



Sheraton New Orleans Hotel OCTOBER 4-6, 2018

- New & Young Program, Attend Free
- Free Video Marketing Materials
- Southern Celebration Dinner
- World War II Museum Event
- College Game Day Party

SAO18 New Orleans
INSIGHT - INNOVATION - INTERACTION



SAO18 New Orleans

INSIGHT - INNOVATION - INTERACTION

MESSAGE FROM THE PRESIDENT

When I was a child some of my most fond memories were of our regular family visits to New Orleans. I vividly remember our visits to Audubon Park, and the Zoo enjoying a refreshing snow cone to help us tolerate the summertime heat. Gloria and I have always enjoyed New Orleans as a favorite destination. The culture, the food, the music, and attractions are unique to this special 300-year-old city.

The Sheraton on Canal Street is one of our favorite hotels to frequent. The proximity to the action and excellent eateries, along with the great river views make it an outstanding meeting venue. Our General Chairman, Dr Brian Jacobus, and I are delighted with the meeting content and we feel sure that you and your team members will have a memorable experience. You will find in the following pages, information about our continuing education opportunities and also the fun things we have planned. Be sure to take full advantage of the location and don't forget to bring your Mardi Gras costumes for the Southern Celebration on Thursday night.

We look forward to seeing you in New Orleans as we gather once again to learn how to better treat our patients, encounter new technology, and of course, enjoy the camaraderie that is unique to the SAO.

Dr. Randy Rigsby
President



*“Laissez les
bons temps
rouler!”*

*Let the good
times roll!*



FACT SHEET

Meeting Date & Location:

October 4 - 6, 2018

Sheraton New Orleans, 500 Canal St., New Orleans, LA 70130
Hotel Tel: (504) 525-2500

Hotel Room Rate: The SAO has contracted a standard room rate of \$245.00. Secure your room by September 3rd by registering for the meeting and a code will be provided.

Getting to New Orleans: Airports, Train Station

- Louis Armstrong New Orleans International Airport
15 miles from Sheraton
- Lakefront Airport
10 miles from Sheraton
- Amtrak Train Station
2 miles from Sheraton

Exhibition Hours and Onsite Registration: Exhibits open on Thursday, October 4th at 5:00pm. Registration opens daily at 7:00am.

Badges and Event Tickets: All registered attendees will receive badges and tickets for registered social events. All badges and lanyards can be picked up onsite at the SAO Registration Desk beginning on Thursday at 7:00am.

Dress Code: Business casual.

CE Vouchers: Will be available onsite, online, and provided to AAO CE platform.

Meeting App: Meeting handouts and details will be available on the SAO18 meeting app.

How to Register: You can register online at saortho.org or cvent.com/d/4gqzxy – OR – You can choose to complete the enclosed registration form and return via fax (844) 214-1224, or mail to: 32 Lenox Pointe NE, Atlanta, GA 30324.

- Early bird discount registration through August 8th
- Pre-register before September 10th to avoid late fees

Completing the Registration: Persons completing the enclosed registration form or online registration form are asked to register under the Practice Name and the Doctor's Name. Please annotate "Dr" in the "Title" section of the "Contact Information." This allows the SAO staff to create uniform registration badges. Please remember to include allergy and disability information on the form.

Late Fee and Cancellation Policy: It is the policy of the SAO to charge an additional \$30.00 fee after the pre-registration date, September 10th. All requests for refunds or cancellations must be made in writing to the SAO prior to the pre-registration deadline of September 3rd. A cancellation/processing fee of \$100 will be charged. No refunds will be given if cancellation is received after the pre-registration deadline. No refunds will be given onsite. Lunch tickets are non-refundable.

No Smoking Policy:

No tobacco products, vaping, or smoking of any kind allowed.

Follow us on social media



#SAO18NOLA



QUESTIONS:

Contact SAO at saoevents@saortho.org
or call (404) 261-5528

ADA CERP® | Continuing Education
Recognition Program

Southern Association of Orthodontists 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. Southern Association of Orthodontists designates this activity for up to 19 continuing education credits. **Concerns or complaints about the CE may be directed to the SAO at saoevents@saortho.org or to ADA CERP at www.ada.org/cerp.**

NEW ORLEANS

FUN THINGS TO DO AND SEE...

FINDING YOUR WAY IN NOLA

Airport to Hotel Transportation:

MyAirportTrip is a new airport transportation booking site at myairporttrip.com/program/sheraton-on-canal

Shuttle transportation is available online at airportshuttleneworleans.com or call (504) 522-3500

Local Transportation:

Rental Car options are available, however parking in and around the city may be limited.

Streetcar Transportation provides easy transit along Canal Street, St. Charles Avenue, and the Riverfront. One-way and day passes are also available.

Bike Share is a fun way to explore the city. Visit bluebikesnola.com for more details.

UBER offers 24/7 service through the app. Download it on your phone.

