We orthodontists. You change patients’ lives every day. We want to support you with efficient and esthetic choices that deliver control and flexibility for the best patient outcomes.
THANKS TO OUR 2018 MSO ANNUAL SESSION SPONSORS

**PLATINUM LEVEL**

![3M Logo]

**GOLD LEVEL**

![invisalign Logo]  ![iTero Logo]

![Ormco Logo]

![Reliance Orthodontic Products, Inc. Logo]

**SILVER LEVEL**

![Ortho2 Logo]

**BRONZE LEVEL**

![AO American Orthodontics Logo]

---

**2018 ANNUAL SESSION PLANNING COMMITTEE**

- **Dr. Spencer Pope**
  General Arrangements Chair

- **Dr. John Kharouf**
  Scientific Program Co-Chairs

- **Dr. Daniel Keith**
  Scientific Program Co-Chairs

- **Dr. Nellie Kim-Weroha**
  Staff Program Chair

- **Dr. David Gehring**
  Exhibits & Sponsorship Chair
WELCOME!

Thanks for bringing your team to the 2018 Midwestern Society of Orthodontists Annual Session!

Plan to huddle with your team in the Exhibit Hall to connect with colleagues and industry partners while enjoying complimentary continental breakfast, lunch, breaks and Friday evening’s reception. Find your ticket in your name badge holder for a complimentary beverage at the reception featuring music by Sue Crawford and MSO members Drs. John Crawford and Paul Hermanson. A name badge is required for admission to the exhibit hall, including for family member guests.

All attendees are encouraged to join us at the MSO Annual Business Meeting Saturday morning to honor Dr. Jim Klarsch in receiving the 2018 MSO Earl E. Shepard Distinguished Service Award. Active members also have the opportunity to vote on business at the meeting as posted on the MSO web site: www.msortho.org.

If you have not already, please “like” the MSO Facebook page to see meeting photos and go to the American Association of Orthodontists “app” to access meeting information on your mobile device.

And most importantly, a big cheer to our meeting sponsors and the 2018 MSO Planning Committee team for their assistance in putting together a winning event!

Ryan K. Vanlaecken
2017 – 2018 MSO PRESIDENT
Join colleagues at the MSO Annual Business Meeting Saturday morning to honor Dr. James (Jim) Klarsch as the recipient of the 2018 MSO Earl E. Shepard Distinguished Service Award.

Dr. Klarsch, a St. Louis native, received his Bachelor’s degree, with Honors, from the University of Missouri at Columbia and was chosen to be a member of Mystical 7—the most prestigious Honor Society at MU. In 1984, he earned his Doctorate of Dental Surgery (DDS) “With Distinction” from the University of Missouri Kansas City School of Dentistry. There, he was inducted into Omicron Kappa Upsilon, the National Dental Honor Society.

Post-graduate work began with a General Practice Residency program at Southern Illinois University at Edwardsville School of Dental Medicine/St. Mary’s Hospital. Dr. Klarsch then completed his post-graduate education in orthodontics at St. Louis University Center for Advanced Dental Education/Department of Orthodontics. Graduating at the top of his class, he received a Master of Science (MS) degree and has been practicing Orthodontics since 1988.

Today, Dr. Klarsch is dedicated to his field with a thriving practice that is limited to the Specialty of Orthodontics for children, adolescents, and adults. Also, he continues to train in and study about orthodontics in order to provide his patients the highest quality care. To this end, he is active in numerous dental organizations. Dr. Klarsch is an active member of the American Association of Orthodontists (AAO), the American Dental Association, the Missouri Dental Association, and the Greater St. Louis Dental Society. He also served in several offices including president for the Missouri Society of Orthodontists and Midwestern Society of Orthodontists. Additionally, he is a past board member of the Orthodontic Education and Research Foundation, and a past president of the St. Louis University Orthodontic
Alumni Association. Dr. Klarsch served on the AAO Council on Communications. He is Board certified in the Specialty of Orthodontics and is a Diplomate of the American Board of Orthodontics.

At St. Louis University’s Department of Orthodontics, Dr. Klarsch is shaping the future of orthodontics as a member of the clinical faculty, training students in the art and science of orthodontics. He is also a member of the staff at the Cardinal Glennon Children’s Hospital, where he volunteers his time and expertise on the craniofacial-cleft palate team.

Away from dentistry, Dr. Klarsch was elected to serve for two years as the Grand Knight of the St. Clement Knights of Columbus Council 13604 earning the Star council award each year. He was the Cub Master for nine years of the St. Clement Cub Scout Pack 624.

