

# SAO16 DESTIN



## SANDESTIN GOLF & BEACH RESORT October 20-22, 2016



NEW & YOUNG PROGRAM



SOUTHERN CELEBRATION  
DINNER



COLLEGE GAME DAY PARTY



BEACH PARTY



EXPERIENCE INNOVATION-  
ORTHOVATION RETURNS



2,400 ACRES OF  
FUN & SUN

# SAO16 DESTIN

SCIENCE | SYNERGY | SANDESTIN



## MESSAGE FROM THE PRESIDENT



Welcome to Sandestin and the beautiful sugar white sand beaches and emerald green waters that make the panhandle of Florida one of my family's favorite places on earth. I have enjoyed my journey as your President and look forward to the fruits of a fabulous team effort to bring about this meeting. Thank you to all who have made it great!

Our decision to bring the SAO back to Sandestin resulted from a myriad of factors. I have great familiarity with the beaches here from decades of family vacations. Sandestin also happens to be the site of a Mississippi Association of Orthodontists meeting years ago that directly led to my involvement in organized orthodontics and the SAO. I can only hope that your visit will lead to many wonderful memories as you connect with old friends and establish new ones. Who knows, maybe it will prompt a deeper involvement with our association from a future leader of the Southern.

If we are to continue to thrive as an association, we must nurture our membership and remain relevant cross-generationally. Last year we saw a 300% increase in attendance from our "new and young" members, due in part to the waiving of registration fees for that group of members. We are fortunate to be in a position to offer that benefit again this year as well as to continue to provide dedicated educational content targeted to young members.

**Orthovation**, our office of the future exhibit, was also introduced last year and was an enormous success! It will be back in the exhibit hall with a lot of new and innovative ideas for you to take back to your practice.

Our programs and speakers will have something for everyone; doctors, staff, and new and younger members. Please plan to take advantage of the wealth of information that is available for your enjoyment. I think you will be impressed with the speakers and topics you will see in this brochure.

We will have plenty of fun as well. Our annual awards function is becoming "The Southern Celebration" and will be an outdoor party on the Grand Lawn Thursday evening. I believe you will find this to be a must not miss event as we will have fun, food, fellowship, personal recognitions, and entertainment in a less formal atmosphere than the past. Coming to the beach would not be complete without a party in the sand on Friday. Come in your favorite collegiate attire Saturday to a tailgate to remember.

All the final details are coming together for a wonderful time for "The Southern." Come join us. I look forward to seeing each of you!

# SCHEDULE AT A GLANCE

## THURSDAY, OCTOBER 20TH

8:00AM	Golf Tournament	3M Free CE Event
8:30AM-12:30PM	CDABO Course	
Noon	<b>FACULTY LECTURE</b>	<b>PARTNERS PANEL</b>
	Dr Ayman Al Dayeh	Future Trends
1:00PM	<b>AFTERNOON LECTURES</b>	
1:00-5:00PM	Drs, Gavin & Harold Heyman	
1:00-5:00PM	Mr Gary Johnson	
5:00PM	<b>EXHIBIT HALL OPENING RECEPTION</b>	
7:00PM	<b>SOUTHERN CELEBRATION</b>	

## FRIDAY, OCTOBER 21ST

7:00-8:30AM	Continental Breakfast in Exhibit Hall	
7:30-8:30AM	CDABO Breakfast	
8:00AM	<b>MORNING LECTURES</b>	
8:00AM-10:00AM	Dr Robert Vanarsdall	
8:00AM-10:00AM	Mr Gary Johnson	
10:00AM-11:00AM	Dr Rose Sheats	
11:00AM	<b>DEDICATED EXHIBIT HALL TIME</b> - Grab & Go lunch available	
1:00PM	<b>AFTERNOON LECTURES</b>	
1:00-2:00PM	Dr Larry Tadlock	
1:00-4:00PM	Ms LeeAnn Peniche	
2:00-4:00PM	Dr Bill Robbins	
4:00PM	<b>AFTERNOON BREAK IN THE EXHIBIT HALL</b>	
6:00PM	<b>SAO16 BEACH PARTY</b>	