"CAN'T MISS" RESTAURANTS

Cafe DuMonde • Roux Bistro • Brennan's • Pat O'Briens • Peche Seafood Grill • Upperline • Palace Café • Antoine's • Galatoire's

"KID FRIENDLY" THINGS TO DO

- Audubon Zoo
- See Disney's Aladdin in Saenger Theatre
- Visit the Superdome; home of the Saints

GET YOUR DRINK ON

- Girl's Trip at The Carousel Bar
- Fine wine at Galatoire's on Bourbon Street
- Spend Vodka Day (10/4) at Lula Distillery
- Jax Brewery

BE CULTURED

Treme Fall Fest • Decatur Street Art Markets • Newcomb Art Museum • National WWII War Museum • Jazz on Frenchmen Street

SHOP 'TIL YOU DROP

Go antiquing in the French Quarter • Frenchmen Street • French Market • Royal Street Mall

EAT YOUR HEART OUT

- Beignet Festival • Leah's Pralines
- Bittersweet Confections on Magazine Street

COMMUNE WITH NATURE

- Bayou Segnette State Park
- Ghost Tours in the Royal Carriages

GET INTO FITNESS

Woldenberg Riverfront Park Jogging Trails



SCHEDULE AT A GLANCE

LECTURE CODES

C: Clinical Lecture

NC: Non-clinical, non-credit

NY: New & Young Track

PM: Practice Management

S: Staff Track, non-credit

SOC: Social Activities

BM: Business Meeting

Code	Time	Speaker / Event	Lecture / Location	Page
THURSDAY, OCTOBER 4TH				
SOC1	8:00am	Golf Tournament	TPC Golf Louisiana	5
PM1	8:00am – 9:00am	Dr Leonard Tau	OMG I Got a Bad Review, What Should I Do <i>Sponsored by Birdeye</i>	5
PM2	9:00am – 11:00am	Jamie Couden	Building Your Online Brand Through Social Media and Websites <i>Sponsored by Sesame Communications</i>	5
C1	12:00pm – 5:00pm	Drs Bart Iwasiuk & Bill Kotteman	Aligner Class II Correction: It's as Easy as 2, 4, 6+... <i>Sponsored by Invisalign</i>	5
PM 3	12:00pm – 2:00pm	Scott Hansen	Crush Your Numbers: What You Need to Know to Grow & Need Help – Proven Methods for Keeping the Best Staff <i>Sponsored by OrthoChats</i>	5
S1	12:00pm – 2:00pm	Jaclyn Whiddon	Ortho Marketing Mistakes and How to Avoid Them	5 - 6
S2	2:00pm – 5:00pm	Bruce Manchion	Communication: Between Front and Back and Between Generations	6
C2	2:00pm – 3:30pm	Dr Greg Huang	Supporting Clinical Decisions with Evidence	6
C3	3:30pm – 5:00pm	Dr Greg Huang	Management of Anterior Open Bites in Adults	6
SOC2	5:00pm – 6:45pm	Grand Opening Reception	Exhibit Hall	6
SOC3	7:00pm – 10:00pm	Southern Celebration	Sheraton New Orleans – Dinner, live music, dancing <i>Sponsored in part by Sesame Communications</i>	6
FRIDAY, OCTOBER 5TH				
C4	8:00am – 9:30am	Dr Eser Tufekci	The Truth About White Spot Lesions	6 - 7
PM4	8:00am – 9:30am	Dr Aaron Molen	Progress to Success - Navigating the Changing Orthodontic Landscape	7
S3	8:00am – 9:30am	Bruce Manchion	Leadership and Superior Customer Service	7
S4	9:30am – 11:00am	Tyler Carter	Build and Manage your Online Reputation <i>Sponsored by Sesame Communications</i>	7
C5	9:30am – 11:00am	Dr James Hartsfield	Etiology and Management of External Apical Root Resorption	7
PM5	9:30am – 11:00am	Dr Aaron Molen	Pragmatic Technology for the Orthodontic Office	7
BM1	11:00am – 11:30am	SAO General Assembly	Business Meeting and Election and Installation of Officers	7
PM6	1:00pm – 2:30pm	Dr Leonard Tau	Using Social Proof to Attract New Patients to Your Practice <i>Sponsored by Birdeye</i>	7
S5	1:00pm – 4:00pm	Nancy Hyman	Elevate Patient-Pleasing Strategies and the Kids' Club Process	7 - 8
C6	1:00pm – 4:00pm	Dr Roberto Luis Velásquez Torres	Importance of Vertical Dimension and Inclination of The Posterior Occlusal Plane in The Treatment of Different Types of Malocclusion with The MEAW Technique	8
PM7	2:30pm – 4:00pm	Wendy Askins	How to Steal from an Orthodontist - Doctors Only	8
SOC4	4:00pm – 5:00pm	Exhibit Hall Happy Hour	Free afternoon snacks, drinks, and shop the show specials	9
SOC5	6:30pm – 10:00pm	Dinner, live music and WWII Museum exhibit experience	World War II Museum	9
SATURDAY, OCTOBER 6TH				
NC1	7:00am – 8:00am	Angela & Dennis Buttimer	Chair Yoga	8
C7	8:00am – 9:30am	Dr Roberto Luis Velásquez Torres	Importance of Vertical Dimension and Inclination of The Posterior Occlusal Plane in The Treatment of Different Types of Malocclusion with The MEAW Technique	8
S6	8:00am – 11:00am	Steve McEvoy	Protecting Yourself and the Practice from the Evils of the Internet	9
C8	9:30am – 11:00am	Dr Steve Dugoni	Mixed Dentition Orthodontics	9
NY1	8:00am – 9:00am	Jaclyn Whiddon	Building Your Marketing Toolkit	8
NY2	9:00am – 10:00am	Dr Arghavan Welch	Social Media Presence of a Modern Practice, FB & IG	9
NY3	10:00am – 11:00am	Wendy Askins	How Not to Make the Biggest Hiring Mistakes of Your Career	9
PM8	1:00pm – 3:00pm	Angela & Dennis Buttimer	Mindful Performance: Lower Your Stress to Perform at Your Best	9
NY4	1:00pm – 3:00pm	Sean Murphy, Esq.	Common Misadventures for the Orthodontic Specialist	9
SOC6	3:30pm – 6:30pm	Eat + Drink + Cheer	Manning's Sports Bar & Grill	8

COURSE DESCRIPTIONS

THURSDAY, OCTOBER 4

8:00am - 9:00am, 1 CEU • PM1

Dr Len Tau (sponsored by *Birdeye*)

OMG I Got A Bad Review. What Should I Do?

