN-MARIE GORCZYCA

Dr Gorczyca has been a clinical orthodontist for over 25 years. After completion of her orthodontic residency program, she worked with world renowned orthodontist Dr. T. M. Graber in Evanston, Illinois. Since moving to California, she has taught at both UCSF and University of the Pacific Dental Schools, and worked in a multispeciality group practice prior to opening her own orthodontic office in Antioch, California. She is author of the book *It All Starts with Marketing* and is a frequent lecturer on dental management.

#### **PRESENTATION:**

**Friday, September 15**

**8:30 AM - Noon**

**"36 Marketing Tips" | "Customer Service"**

**1:00 PM - 5:00 PM**

**"Beyond the Morning Huddle" | "Teamwork"**



## FRIDAY, SEPTEMBER 15



6:00 AM - 5:00 PM	Registration Open	Roosevelt Pre-Function Mezzanine Level
6:45 AM - 8:30AM	Opening Breakfast (all societies)	Blue Room, Lobby <b>Ticket Required</b>
8:30 AM - Noon	Doctor Program: Dr David Sarver	Crescent City Ballroom, Mezzanine Level "Esthetics & Orthodontics" Sponsored by Ormco
8:30 AM - Noon	Staff Program: Dr Ann-Marie Gorczyca 10:00 -10:30 Break	Waldorf Astoria Ballroom, Mezzanine Level "36 Marketing Tips" "Customer Service"
10:00 AM - 6:00 PM	Exhibits Open	Roosevelt Ballroom, Mezzanine Level Complimentary Lunch in Exhibit Hall - Noon -1:30 PM for registered attendees
Noon - 1:00 PM	CDABO Luncheon	Chamber 1, Mayor's Suite Level - <b>Ticket Required</b>
1:00 PM - 2:00 PM	Missouri Society of Orthodontists	Napoleon Room, Mezzanine Level
1:00 PM - 2:00 PM	Ohio Association of Orthodontists	Conti Room, Mezzanine Level
2:00 PM - 5:00 PM	Doctor Program: Dr David Sarver	Crescent City Ballroom, Mezzanine Level "Esthetics & Orthodontics" Sponsored by Ormco
2:00 PM - 5:00 PM	Staff Program: Dr Ann-Marie Gorczyca 3:00 - 3:30 Break	Waldorf Astoria Ballroom, Mezzanine Level "Beyond the Morning Huddle" "Teamwork"
4:30 PM - 6:00 PM	Reception	Roosevelt Ballroom, Mezzanine Level Exhibit Hall

THANKS TO THOSE COMPANIES FOR SPONSORING FRIDAY & SATURDAY  
DOCTOR AND STAFF PRESENTATIONS



# PROGRAM / LECTURE SCHEDULE

SATURDAY, SEPTEMBER 16

## DOCTOR PROGRAM Moderated by DR ONUR KADIOGLU



### DR CLARK COLVILLE

Dr Clark Colville has been in private practice since 1993. He graduated from University of Arizona, University of Texas, and Saint Francis Hospital & Medical Center in Hartford, CT. Dr Colville is proud to include among his many honors the Pierre Fauchard Academy - International Dental Honor Society, and the 1984 University of Arizona Golden Eagle Award for excellence in athletics & academics. Dr Colville is a Past President of the Texas Association of Orthodontists and the Southwestern Society of Orthodontists.

Sponsored by Align Technologies

#### PRESENTATION:

**"Invisalign: The Five Keys to Achieving Excellent Clinical Success"**

Saturday, September 16

Part 1: 9:00 AM - Noon | Part 2: 2:00 PM - 4:30 PM

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## STAFF PROGRAM Moderated by DR BRYN COOPER and DR BRYAN TAYLOR



### MS SARAH KELLER

Sarah is best known for her unique combination of experience in business management, practice development, sales, and communication skills. Sarah has worked in the orthodontic field for over six years as a Treatment Coordinator, Marketing Coordinator, and Practice Management Consultant. Sarah's in-practice experience includes understanding and selling (both internally and externally) indirect bonding, digital treatment applications, accelerated treatment plans and logistics, and customized financial options.