He achieved the rank of Eagle Scout through the Boy Scouts of America. His two sons are also both Eagle Scouts. Dr. Klarsch was inducted into his alma mater Ritenour Senior School’s Hall of Fame.

Dr. Klarsch is a resident of Des Peres, Missouri. He and his wife, Betsy Klarsch of 25 years, are proud parents of daughter Mary, and sons Austin and Daniel. His hobbies are many outdoor activities including boating and skiing, as well as spending time with his family.
THURSDAY ★ SEPT. 20
11:00 a.m. – 11:45 a.m.  
MSO Executive Committee Meeting
Noon – 4:45 p.m.  
MSO Board Meeting
3:30 p.m. – 8:30 p.m.  
Exhibitor Set-up

FRIDAY ★ SEPT. 21
7:00 a.m. – 8:00 a.m.  
Exhibitor Set-up
7:00 a.m. – 5:00 p.m.  
Registration Open
8:00 a.m. – 6:30 p.m.  
Exhibits Open – Complimentary Food/Beverage:
  - 8:00 a.m. – 8:45 a.m.  
    Continental Breakfast
  - 10:30 a.m. – 11:00 a.m.  
    Refreshment Break
  - 12:30 p.m. – 1:30 p.m.  
    Lunch
  - 3:00 p.m. – 3:30 p.m.  
    Refreshment Break
  - 5:00 p.m. – 6:30 p.m.  
    Reception  Sponsored by 3M Oral Care
8:30 a.m. – 8:50 a.m.  
AAOF, AAOPAC and ABO Updates in Lecture Hall
9:00 a.m. – 5:00 p.m.  
DOCTOR LECTURES
  - 9:00 a.m. – 12:30 p.m.  
    Dr. Willy Dayan  Sponsored by Invisalign iTero
  - 1:30 p.m. – 3:00 p.m.  
    Dr. Shane Langley  Sponsored by 3M Oral Care
  - 3:30 p.m. – 5:00 p.m.  
    Dr. Andy Hayes  Sponsored by American Orthodontics
9:00 a.m. – 5:00 p.m.  
STAFF LECTURE Gary Johnson
  CLINICAL STAFF BREAKOUTS
    - 9:00 a.m. – 10:30 a.m.  
      Dr. Mike Bicknell  Sponsored by Ormco
    - 11:00 a.m. – 12:30 p.m.  
      Dr. Shane Langley  Sponsored by 3M Oral Care
    - 1:30 p.m. – 3:00 p.m.  
      Jamie Miller  Sponsored by Invisalign iTero
    - 3:30 p.m. – 5:00 p.m.  
      Paul Gange, Jr.  Sponsored by Reliance Orthodontic Products, Inc.
12:45 p.m. – 1:15 p.m.  
Missouri Society Meeting

SATURDAY ★ SEPT. 22
7:30 a.m. – 8:15 a.m.  
MSO Annual Business Meeting
7:30 a.m. – 4:00 p.m.  
Registration Open
7:30 a.m. – 1:00 p.m.  
Exhibits Open – Complimentary Food/Beverage:
  - 7:30 a.m. – 8:15 a.m.  
    Continental Breakfast  Sponsored by Reliance Orthodontic Products, Inc.
  - 10:00 a.m. – 10:30 a.m.  
    Refreshment Break
  - Noon – 12:45 p.m.  
    Lunch
8:30 a.m. – Noon  
Council on Orthodontic Education
8:30 a.m. – Noon  
NEW & YOUNGER MEMBER/RESIDENT BREAKOUT
  Sean Murphy
8:30 a.m. – 4:00 p.m.  
DOCTOR LECTURES
  - 8:30 a.m. – Noon  
    Dr. Peter Ngan
  - 1:00 p.m. – 4:00 p.m.  
    Drs. Thorsten Gruenheid & Robert Nadeau
8:30 a.m. – 4:00 p.m.  
STAFF LECTURE Andrea Cook  Sponsored by Ortho2
1:00 p.m. – 4:00 p.m.  
DOCTOR/STAFF OPTIONAL BREAKOUT
  Katie Maassen
  Noon – 1:00 p.m.  
  MSO Past Presidents Lunch
  1:00 p.m. – 3:00 p.m.  
  Exhibitor Move-out

Bold type indicates general events included in the full lecture registration package.
All meetings are held on the second floor level of the hotel.