Every dental practice has seen a patient leave a bad review online on Google, Yelp, Facebook or one of the other 120 websites that collect and republish feedback from your patients. A perfect dental practice isn't one with perfect reviews, it is one that deals with reviews perfectly. One of the most common questions dentists and their teams have is what they do when they receive a bad review from a patient. Many feel like they are being attacked and their emotions vary from anger to embarrassment and perhaps some as even depression but don't worry, negative reviews are going to happen. The patient may be having a bad day, a team member said the wrong thing, or the insurance did not pay as much as expected and thus the patient owed more than you anticipated. One negative review isn't going to shut down your practice, but the way you handle negative reviews will set the stage in moving forward and improving your practice's customer service and online reputation. In this 1-hour seminar you will learn techniques to help you solve negative reviews and earn better reviews, increase production, and get more new patients.

In this class, Dr Tau will cover:

- Why online reputation is important
- How online review websites work
- How to handle negative reviews
- How to create systems in your office to get patients to leave feedback for you
- How to monitor and manage your online reputation

9:00am - 11:00am, 2 CEUs • PM2

Jaime Couden (sponsored by *Sesame Communications*)

Building Your Online Brand Through Social Media and Websites

- In today's digital age, it is not enough to have a website or a daily post on social media. You must consider your brand and how you are coming across to prospective patients. Are you giving them a reason to choose you? Are you establishing your brand, so it is easily recognizable in the communities you serve? Are you truly engaged online and interacting with both existing and prospective patients? Today's patients are very different than patients from 10 or 20 years ago. They live, work and play online, and use the Internet for everything from researching a new orthodontist to requesting or booking an appointment. Their use of social media, including connecting with friends and family, is an extension of how they gather and share information, and form decisions. In this lecture Jaime Couden will teach you how to build your practice brand through your website, online reputation and social media.

12:00pm - 2:00pm, 2 CEUs • PM3

Scott Hansen (sponsored by *OrthoChats*)

Crush Your Numbers: What You Need to Know to Grow

- Pouring over the numbers is not the most fun part of our jobs. Crushing your numbers is necessary to grow a successful practice. You just need a good plan. In this session we will discuss automation, implementing new and improved processes, delegation, communication and more. Follow these suggestions and you will be surprised how often you hit and exceed your numbers.

Need Help and Proven Methods for Keeping the Best Staff

- Having hired more than 150 employees in the last year alone for OrthoChats, Scott Hansen will walk you through where and how to get the talent you need to grow! He will take you through how to build a dynamic culture and how to keep it top of mind each day. Participants will leave with a workbook and actionable plan for 2019.

12:00pm - 5:00pm, 5 CEUs • C1

Drs Bart Iwasiuk and William Kottemann

(sponsored by *Invisalign*)

Aligner Class II Correction: It's as Easy as 2, 4, 6+...

Orthodontics is full of wonderful modalities designed to correct Class II malocclusions. Many of these modals have been designed with conventional braces in mind. This presentation will focus on using simple guide-lines for Aligner treatment planning and design in order to tackle Class 2 malocclusion from the big to the small. Use of elastics, distalization, and functional appliances in conjunction with Aligner therapy will be discussed in detail. The presentation will cover Invisalign Teen and Phase I interceptive treatment.

12:00pm - 2:00pm, 2 CEUs • S1

Jaclyn Whiddon

Ortho Marketing Mistakes and How to Avoid Them!

All small businesses struggle to find the right formula for marketing. As an orthodontic marketing consultant, Jaclyn helps

JOIN US FOR THE
**SAO GOLF
TOURNAMENT**
THURSDAY, OCT. 4
TPC LOUISIANA

11001 LAPALCO BLVD, AVONDALE, LA

8:00am Scramble

\$75 Fee includes: greens fees, golf cart, breakfast, transportation from the Sheraton Hotel and back. Club rentals are available for an additional fee. For additional information on this spectacular course, please visit tpc.com/louisiana/

Sponsored in part by



offices overcome common marketing mistakes. You'll learn how to avoid spending your marketing budget in areas that do not return well on your investment. Jaclyn will discuss common marketing strategies including internal, community marketing, business to business, social media and digital marketing strategies. You'll leave with a list of items to evaluate in your practice and goals for improving your marketing strategy.

2:00pm - 3:30pm, 1.5 CEUs, • C2

Dr Greg Huang

Supporting Clinical Decisions with Evidence -

There are currently more than 300 systematic reviews on orthodontic topics, with more being published every month. The quality of these reviews has steadily improved, and orthodontists should actively utilize these reviews to assist with clinical decision making. Dr Huang will discuss the evidence for topics like self-ligation, accelerated tooth movement, and TADs, as they relate to the treatment of an actual patient.