#### PRESENTATION:

Saturday, September 16

9:00 AM - Noon

**"Embracing Change: Obstacles & Steps to Take It To the Next Level"**

**"The Art of Exceptional Communications - Part 1"**

2:00 PM - 4:30 PM

**"The Art of Exceptional Communications - Part 2"**

**"The Exceptional Patient Experience: Pulling It All Together to Create It"**



# SATURDAY, SEPTEMBER 16



6:30 AM - 3:30 PM	Registration Open	Roosevelt Pre-Function Mezzanine Level
7:00 AM - 3:00 PM	Exhibits Open	Roosevelt Ballroom, Mezzanine Level <b>Complimentary Lunch in Exhibit Hall - Noon - 1:30 PM for registered attendees</b>
7:00 AM - 8:30 AM	Complimentary Continental Breakfast	Exhibit Hall for registered attendees
7:45 AM - 8:45 AM	GLAO Business Meeting	Chamber 1, Mayor's Suite Level
	MSO Business Meeting	Orpheum, Second Level
	SWSO Business Meeting	Chamber 3, Mayor's Suite Level
8:00 AM - Noon	Educator's Meeting	Chamber 2, Mayor's Suite Level
9:00 AM - Noon	Doctor Program: Dr Clark Colville	Crescent City Ballroom, Mezzanine Level <b>"Invisalign: The Five Keys to Achieving Excellent Clinical Success - Part 1"</b> Sponsored by Align Technologies
9:00 AM - Noon	Staff Program: Ms Sara Keller	Waldorf Astoria Ballroom, Mezzanine Level <b>"Embracing Change: Obstacles &amp; Steps to Take It To the Next Level"</b> <b>"The Art of Exceptional Communications - Part 1"</b>
Noon - 1:00 PM	TAO Business Meeting	Chambers 1 & 3, Mayor's Suite Level
Noon - 1:30 PM	GLAO Past Presidents Lunch	Director's Room, Second Level
	MSO Past Presidents Lunch	Napoleon Room, Mezzanine Level
2:00 PM - 4:30 PM	Doctors Program: Dr Clark Colville	Crescent City Ballroom, Mezzanine Level <b>"Invisalign: The Five Keys to Achieving Excellent Clinical Success - Part 2"</b> Sponsored by Align Technologies
2:00 PM - 4:30 PM	Staff Program: Ms Sarah Keller 3:00 - 3:30 Break	Waldorf Astoria Ballroom, Mezzanine Level <b>"The Art of Exceptional Communications- Part 2"</b> <b>"The Exceptional Patient Experience"</b>
6:30 - 9:00 PM	NATCHEZ STEAMBOAT CRUISE WITH JAZZ BAND & DINNER	<b>Ticket Required</b>

# CRUISE THE MISSISSIPPI ABOARD THE STATELY STEAMBOAT NATCHEZ

**FOOD • JAZZ • SERENITY • SIGHTSEEING • ADVENTURE**

**This evening will cap off what is sure to be a wonderful meeting in The Big Easy. Join us for a night to remember on this delightful, one-of-a-kind excursion along the historic shores of New Orleans. Saturday, September 16, 6:30-9:00 PM.**



**Cost: \$55/person for registered attendees.  
\$80/person for non registered.**

**Thanks to 3M Unitek for underwriting the  
cost to provide this wonderful experience**



## INSPIRATIONAL SERVICE



### JOIN US FOR AN UPLIFTING SUNDAY MORNING INSPIRATIONAL PRESENTATION

Conti Room, Mezzanine Level

#### PRESENTATION:

Sunday, September 17  
8:00 AM - 8:30 AM

**DR BRIAN JESPERSON**

**"Devotional"**

**DR JACKIE MILLER**

**"My Experiences with  
Missionary Dentistry, Giving  
But Receiving Much More"**



## DOCTOR & STAFF PROGRAM Moderated by DR FRANS CURRIER



### DR DAN RINCCHUSE

Dr Rinchuse has been involved in clinical practice, orthodontic education, and research for 40 years. He is currently Professor and Program Director at Seton Hill University Graduate Program in Orthodontics. He has authored over 80 peer-reviewed articles and co-authored *Evidence-Based Clinical Orthodontics*.

Sponsored by TP Orthodontics

#### PRESENTATION: **"Evidence Based Clinical Orthodontics"**

Sunday, September 17  
9:00 AM - Noon

#### LEARNING OBJECTIVES:

1. Explain how orthodontics can be justified as a profession
2. Evaluate the benefits of orthodontics from an evidence-based perspective
3. Define evidence-based clinical orthodontics

You "practice" orthodontics because every day is a learning experience and an opportunity to grow, learn, and improve. A challenge for growth in orthodontics is an evidence-based clinical perspective. Dr "Wick" Alexander said that orthodontics is simple, but with this caveat, "Simple does not necessarily equal easy." Consistent with this aphorism, the theme of this presentation is the discussion of some rather simple philosophies and principles that I believe are worthy of reflection. This presentation offers examples of important lessons from 40 years of "practice." The majority of this presentation consists of case presentations with appropriate literature/evidence, and emphasis on key points.

8:00 AM - 12:30 PM	Registration Open	Roosevelt Pre-Function, Mezzanine Level
8:00 AM - 8:30 AM	Inspirational Service: Dr Brian Jespersen Dr Jackie Miller	Conti Room, Mezzanine Level <b>"Devotional"</b> <b>"My Experiences with Missionary Dentistry, Giving But Receiving Much More"</b>
9:00 AM - Noon	Doctor & Staff Program: Dr Dan Rinchuse	Crescent City Ballroom, Mezzanine Level <b>"Evidence-Based Clinical Orthodontics"</b>



SWSO  
PO Box 13909  
Atlanta, GA 30324



## REGISTER NOW & BOOK YOUR ROOM

### Register for the 2017 Combined Annual Session in one of two ways:

You can register online at  
your association's website:

[www.glao.org](http://www.glao.org)

[www.msortho.org](http://www.msortho.org)

[www.swsso.org](http://www.swsso.org)

OR

You can complete and mail the  
enclosed paper registration to  
the following address:

SWSO  
PO Box 13909  
Atlanta, GA 30324

And be sure to **book your room reservations  
at The Roosevelt Waldorf Astoria Hotel:**

Call (504) 335-3138

- or - 800 WALDORF (800 925-3673)

Ask for the **SWSO (Southwestern Society  
of Orthodontists) Room Block.**

The rate for King/Queen Deluxe Room  
or Superior Room is \$250 per night.

Room Block cut-off date is August 14, 2017  
or until the block is full.