**THURSDAY ★ SEPTEMBER 20**

11:00 a.m. – 11:45 a.m.  
**MSO Executive Committee Meeting**  
Calhoun Boardroom

Noon – 4:45 p.m.  
**MSO Board Meeting**  
Calhoun Boardroom

3:30 p.m. – 8:30 p.m.  
**Exhibitor Set-Up**  
Lakes A/B, Sky Bridge

**FRIDAY ★ SEPTEMBER 21**

7:00 a.m. – 5:00 p.m.  
**Harriett**  
Registration Desk Open

7:00 a.m. – 8:00 a.m.  
**Lakes A/B, Sky Bridge**  
Exhibitor Set-Up

8:00 a.m. – 6:30 p.m.  
**Lakes A/B, Sky Bridge**  
Exhibits Open  
A name badge is required to enter the exhibit hall in Lakes/AB where the complimentary food and beverage is served today for continental breakfast, morning and afternoon breaks, lunch and post-lecture reception (with a drink ticket).

8:00 a.m. – 8:45 a.m.  
**Lakes A/B**  
Continental Breakfast in Exhibit Hall

---

**DOCTOR LECTURE PROGRAM**  
**Lakes C/D**  
Moderator: Dr. Ryan VanLaecken

8:30 a.m.  
**American Assoc. of Orthodontists Foundation (AAOF) Update**

8:35 a.m.  
**AAO Political Action Committee (AAOPAC) Update**  
Sean Murphy, AAO Associate General Counsel

8:45 a.m.  
**American Board of Orthodontics (ABO) Update**  
Dr. Patrick Foley, ABO Director

The code to access the hotel’s complimentary internet in the meeting area will be distributed at the lectures. Please go to the MSO website meetings page to access lecture handouts provided in advance.
9:00 a.m.-12:30 p.m.  Sponsored by Invisalign iTero

Dr. Willy Dayan*

Dr. Dayan received his DDS from the University of Toronto in 1986. Following a year of general practice residency at the Montreal Jewish General Hospital and two years in private general practice, he returned to the University of Toronto and completed his diploma in Orthodontics in 1991.

Own Your ClinCheck, So You Can Treat Patients with Aligners to the Same Place as Wires...And Then Better

Aligner orthodontics is about customizing the force system generated by aligners to the teeth. Learn in which cases “Aligner Force Systems” has advantages over “Traditional Wires and Braces Force Systems” and how to manipulate the shape of Aligners to create the right force system to treat the malocclusion.

• Analyze the movements they see on the screen and perform the required adjustments to improve their aligner treatment results.
• Identify the types of orthodontic movements that require the orthodontist to be prepared to modify aligners for success.
• Explain the bio-mechanics of aligner orthodontics that occurs in their patients, and not rely on what is incorrectly perceived as a “video of moving teeth.”

STAFF TEAM LECTURE  Minnetonka

Moderator: Dr. Rob VanLaecken
9:00 a.m. – 12:30 p.m.

Gary Johnson

Johnson has over 20 years of senior leadership and sales experience. He holds two graduate degrees in business and has led multiple organizations to double digit sales growth even in difficult economies.

Creating the All American Team

• Understand the critical nature of seeking to understand others before worrying about being understood.
• Become aware of the key steps to active listening.
• Learn how to deal with difficult people and become proficient at calming them down.
• Understand that in order to truly connect with patients you must cultivate the relationship and focus more on being interested than interesting.

* Indicates financial and/or beneficial interest

Restrooms are available for men and women in the Lakes Ballroom foyer, hotel lobby and FireLake restaurant. Restrooms closest to the Minnetonka staff lecture area will be dedicated to women.
CLINICAL STAFF BREAKOUTS

Moderator: Dr. Rosemary Lelich
9:00 a.m. – 10:30 a.m.  Sponsored by Ormco

Dr. Mike Bicknell*
Dr. Bicknell has received a number of degrees from the University of Illinois at Chicago, including a Doctor of Dental Surgery and masters in Oral Biology. He joined their orthodontic faculty in 2003 and continues his involvement lecturing dental students and residents while practicing in Elmhurst, Illinois.

A Paradigm Shift in Digital Retention
• Demonstrate increased efficiency utilizing a digital beginning to end workflow.
• Illustrate a step-by-step process to incorporate digital scanning technology into a reliable and predictable retention protocol.
• Establishing your brand to be synonymous with leading-edge technology through the digital platform.