Learning objectives:

- Understand the strengths and limitations of the study designs that compose the levels of evidence
- Know how to access evidence quickly and efficiently
- Be knowledgeable about current evidence for techniques like corticotomy, self-ligation, TADs, and vibration
- Be an advocate for utilizing evidence in your everyday treatment recommendations

2:00pm - 5:00pm, 3 CEUs, • S2

Bruce Manchion

Communication: Between Front and Back and Between Generations -

The single, most important communication in any Practice occurs between the Front and the Back. Yet, so little work is done to evaluate what is and is not working in that communication. Many times, the assumption is made that all Team Members are aligned with Practice goals, beliefs, and values. It isn't enough to ensure Team Member goals, beliefs and values are aligned with the Practice. Departments – the Front and the Back – must also be aligned. Differences in department culture and a lack of understanding of generational differences can cause insidious barriers.

Consequently, those in the Back are, at times, convinced that the patient has accepted the treatment plan and is ready to begin. But the Front, for some reason, does not “close the deal.” The Front receives the patient and begins to explain details, but quickly realizes the patient's understanding of what needs to happen is not at all consistent with standard procedure, and/or will not pass insurance requirements. The stage is set for friction, irritation, assumptions, and unwillingness to have productive, open dialogue in search of a solution that meets everyone's needs.

This session provides the process for successfully navigating the pitfalls and landmines of misunderstanding, miscommunication, and missed opportunities for removing perceived and actual barriers to successful communication between departments and between those of different generations.

3:30pm - 5:00pm, 1.5 CEUs • C3

Dr Greg Huang

Management of Anterior Open Bites in Adults -

Open bites are some of most challenging malocclusions to correct, and stability after correction is never certain. Dr Huang will describe diagnosis and treatment of adult open bite patients and review the current literature. He will also report on an ongoing study, funded by the National Dental Practice-based

Research Network, of more than 300 adult open bite patients treated by 91 practitioners from across the U.S.

Learning Objectives:

- You should be familiar with the current best evidence regarding treatment for adult anterior open bite patients
- You should be familiar with patient and practitioner characteristics that are related to treatment recommendations for adult anterior open bites
- You should understand the mechanisms by which various types of treatment, like aligners or TADs, correct anterior open bites
- You should be knowledgeable of network research and opportunities that exist for the orthodontic profession

FRIDAY, OCTOBER 5

8:00am - 9:30am, 1.5 CEUs • C4

Dr Eser Tufekci

The Truths About White Spot Lesions: Etiology, Prevention and Management -

The development of white spot lesions is a risk associated with orthodontic treatment in patients with poor oral hygiene. This presentation focuses on the role of the orthodontist, general dentist, and patient in promoting and maintaining good oral hygiene. In addition, research findings on the effectiveness of products will be discussed with a focus on their benefits, limitations, and applications. *(continued on next page)*

Learning Objectives:

- Recognize the role of the orthodontist, general dentist and patient in promoting and maintaining adequate oral hygiene
- Identify various methods of fluoride delivery systems to help minimize white spot lesions during orthodontic treatment
- Identify a basic practice protocol for prevention of white spot lesions

8:00am - 9:30am, 1.5CEUs • S3

Bruce Manchion

Leadership and Superior Customer Service -

Today's work world requires a Team mindset, a leader mindset, and providing customer service that is superior. Whether or not one has the title of leader, one must perform the work like a leader. This means thinking like a leader, problem solving like a leader, growing one's self and others on the Team, as well as operating at the minimum level of excellence when conducting your day-to-day activities.

Your Practice is competing for the same dollars that patients will pay for dinner out at a fancy restaurant, that they will pay for their vacation, for the trip to Disney World, for the new car or for repairing one or more current vehicles, etc. If your reason for patients seeing you is so that they can have a beautiful smile, you are operating in the past. Today, technology has advanced to the point that TV commercials are telling patients that they can have their orthodontia completed through the mail. Competition is now coming not only from other Practices, but from organizations not even in your field. The one thing that trumps all competition is superior customer service.

This session will provide the steps for creating and sustaining a leadership mindset culture. It will also provide what is necessary to provide superior customer service.

8:00am - 9:30am, 1.5 CEUs • PM4

Dr Aaron Molen

Progress to Success - Navigating the Changing Orthodontic Landscape -

There is no question that the state of orthodontics is evolving. As more consolidation occurs within the orthodontic space many orthodontists are becoming fearful for their future. As is often the case in life we do ourselves a disservice when we resist change and defend our paradigm. Understanding the concepts of culture, alignment, mindset, and failure can help you redefine risk as opportunity. Anyone can progress to success by unlocking their potential with the right set of keys.

9:30am - 11:00am, 1.5 CEUs • C5

Dr James Hartsfield

Etiology and Management of External Apical Root Resorption -

External Apical Root Resorption (EARR) has been blamed on orthodontists, and the subject of litigation. What are the causes, and how do they relate to practice? What can be done to manage EARR in practice? These topics will be explored in depth.

9:30am - 11:00am, 1.5 CEUs • S4

Tyler Carter (sponsored by Sesame Communications)

Build and Manage Your Online Reputation - Online reputation management is the process of taking control of your digital assets to drive your message and branding, while ensuring your patients are finding the right materials about you and your practice when searching online. Managing your reputation across multiple social media platforms, online directories, and business

listings, can feel overwhelming. Maybe you have hired an agency, tried to do it on your own, or went a different route without much success. Join Tyler Carter as he explains how to build your platform, and how to efficiently manage your reputation.