## SATURDAY, OCTOBER 22ND

7:00-8:30AM	Continental Breakfast in Exhibit Hall	
8:00-11:00AM	<b>SAO NEW &amp; YOUNG ORTHODONTISTS LECTURE</b>	
	Mr Loretto & Dr Kravitz	
8:00-11:00AM	<b>MORNING LECTURE</b>	
	Dr Bill Robbins	
11:00AM	<b>DEDICATED EXHIBIT HALL TIME</b> - Grab & Go lunch available	
1:00PM	<b>AFTERNOON LECTURES</b>	
1:00-3:00PM	Dr Jack Fisher	
1:00-3:00PM	Ms LeeAnn Peniche	
3:00PM	<b>SAO COLLEGE GAME DAY PARTY</b>	

## SAO's New & Young Orthodontists Session:

## The Blueprint for Success: 5 Steps to Building an Elite Office in 5 Years



**DR NEAL KRAVITZ**, orthodontist in three thriving orthodontic practices and one pediatric dental practice, will share how embracing a few key business disciplines enabled his offices to achieve remarkable growth and develop an excellent reputation in the community. His fast-paced and energetic presentation will highlight those key principles of business success, including: strategies for closing the consult now, external marketing, techniques for improved finishing, Phase I efficiency, retention protocol, and hiring the right team. Come with an open mind and strong determination and he will open his virtual office to help you follow a blueprint to building the office of your dreams.

## Owning Your Practice: the Key to Your Financial Future

**MR CHARLES LORETTO** will discuss why this becomes an emotional rather than a business decision, and how massive school debt often obscures the big picture. The course provides a realistic view of ownership versus being an employee. He will weigh the risks, consider debt, and evaluate options associated with opening a practice, entering a partnership, buying an existing practice, or working as a partner in a corporate dentistry environment, illuminating the path a new orthodontist should take to long-term personal and financial success.



## Interdisciplinary Treatment

**DR ROBERT VANARSDAL** is Professor, Department of Orthodontics, and Director of the Postdoctoral Periodontic/Orthodontic Program at the University of Pennsylvania School of Dental Medicine. His clinical research has involved orthodontic patients' periodontal conditions before, during, and after orthodontic therapy. Periodontal outcome following orthodontic treatment has been ongoing for the past 35 years, involving adverse effects of mechanotherapy, limitations of treatment, soft tissue response, skeletal relationships, frenum considerations, gingival hyperplasia, retention procedures, ectopically positioned teeth, ankylosis, and adult patients with advanced periodontal disease.

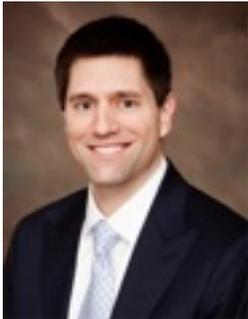


## Global Diagnosis - A New Vision of Dental Diagnosis and Treatment Planning

**DR BILL ROBBINS** is Clinical Professor in the Department of Comprehensive Dentistry at the University of Texas Health Science Center at San Antonio Dental School. He has published over 80 articles, abstracts, and chapters on a wide range of dental subjects and has lectured in North and South America, Europe, the Middle East and Africa. His awards include the Presidential Teaching Award at the University Of Texas Health Science Center, Texas Dentist of the Year Award, the Honorary Thaddeus V. Weclaw Fellowship Award, the Saul Schluger Award, and the Southwest Academy of Restorative Dentistry President's Award. He is a diplomate of the American Board of General Dentistry.



**DR HAROLD HEYMANN** is past Chair and Graduate Program Director of the Department of Operative Dentistry and currently is the Thomas P. Hinman Distinguished Professor of Operative Dentistry at the UNC School of Dentistry. Dr Heymann is active in the clinical research of esthetic restorative materials and the author of over 200 scientific publications. He is Co-Senior Editor of The Art and Science of Operative Dentistry and Editor-in-Chief of the Journal of Esthetic and Restorative Dentistry. He has membership and fellowships in many dental organizations. Dr Heymann serves as a consultant to the ADA and has received the Gordon J. Christensen Award for excellence as a CE speaker.



