2017 COMBINED ANNUAL SESSION

Registration Now Open

Great Lakes Association of Orthodontists
Midwestern Society of Orthodontists
Southwestern Society of Orthodontists
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 rooftop 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 today’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 open our 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 Jesperson 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, families, staff and colleagues from thirteen states and four Canadian provinces. You won’t want to miss it!

Welcome to “Nawlins”
THURSDAY, SEPTEMBER 14
7:30 AM - 11:30 AM GLAO Board Meeting
8:00 AM - 5:00 PM Registration
11:00 AM - 5:00 PM SWSO Board Meeting
11:00 AM - Noon MSO Executive Committee Meeting
Noon - 5:00 PM MSO Board Meeting
6:00 PM - 7:30 PM Masquerade Madness Welcome Reception (Ticket Required)

FRIDAY, SEPTEMBER 15
6:00 AM - 5:00 PM Registration Open
6:45 AM - 8:30 AM Opening Breakfast - All Societies (Ticket Required)
8:30 AM - Noon DOCTOR PROGRAM: Dr. David Sarver, “Esthetics & Orthodontics”
STAFF PROGRAM: Dr. Ann-Marie Gorczyca, “Marketing Tips” and “Consumer Service”
10:00 AM - 6:00 PM Exhibits Open
11:30 AM - 1:00 PM Complimentary Lunch in Exhibit Hall for registered attendees
Noon - 1:00 PM CDABO Luncheon (Ticket Required)
1:00 PM - 2:00 PM Missouri Society of Orthodontists
Ohio Association of Orthodontists
2:00 PM - 5:00 PM DOCTOR PROGRAM: Dr. David Sarver, “Esthetics & Orthodontics”
STAFF PROGRAM: Dr. Ann-Marie Gorczyca, “Beyond the Morning Huddle” and “Teamwork”
4:30 PM - 6:00 PM Reception in the Exhibit Hall
Open night for all attendees

SATURDAY, SEPTEMBER 16
6:30 AM - 3:30 PM Registration
7:00 AM - 8:30 AM Complimentary Continental Breakfast in Exhibit Hall for registered attendees
7:00 AM - 3:00 PM Exhibits Open
7:45 AM - 8:45 AM GLAO/MSO/SWSO Separate Business Meetings
11:30 AM - 1:00 PM Complimentary Lunch in Exhibit Hall for registered attendees
9:00 AM - Noon 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”
11:30 AM - 1:30 PM Complimentary Lunch in Exhibit Hall for registered attendees
Noon - 1:30 PM GLAO Past President Luncheon
Noon - 1:30 PM MSO Past President Luncheon
Noon - 1:00 PM TAO Business Meeting
2:00 PM - 4:30 PM 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”
6:30 PM - 9:00 PM Natchez Steamboat Cruise with Dinner & Jazz Band (Ticket Required)

SUNDAY, SEPTEMBER 17
8:00 AM - 12:30 PM Registration
“ Inspirational Service with Devotional” by Dr. Brian Jesperson and Dr. Jackie Miller talking about her experience with Missionary Dentistry
DOCTOR AND STAFF PROGRAM:
Dr. Dan Rinchuse, “Evidence Based Clinical Orthodontics”

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.
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 Dentalacial 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.

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"

THANKS TO THOSE COMPANIES FOR SPONSORING FRIDAY & SATURDAY DOCTOR AND STAFF PRESENTATIONS
## DOCTOR PROGRAM
**Moderated by Dr Onur Kadioğlu**

### 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

## 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”

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### SATURDAY, SEPTEMBER 16

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<td>Roosevelt Pre-Function</td>
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<tr>
<td>7:00 AM - 3:00 PM</td>
<td>Exhibits Open</td>
<td>Roosevelt Ballroom, Mezzanine Level</td>
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<td>7:45 AM - 8:45AM</td>
<td>GLAO Business Meeting</td>
<td>Chamber 1, Mayor’s Suite Level</td>
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<td>7:00 AM - 3:00 PM</td>
<td>TAO Business Meeting</td>
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<tr>
<td>7:00 AM - 3:00 PM</td>
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<td>Chamber 3, Mayor’s Suite Level</td>
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<td>9:00 AM - Noon</td>
<td>Doctor Program: Dr Clark Colville</td>
<td>Crescent City Ballroom, Mezzanine Level</td>
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<td>Waldorf Astoria Ballroom, Mezzanine Level</td>
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<td>9:00 AM - Noon</td>
<td>Educator’s Meeting</td>
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<td>Noon - 1:00 PM</td>
<td>TAO Business Meeting</td>
<td>Chambers 1 &amp; 3, Mayor’s Suite Level</td>
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<td>Noon - 1:30 PM</td>
<td>GLAO Past Presidents Lunch</td>
<td>Director’s Room, Second Level</td>
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<td>Noon - 1:30 PM</td>
<td>MSO Past Presidents Lunch</td>
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**6:30 – 9:00 PM**
Natchez Steamboat Cruise with Jazz Band & Dinner
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.

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

SUNDAY, SEPTEMBER 17

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 RINCHUSE
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.

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Cost: $55/person for registered attendees.
$80/person for non registered.
Register for the 2017 Combined Annual Session in one of two ways:

You can register online at your association's website:

www.glao.org
www.msortho.org
www.swso.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.