9:30am - 11:00am, 1.5 CEUs • PM4

Dr Aaron Molen

Pragmatic Technology for the Orthodontic Office -

Technology marches forward at a relentless pace that can often feel overwhelming. New advances powering expensive gizmos seem to permeate our inboxes. Dr Molen will update you on some of the latest advances in technology occurring outside the orthodontic space and how they impact our profession. He will share advice on how to navigate these changes in a practical and cost-effective manner. Today's world is filled with noise and confusion when it comes to which technologies you NEED in your office. We will discuss how to cut through some of that noise and develop confidence in identifying 'wants' versus 'needs.' Each practice is unique and one size does not fit all.

1:00pm - 2:30pm, 1.5 CEUs • PM6

Dr Leonard Tau (sponsored by Birdeye)

Using Social Proof to Attract New Patients to Your Practice -

Word of mouth has always been the foundation for the acquisition of new patients by a dental practice but in our internet age, word of mouth is transformed because of reviews sites like Google, Yelp, Facebook, Healthgrades and dozens of others. You can now let your patients do the marketing for the practice.

Practices must have a plan in place to establish, promote, manage, and monitor a positive reputation online. Positive reviews will drive business to your practice while negative reviews turn potential patients away.

A bad customer experience which goes unresolved can lead to a bad reputation and thus lost revenue. Many dentists don't know how to manage their reputation online. In this interactive, energized seminar, Dr Tau shares numerous tips and best practices, as well as the system that has been tried and tested in his own office enabling him to take his practice to the next level simply by marketing his reputation.

Learning objectives:

- Understand the importance of taking control of your online presence
- Know how social media fits into online reputation management
- Learn software programs that help manage your reputation
- Discuss ways in which patient reviews can manifest online
- Recognize why responding to negative reviews is not a good idea
- Develop strategies for garnering positive patient reviews
- Review team training tips for garnering positive feedback

1:00pm - 4:00pm, 3 CEUs • S5

Nancy Hyman

Elevate Patient-Pleasing Strategies and the Kids' Club Process -

Incorporate new WOW factor concepts into your patient promotional calendar. The presentation will assist your team in phasing in fresh ideas related to patient-to-patient referrals, creating patient-pleasing strategies and a focus on a winning marketing approach for your full audience, parents included. Create enthusiasm by setting your practice apart from the "crowd." Offer patients-in-waiting an exciting program to keep them engaged and enthusiastic about your

YOU'RE INVITED

GET YOUR GAME ON!

SAO FOOTBALL PARTY

Saturday, October 6th
3:30pm – 6:30pm
\$40.00 per person includes
heavy snacks and drink ticket

Join your colleagues and friends at
Manning's Sports Bar & Grill
228 Poydras Street, New Orleans



practice. Observation patients have a choice when treatment is recommended, and it is my goal to share crowd-pleasing strategies to make your practice the number-one choice for this important category.

1:00pm – 4:00pm, 3 CEUs • C6

Dr Roberto Luis Velásquez Torres

Importance of Vertical Dimension and Inclination of The Posterior Occlusal Plane in The Treatment of Different Types of Malocclusion with The MEAW Technique

The vertical dimension of the posterior part of the dentition markedly affects the functional positioning of the mandible and consequently the way the condyles adapt during growth. Altered vertical dimension therefore contributes to the development of skeletal malocclusion. The inclination and position of the occlusal plane relative to the craniofacial complex are vitally important in the diagnosing and treatment of malocclusions. Different studies have indicated that a steep posterior occlusal plane induces a backward rotation of the mandible and a forward adaptation of the jaw is readily observed on those having a flat posterior occlusal plane. The development of skeletal malocclusion such as Class III, Class II, Openbite, and MLD cases are clearly distinguished by their respective posterior occlusal plane configuration. The neuromuscular system adapts to articular function which in turn induces skeletal adaptation. Therefore, the control of the vertical dimension of the posterior teeth is extremely necessary in the treatment of malocclusion.

2:30pm – 4:00pm, 1.5 CEUs • PM7

Wendy Askins (Doctors' Only Seminar)

How to Steal from an Orthodontist – Shining light on the dark side of orthodontic business, Wendy will provide an inside look at orthodontic office embezzlement that is not available anywhere else. See how embezzlement crimes were committed against unsuspecting orthodontists, warning signs that were missed, how embezzlers were eventually caught, amounts stolen, and the consequences to both the embezzler and the orthodontist.

After this presentation you will be able to:

- Recognize specific theft methodologies and behavioral characteristics of thieves
- Strengthen financial processes by closing the gaps currently open to embezzlement
- Identify monthly review processes that expose specific theft transactions

SATURDAY, OCTOBER 6

7:00am – 8:00am • NC1

Angela and Dennis Buttimer

Chair Yoga – Attendees will learn basic yoga moves to do while seated to help manage stress during the workday.

8:00am – 9:00am, 1 CEU • NY 1

Jaclyn Whiddon

Building Your Marketing Tool Kit – As a new orthodontist, we know you face numerous challenges, but marketing shouldn't be one of them! Together we'll jumpstart your marketing strategy and build a tool kit that will have you ready to reach your audience. If you've joined a practice or just started your own, we'll cover ways to increase your brand awareness. You'll start creating a marketing tool kit that has you ready to reach prospective patients, build relationships and grow your practice.

* Videographer will be available onsite to customize your message (10 minute appointments available).