**DR GAVIN HEYMANN** earned his DDS and MS in Orthodontics at the University of North Carolina School of Dentistry. He is a fellow of the American and International College of Dentists. His areas of clinical interest include interdisciplinary treatment, use of temporary anchorage devices, and applications of orthodontic dental materials. For his research endeavors he was recognized with the UNC Orthodontic Alumni Association Research Award, and was the co-recipient of the Helen and the BF Dewel Award as a co-author of the highest rated clinical research paper by the American Journal of Orthodontics and Dentofacial Orthopedics. Dr Heymann has authored numerous peer-reviewed publications, and is a reviewer for multiple orthodontic and dental journals. He is an adjunct assistant professor in the UNC Department of Orthodontics, and has lectured internationally to orthodontic and dental audiences alike. He maintains private orthodontic practices in Chapel Hill and Durham, NC.

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## Customer Service

**MR GARY JOHNSON** is an experienced sales professional and coach and a professional speaker, trainer, and author. Gary has over 20 years of senior leadership and sales experience. Gary holds two graduate degrees in business and has led multiple organizations to double digit sales growth even in difficult economies. Gary has delivered coaching and training to over 1000 companies ranging in size from as small as 5 employees to as large as 1000.





## Sleep Disordered Breathing and Orthodontic Considerations

**DR ROSE SHEATS** is an Adjunct Associate Professor in the Division of Orofacial Pain at the University of North Carolina School of Dentistry in Chapel Hill. She now limits her dental faculty practice to the provision of oral appliance therapy to manage obstructive sleep apnea. A graduate of the Harvard School of Dental Medicine with an orthodontic certificate from the University of Florida and a Masters in Public Health from Johns Hopkins University, she is a Diplomate of the American Board of Orthodontics. Since 1997, Dr Sheats has been providing oral appliances to patients with sleep disordered breathing. She is a member of the Executive Committee of the Board of Directors of the American Academy of Dental Sleep Medicine (AADSM), and has served on its Education Committee for several years as a member, Chair, and board liaison. She is an Associate Editor of the Journal of Dental Sleep Medicine, the AADSM's official publication.



## Biological Limits of Tooth Movements When Using Temporary Skeletal Anchorage Devices

**DR JACK FISHER** completed his orthodontic training at MCG and has been in the full-time practice of orthodontics in Kentucky and Tennessee. He has lectured both in the United States and internationally. He is a member of the Southern Association of Orthodontists and the American Association of Orthodontists. Dr Fisher is presently a faculty member in the orthodontic departments at the University of Tennessee and Vanderbilt programs. He teaches a two-day cadaver course for the insertion and use of temporary skeletal anchorage devices. He has written several articles on the use of these devices. He recently developed and taught a course on the use of CBCTs for the diagnosis and treatment of orthodontic patients.



## Master Marketing: Beyond the Bells and Whistles and Master Treatment

Through innovative, proven and proprietary systems, **MS LEEANN PENICHE** has consistently brought smiles to orthodontists for more than 30 years. She has earned a reputation as one of the country's premier orthodontic consultants who specializes in case acceptance, scripting, marketing and practice systemization. In addition to private consulting, LeeAnn and her company spent six years as the exclusive training team for Align Technology® and OraMetrix®. LeeAnn designed the Treatment Coordinator Intensive™ workshop and Signature Marketing™ course. She is the inspiration behind Club Peniche - Untame the Team! Study Club designed exclusively for the orthodontic staff.