8:00am – 9:30am, 1.5 CEUs • C7

Dr Roberto Luis Velásquez Torres

Importance of Vertical Dimension and Inclination of The Posterior Occlusal Plane in The Treatment of Different Types of Malocclusion with The MEAW Technique

The vertical dimension of the posterior part of the dentition markedly affects the functional positioning of the mandible and consequently the way the condyles adapt during growth. Altered vertical dimension therefore contributes to the development of skeletal malocclusion. The inclination and position of the occlusal plane relative to the craniofacial complex are vitally important in the diagnosing and treatment of malocclusions. Different studies have indicated that a steep posterior occlusal plane induces a backward rotation of the mandible and a forward adaptation of the jaw is readily observed on those having a flat posterior occlusal plane. The development of skeletal malocclusion such as Class III, Class II, Openbite and MLD cases are clearly distinguished by their respective posterior occlusal plane configuration. The neuromuscular system adapts to articular function which in turn induces skeletal adaptation. Therefore, the control of the vertical dimension of the posterior teeth is extremely necessary in the treatment of malocclusion.



8:00am - 11:00am, 3 CEUs • S6

Steve McEvoy

Protecting Yourself and the Practice from the Evils

of the Internet - Learn how to determine if your online information was part of one of the big website data breaches, and what to do about it. We'll discuss the latest password standards, how you can be stalked electronically, and how to defend from this. You can also learn a series of positive new technology tidbits that are as relevant to your personal lives as they are to your Practice. In addition, learn how to properly backup systems and avoid ransomware, as well as what to look for when buying computers and how to make your computers faster.

9:00am - 10:00am, 1 CEU • NY2

Dr Arghavan Welch

Social Media Presence for a Modern Practice, FB & IG - Learning Objectives:

- How to come up with unique content for your page
- How to utilize social media to generate patients
- How to utilize closed Facebook groups to attract new patients
- How to turn your existing patients to advertise for you on social media
- Proper hashtags

9:30am - 11:00am 1.5 CEUs • C8

Dr Steve Dugoni

Mixed Dentition Orthodontics - A comprehensive and effective method for correction of malocclusions in the early mixed dentition will be reviewed. The presentation will demonstrate a method for Class II correction and how to maintain stability of the correction. Treatment of various malocclusions will be discussed including handling of space management issues.

Learning objectives:

- Understand concepts of comprehensive early orthodontic treatment
- Perform effective correction of Class II malocclusions with Phase I therapy
- Handle space management issues in the early mixed dentition

10:00am - 11:00am, 1 CEU • NY3

Wendy Askins

How Not To Make the Biggest Hiring Mistakes of Your Career

- It literally happens EVERY DAY. Someone gets fired from a dental office for embezzling or poor job performance and then they immediately get hired by another office, without that doctor being aware of the ticking time-bomb they have just recruited. Wendy discusses how people applying for dental office employment successfully hide unsavory information about themselves, and how the hiring process can be adapted to uncover this information.

After this presentation attendees will understand:

- The prevalence of resume falsification
- How applicants conceal negative information from prospective employers
- How to outsmart applicants who aren't telling you everything

1:00pm - 3:00pm, 2 CEUs • PM8

Angela and Dennis Buttimer

Mindful Performance: Lower Your Stress to Perform at Your Best™

- When action is strategically informed by a mindful, intentional focus, you and your organization are better able to cut through the noise and clutter to enjoy peak performance. Mindful Performance (MP) makes it possible to find the calm in the chaos. When leadership and employees reduce their stress levels and are healthier and happier, this directly impacts the bottom line of the organization. We call this the "return on mindfulness" (ROM).

1:00pm - 3:00pm, 2 CEUs • NY3

Sean Murphy, Esq.

Common Misadventures for the Orthodontic Specialist

- The lecture will cover some of the legal topics that arise with orthodontics. The lecture will provide insight on how to recognize and protect yourself from legal pitfalls, as well as how to minimize your liability.

Learning Objectives:

After this lecture you will be able to:

- Better recognize common legal pitfalls
- Better understand how to handle difficult patients/parents.



Join The SAO As We Remember And Honor History
WORLD WAR II MUSEUM
U.S. FREEDOM PAVILLION:
THE BOEING CENTER

Friday, October 5 | 6:30pm - 10:00pm

Stand beside tanks and trucks to view WWII airplanes - or brave sky-high catwalks for an up-close look - all while listening to the sounds of the Victoria Swing Orchestra. Exhibits describe the history and production of war machines and honor service in every branch of the military.

\$50 per person

\$40 for each child 12 and under

Includes: Transportation to and from the museum, museum entry, submarine experience, dinner buffet and drink ticket.

REGISTRATION CODE SOCS

ABOUT THE SPEAKERS

Please visit saortho.org for complete biographies.



Wendy Askins has over 25 years of experience in the dental industry. In addition to her MBA and undergraduate studies in psychology and criminology, Wendy's encyclopedic knowledge of orthodontic and oral surgery practices and her strong academic background make her successful in exposing complex theft modalities committed by employees and business partners. Wendy is a Certified Fraud Examiner and a member of the Association of Certified Fraud Examiners. Wendy has investigative capabilities which are unique to the business functions of the dental world and she possesses an uncommon perspective on these crimes, driven by her own first-hand experience to the multi-faceted devastation caused by embezzlement.



Angela Buttimer is a master's level Licensed Psychotherapist, Executive Coach, Certified Coach, Keynote Speaker, Corporate Trainer, TEDx Speaker, Huffington Post Contributor, and Author. She has dedicated the last two decades to counseling and coaching executives, stressed-out employees, and others around mindfulness and reducing stress so that they

may feel, and thus perform, at their best. **Dennis Buttimer**, over the past three decades, has been a coach, speaker and leader in the helping profession. With a rich background in employee assistance programming (EAP), corporate training, and cancer wellness programming, Dennis draws on his unique skill set to help individuals and organizations to be more productive in all areas of their lives.



Tyler Carter of Sesame Communications, an industry leader in dental marketing and patient-engagement solutions, studied technology and management at Central Washington University in Ellensburg and then proceeded to join the United States Air Force upon graduation much to his soon to be wife's delight. After supporting Tyler for 4 years, they decided to move back

to the Seattle Washington area where he began his work as a Product Manager specializing in cross-functional leadership, market positioning, and continuous process improvement. During his down time, you can generally find Tyler on the golf course or watching his wife and her horse Pete compete in 3-day Eventing. She likes to call Tyler her "investor."



Jaime Couden Sesame Communications has been working in the digital marketing world within the Dental industry for 10 years. Working with dentists to build successful, thriving practices is Jaime's passion. Currently, Jaime manages a team of sales professionals at Sesame Communications, headquartered in the heart of Seattle next to CenturyLink Field (go Seahawks!)

Aside from managing, she also lectures and leads workshops across the country for dentists and orthodontists. She is a Seattle native and graduated from the University of Washington with a degree in political communication. When she is not helping doctors, she is traveling the world, at a football game or spending time with Bear, her hundred-pound black lab.



Scott Hansen is the founder and CEO of OrthoChats. Recognized as one of the 500 fastest growing businesses in the country, OrthoChats provides exceptional online chat service to hundreds of orthodontists across the world. Hansen graduated from St. Olaf College in Minnesota with his undergraduate degree and then continued on to University of Missouri-

Kansas City for his master's in business administration. Before launching OrthoChats, Scott managed an orthodontic practice in Kansas City, Hansen Orthodontic Specialists. His practice was recognized for consecutive years as one of the fastest growing privately held businesses in the U.S. Scott has spoken at many orthodontic conferences throughout the country.



Dr Steven Dugoni is an Adjunct Clinical Professor of Orthodontics at University of the Pacific where he has taught for over 30 years and is Director of the Mixed Dentition Clinic. Dr Dugoni has lectured at the California Dental Association, American Dental Association, Edward H Angle Society of Orthodontists, College of Diplomates of the American Board of Orthodontics,

Pacific Coast Society of Orthodontists, Chinese Orthodontic Society, and the American Association of Orthodontists. He is a member of the College of Diplomates of the American Board of Orthodontists and is a fellow of the American College of Dentists and International College of Dentists. He is currently in private practice in San Francisco.



Dr James K. Hartsfield is board certified by the American Board of Orthodontics, and the American Board of Medical Genetics and Genomics. He practices as an orthodontist, and as a clinical geneticist, specializing in craniofacial genetics of children. He is currently the E. Preston Hicks Endowed Professor of Orthodontics and Oral Health Research at the University of Kentucky.

He is also an Adjunct Professor in the Indiana University School of Dentistry and the School of Medicine; and the University of Illinois at Chicago College of Dentistry. Dr Hartsfield is certified by the American Board of Orthodontics and the American Board of Medical Genetics and is a member of the Edward H. Angle Society of Orthodontists.



Dr Greg Huang received his dental degree from the University of Florida and earned a Certificate in Orthodontics and MSD from the University of Washington. After 10 years of private practice, he pursued an academic career and accepted a faculty position. Dr Huang began his career as a clinical scientist and has been involved with many studies. He is a well-known advocate

of Evidence-based Orthodontics, lecturing nationally and internationally on this topic. Dr Huang has published over 50 peer-reviewed articles and is the co-editor of two orthodontic textbooks. He serves on the Editorial Boards of Orthodontics and Craniofacial Research and Journal of Orthodontics and has served as Associate Editor for the AJODO.



Nancy Hyman and Dr William Hyman knew exactly where to start when developing cost-effective, practical and measurable practice growth systems. Their drive to increase referrals lead to a top-notch strategic marketing program based on easily duplicated concepts. The practice now enrolls 600 new patients annually. Nancy developed the training program for

Practice Builders orthodontic division and established marketing plans for her clients. She has helped numerous orthodontic practices in jumpstarting professional and patient referrals and increasing case acceptance. Ortho Referral Systems focuses on developing a marketing team utilizing current staff. Their training strategies were tested in orthodontic offices.



Dr Bart Iwasiuk has been in private practice since 2002 and using Invisalign since his residency training. He achieved Elite Provider status and continues to push the limits of what can be accomplished using Invisalign. He received his DDS from the University of Toronto and his Orthodontic Certification from the University of Rochester. His Interest in

multidisciplinary dentistry stems from member influence at the Seattle Study Club. He is an Associate Professor at the University of Rochester working on developing a residency curriculum, as well as a personal instructor on YourOrthoCoach.com. He is an International Key Note Speaker, Research consultant and a member of the Key Opinion Leaders for Align Technologies.



Dr William Kottemann has been a practicing orthodontics since 1978 in the Minneapolis/St. Paul, Minnesota area. He has been joined by his two sons who have expanded the practice to five locations locally. He has been a member of Align Technology's teaching faculty for the past 12 years and has participated in several clinical studies involving the treatment efficacy of aligners. He

has presented over 600 lectures nationally and internationally. He has treated over 2500 patients with Invisalign since 2000. His practice has been an Elite Top 1% Invisalign Practice since 2011. Dr Kottemann is a Diplomate of the American Board of Orthodontics and holds two patents related to esthetic orthodontic wires.