## I'd Like to Treat This Non-extraction

**DR LARRY TADLOCK** is the Program Director and an Assistant Clinical Professor of Orthodontics at the Baylor College of Dentistry. He is a Director of the ABO where he serves as chair of the Clinical Exam Committee and the Public Relations Committee. He serves as ABO liaison to the Commission on Dental Accreditation and to CDABO. He is a CODA site visitor and will be President of the ABO in 2018. He is a Past President of Southwestern Society of Orthodontists and the University of Texas Orthodontic Alumni. Dr Tadlock has been the recipient of numerous awards, including the Earl E. and Wilma S. Shepard Award of Distinguished Service from the American Board of Orthodontics and the Yellen - Shoverling Award from the University of Texas Alumni.



## Faculty Lecture

DR AYMAN AL DAYEH is an Assistant Professor at the Department of Orthodontics, University of Tennessee Health Science Center. He received his dental education in Beirut, Lebanon (BDS, 2003). In 2005, he moved to the United States and joined the University of Washington in Seattle, pursuing a PhD degree in Oral Biology which was later combined with an MSD degree in Orthodontics. Dr Dayeh’s graduate study was focused on understanding the role of the nasal septal cartilage in midfacial development and the mechanical loading of craniofacial sutures during function. Dr Dayeh’s interests are centered on understanding the determinants of midfacial growth, mainly, the effects of mechanical stimulation on signal transduction, cellular proliferation and bone formation at the craniofacial sutures. Dr Dayeh’s current research efforts are focused on developing an animal model for “Bone Anchored Maxillary Protraction (BAMP).” This animal model will be used to study the loading of the circumaxillary sutures and condyles during BAMP, and the effects of such treatment on cellular proliferation and bone formation at the sutural edges.



## 3M FREE CE Event

Dr Herb Hughes

### Faster Finishes. Clear Choices. Master the Magic!

Accelerated orthodontics is desired by both the patient and orthodontist. Many companies are promoting short term orthodontics and making claims that their appliances can straighten teeth in only 6 months. What they fail to communicate is that their results are often unstable. One of the major contributors to relapse is an unstable interdigitation of occluding teeth. Establishing the proper first premolar relationship is the key to the Crossbow/Forsus success and its’ long term stability. Another benefit of utilizing this treatment philosophy is a significant reduction (-10 months) in the time patients wear braces. Providing accelerated treatment and delivering excellent results can be achieved with the use of the Crossbow/Forsus Combo.



CADABO Course

**\$160**

Active Member \$400

Resident \$200

## THE GRAND SANDESTIN

A 2,400-acre community with thousands of individually owned condo units...



## WHERE DO I STAY?

We recommend staying at the Grand Sandestin or Baytown Wharf Village for proximity. Most other housing will require transportation.

Make certain to book in the SAO block instead of through a third party in order to receive our group benefits, such as:

- Free wifi
- Daily housekeeping
- Access to resort recreation amenities

Consider upgrading a studio to a one bedroom unit for access to a full kitchen.

Don't see the unit you like in the SAO block? Tell us what you want and we'll get it added!

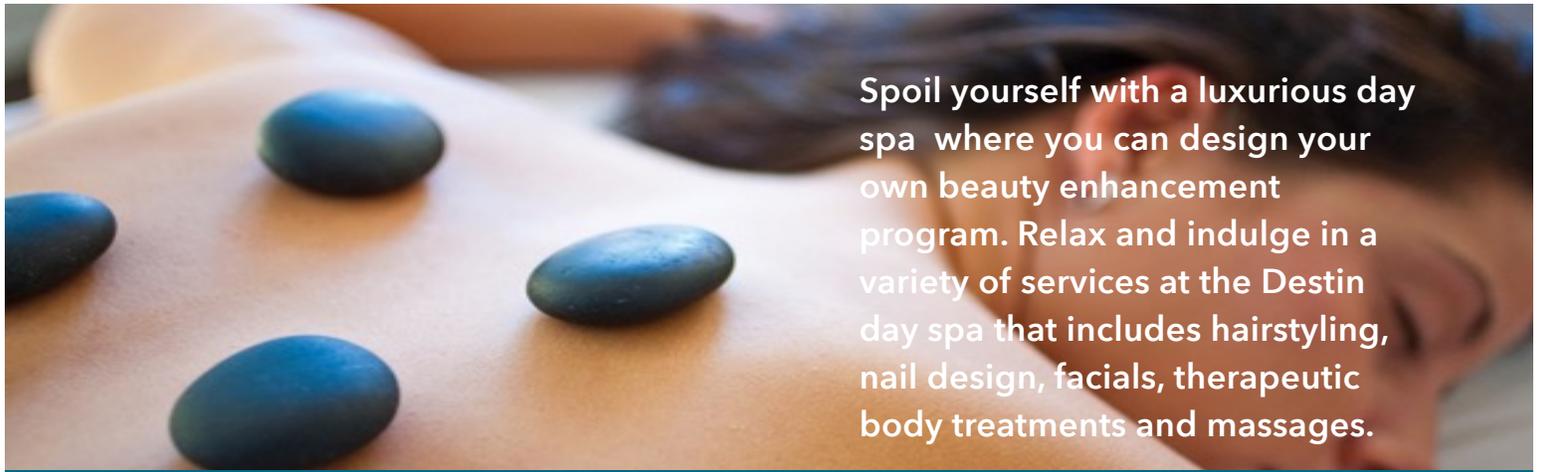
Book directly with the resort online or call over the phone.

## BAYTOWNE WHARF VILLAGE



## LUAU TOWERS





Spoil yourself with a luxurious day spa where you can design your own beauty enhancement program. Relax and indulge in a variety of services at the Destin day spa that includes hairstyling, nail design, facials, therapeutic body treatments and massages.

# WHAT TO DO?



With an armada of watercraft and sporting gear, they've got you covered. Whether you want to get out on the water and relax or you're up for something that will get the adrenaline racing.

Choose from WaveRunners, snorkel and scuba gear, kayaks, boogie boards and pontoon boats.



# KIDS

Club KZ provides a unique opportunity for children to learn

valuable skills and make new friends through programs that are entertaining, educational and just plain FUN!

# AIR

## Northwest Florida Beaches International Airport (ECP)

**Air Service:** Delta Airlines and Southwest  
**Car Rentals:** Alamo, AVIS, Budget, Enterprise, Hertz, National

## Destin - Fort Walton Beach Airport (VPS)

**Air Service:** American Eagle, Continental Airlines, Delta, Northwest Airlines, US Airways  
**Car Rentals:** Alamo, AVIS, Budget, Dollar, Enterprise, Hertz, National, Thrifty

\* 8 miles east of Destin on Hwy 98



## ClubKZ Day Programs

For kids ages 4-12

9 am - 2 pm, call for availability  
\$55/resort guest rate or \$65/non-resort guest, per child, includes lunch

## Children's Evening Out

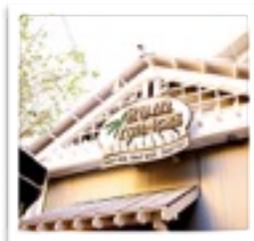
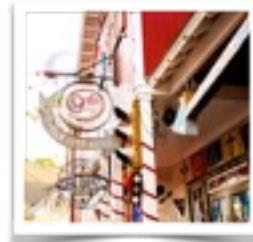
For kids ages 4-12

Kids enjoy a night full of games, sports, arts & crafts, star gazing, night walks, pizza dinner movie.

6 - 9pm, call for availability  
\$45/resort guest rate or \$55/non-resort guest, per child, includes dinner.



# THE VILLAGE OF BAYTOWNE WHARF





## DISCOVER THE HEART AND SOUL OF SANDESTIN

The Village of Baytowne Wharf features an array of boutiques, eateries, galleries and nightlife. Explore and enjoy this spectacular destination, all within the gates of Sandestin Golf and Beach Resort.



# Southern Celebration Dinner

**THURSDAY,  
OCT. 20, 2016**

New & Young buy one, get one free  
\$50 includes dinner and musical entertainment



## EVERYONE TO THE BEACH!

**SAO BEACH PARTY  
FRIDAY, OCT. 21, 2016**  
DJ | DINNER | DANCING | SAND

Arrive in your ugliest Hawaiian Shirt to compete for a special prize.