Bruce Manchion, CEO of Universal Training Concepts, is a keynote speaker, trainer, consultant, and expert in building exceptional leaders in all levels of organizations. He graduated from Emporia State University in Kansas and began a 14-year career in sales and sales management for Procter and Gamble. He is the author of multiple articles and a book titled "Witness for The Defense: Masquerading

As A Christian". Mr. Manchion is creator of "C.A.P.D.", a process to reduce unnecessary rework by up to 40%; "Global Integrated Selling Process", making selling more efficient; "Team-Based Work System", a model that provides structure and focus for teams; and "Core People Skills", which are 6 skills necessary for success.



Steve McEvoy is an IT professional and project manager for MME Consulting, Inc., a computer company that specializes in serving orthodontic practices nationwide. He has 15+ years working hands-on with the technologies used in orthodontic practices. He currently serves as a member of the AAO Committee on Technology.



Dr Aaron Molen is an internationally recognized speaker on merging technology and orthodontics and has served as the Chair of the American Association of Orthodontist's Committee on Technology. He also serves on the Technology Editorial Board for the AJO-DO and has published several papers and textbook chapters on the topic. He previously served on the PCSO Board

of Directors. Dr Molen's practice includes three locations south of Seattle Washington and maintains a strong social media presence. He is an avid traveler and has swum in all five oceans and visited all seven continents. He loves spending his free time with his family which includes his wife and three beautiful children.



Sean Murphy has been practicing law for the last 10 years, and since January 2016 has been the AAO's Associate General Counsel. In that role, Sean oversees the AAO's Political Action Committee and government affairs, provides advice and counsel to the AAO and its related entities, and discusses legal issues with countless AAO members. Sean's experience with

orthodontic legal issues comes from hundreds of AAO member calls, in which an assortment of legal issues and challenges have been discussed.



Dr Leonard (Len) Tau has given over 200 presentations and has been a practicing dentist for 19 years. In 2007, he bought a practice and with a huge debt service, he quickly recognized the opportunities available online and learned the strategies and secrets behind building a practice online. His results were overwhelmingly positive. It boiled down to one word. **Reviews.** Dr Tau

lives in Blue Bell, Pennsylvania with his wife Risa and eleven-year-old son, Aidan. When he is not treating patients or speaking in front of a room or playing poker, he serves as the general manager of Birdeye, a leading customer experience and business reputation marketing platform.



Dr Eser Tüfekçi, a native of Istanbul, Turkey, received her dental degree from the University of Istanbul. Dr Tüfekçi continued her career at the Ohio State University earning a Master of Science in Dental Materials degree. She then earned her Ph.D. in Oral Biology from OSU and a certificate in orthodontics from the University of Minnesota. She is a full-time faculty member in

Virginia Commonwealth University's Department of Orthodontics and her research includes biomaterials and biomechanics of orthodontic tooth movement. She is the recipient of the Excellence in Orthodontic Education Award by the SAO in recognition of her extraordinary achievements in orthodontic education for teaching, research, and leadership.



Dr Roberto Luis Velásquez Torres earned his Doctor of Dental Medicine at the Universidad de Cartagena in Colombia. Dr. Velásquez Torres also holds a Master of Science in Orthodontics and Dentofacial Orthopedics from the Universidad Complutense de Madrid in Spain and a Ph.D. from Kanagawa Dental University in Yokosuka, Japan. He is a Clinical Associate Professor at

Colombian Dental College and a visiting Professor with his alumni Universidad de Cartagena. Dr Velásquez Torres is an esteemed member of the E.H. Angle Society of Orthodontics within the North Atlantic Component. Dr Velásquez Torres has advanced continuing dental education from IDEA (Interdisciplinary Dental Education Academy) in Faculty, California.



Dr Arghavan Welch obtained her undergraduate degree in CE and Micro & Molecular Biology from the University of Central Florida. She earned her Doctor of Dental Medicine degree from Nova Southeastern University and began her formal orthodontic training at University of Florida, completing an internship certificate. She

completed an advanced training in orthodontics at Jacksonville University where she served as chief resident and president of her class. Dr Welch is board certified by the American Board of Orthodontics and proudly serves as an executive board member to the Florida Association of Orthodontists. Dr Welch established her private practice "Gardens Orthodontics" in Palm Beach Gardens, Florida.



Jaclyn Whiddon serves as a practice consultant with emphasis on marketing, working primarily with orthodontists. She started her career in orthodontics nearly 15 years ago after graduating from Rollins College with an undergraduate degree in Organizational Communication. After time spent in corporate marketing and public

relations, Jaclyn began working independently as a consultant. Outside of orthodontics, she has consulted in various fields including healthcare, hospitality, real estate and sports marketing, but her passion is helping small practices develop their internal and external marketing plan. The Whiddon Group team has assisted offices with branding, ad campaigns, marketing collateral development and growth.



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We look forward to seeing you at these upcoming **SAO Annual Sessions**



2019



Rosen Shingle Creek Resort November 14 - 16 Joint Meeting SAO + SWSO



2020

Omni Nashville October 15 - 17

2021 • *100th Anniversary • Sheraton • Le Meridien, Charlotte • October 6 - 9

2022 • Hilton, Downtown Austin • November 3 - 5 • Joint Meeting SAO + SWSO