\$50 Adult  
\$40 Child



Who will win the **COLLEGE GAMEDAY CHALLENGE?** The school with the most team spirit & fans present wins free drink tickets.

**SATURDAY, OCT. 22, 2016**

\$40 Adult  
\$30 Child



# SAO would like to thank all of our participating Exhibitors

365 Printing	Oasys Practice, LLC
3M Oral Care	36Omni Ortho
AAO Insurance Company	Opal Booth
Accutech Ortho Lab	Ormco
American Booth	Ortho 2
AOA	Ortho Accel
Benston, Clark, Copple	OrthoBanc
Birdeye	Orthopli
Boyd Industries	Orthosynetics
Carestream	Phoneix
Cloud9Ortho	Planmeca
Crystal Clear	Practice Genius
Dentarum USA	Propel
Dentsply GAC	Reliance Ortho
Diatech	RMO Booth
Digital Sign ID	Sesame Comm
Dolphin Imaging	Shelter Blue
G & H Ortho	Social Dental
Gaidge	Solutions by Design
GC Orthodontics	Specialty Appliances
Harris & Ward	Speed Syetem Ortho
IACT	Tops Software
Impact 360	WEAVE
LED Dental	Whiddon Group
Marketing by SOS	



**Free CE course sponsored  
by 3M our Platinum Partner**  
Thursday, October 20th,  
8:00AM- 11:00AM



New [saortho.org](http://saortho.org) web site  
powered by our **Gold Partnership  
with Sesame Communications**

The SAO would like to thank our **Silver Partners**

GC Orthodontics  
GLOBAL EXPERTS IN ORTHODONTICS



SPECIALTY APPLIANCES  
ORTHODONTIC LABORATORY SERVICES



"The SAO tour guides definitely did their homework on all the products and were very knowledgeable on the pros and cons of each product in a refreshingly unbiased fashion."

Dr Jeremy Albert - Palm Harbor, FL

"Our tours were in groups of multiple orthodontists, which also gave us the opportunity to exchange ideas with our colleagues."

Dr Rana Barakat - Sterling, VA

"As a direct result of the Orthovation tour, I purchased products that have helped boost my practice today!"

Dr Donald Balhoff - Lafayette, LA

# orthovation

LEADING INNOVATION FOR TODAY'S LEADING PRACTICES.

- Orthovation is a live-office replica of an orthodontic practice - built in the conference center for you to tour during SAO16 Destin.
- Sign up in advance or onsite with the SAO office for a 30-40 minute Orthovation tour.
- SAO members educated on all products guide your tour, touching on all products located in the context of where you would use them in practice.
- Follow along digitally as all products are loaded onto Augmented Reality for virtual tours and extended information.
- Discuss new innovations with colleagues and make side-by-side comparisons.

"I loved Orthovation! I was amazed to find out about many new innovations out there that I didn't know about."

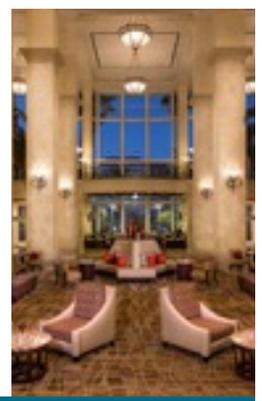
Dr Graham Gardner - Richmond, VA

"Seeing similar products side-by-side in a virtual office is a unique and effective way to explore what's new on the market."

Dr Candice Coleman - Clarksville, TN

Orthovation is a great way to see new products in a non-intimidating, no-sale environment."

Dr Thomas Baldwin - Elizabethtown, KY



2017

TAMPA MARRIOTT WATERSIDE HOTEL & MARINA OCTOBER 5-7



2018

SHERATON NEW ORLEANS OCTOBER 4-6



2019

ROSEN SHINGLE CREEK RESORT NOVEMBER



2020

OMNI NASHVILLE OCTOBER