11:00 a.m. – 12:30 p.m.  Sponsored by 3M Oral Care

Dr. Shane Langley*
Dr. Langley graduated from the University of Alabama in 2005 with a DMD. He earned his orthodontic certificate and master’s degree from the University of Alabama in 2009. Dr. Langley has practiced orthodontics full time in Daphne, Alabama, since 2009 and has served various positions on the faculty of the orthodontic department at the University of Alabama.

Direct Bonding Techniques Using Light Curing Adhesives
In this course, we will identify the impact of bond failures on your practice, review potential factors that can lead to a bond failure, and provide suggested solutions to aid in reducing the bond failure rate in your office. We will also review traditional and contemporary direct bonding techniques and compare resulting efficiencies. Upon competition of this course, participants will be able to identify and articulate:
• How to aggregate the obvious and non-obvious impact of bond failures in a practice.
• How to determine and calculate a bond failure rate along with its associated costs.
• How to differentiate between traditional and contemporary direct bonding techniques.
• How to create a simplified direct bonding protocol.
12:30 p.m. – 1:30 p.m.  
Lunch in Exhibit Hall

12:45 p.m. – 1:15 p.m.  
Missouri Society Meeting

DOCTOR LECTURE PROGRAM  
Lakes C/D
Moderator: Dr. Mark Dake
1:30 p.m. – 3:00 p.m.  
Sponsored by 3M Oral Care
Dr. Shane Langley*  
Refer to photo and speaker bio page 8.
Efficiencies of Treating Complex Open Bite and Class II Cases with Esthetic Treatment Modalities
Learn how to:
• Treat the lower arch with ceramic brackets in deep bite cases.
• Use TADS to correct anterior open bite malocclusion. Class III malocclusion, missing mandibular second bicuspids.
• Correct Class II with Forsus.
• Prevent White Spot Lesions / hygiene protocol.
• Utilize White Spot Lesion treatment protocol.

3:30 p.m. – 5:00 p.m.  
Sponsored by American Orthodontics
Dr. Andy Hayes*
Dr. Hayes received his D.D.S., M.S.D. and certificate in orthodontics from Indiana University. He maintains a private practice limited to orthodontics in the St. Louis area. Additionally, he is a Clinical Instructor in the St. Louis University Department of Orthodontics and serves on the Editorial Advisory Board for Orthotown Magazine.
Simplified and Efficient Treatment of Class II Malocclusions Using Intermaxillary Class II Correction Devices
• Explore the current literature to recognize the possibilities and limitations of the dentoskeletal effects associated with Class II appliance treatment.
• Recognize the differences in overall treatment philosophies and treatment mechanics of mandibular advancement appliances vs. spring assisted fixed intermaxillary Class II correctors.
• Learn optimized treatment mechanics with the PowerScope2 Class II Corrector to prevent the typical excessive mandibular incisor proclination associated with Class II appliances.
• Understand the clinical prerequisites and case selection for using the device.
• Explore from clinical examples how the PowerScope2 Class II corrector can predictably be used as anchorage to open space for future implants or close space to avoid future implants in congenitally missing tooth cases without the use of TADS.
STAFF TEAM LECTURE

Moderator: Dr. Rob VanLaecken
1:30 p.m. - 5:00 p.m.
Gary Johnson  Refer to photo and speaker bio page 7.

WOWED! Using the Principles of WOW to Create Incredible Customer Service

- Get Your House in Order. Work as a team to discuss their current marketing budget and number of typical interactions with a patient. Learn that the real marketing of the practice is the experience the team provides and create a game plan on how to provide great service.
- Avoid Conflict. Learn how to avoid situations that can cause the patient or patient parents to become agitated, frustrated or disappointed.
- Cement Patient Loyalty. Use a four step system to recover from mistakes. This system has been used by some of the best customer service companies in the world including Disney.
- Ask the One Question That Will Change Your Practice: Uncover the one key question you should be asking of their patient to truly measure the experience.

CLINICAL STAFF BREAKOUTS

Moderator: Dr. Nate VanLaecken
1:30 p.m.– 3:00 p.m.  Sponsored by Invisalign iTero

Jamie Miller*

Miller, RDH obtained his diploma in dental hygiene from Aplus Institute Toronto, local anesthetic at University of Alberta and certificate in the use of laser therapy for hard and soft tissues at Queensland University Australia. He has worked around the globe as a RDH and continues to volunteer his RDH services to special needs patients limited to in home care. In 2011 he joined the iTero team as a clinical trainer to help drive innovation and advanced technology.

Dawn of the Digital Dental Clinician

Participants of this course will learn how to use all the tools of iTero Scanning to increase treatment acceptance.

Objectives:
- Why digital, why now.
- Scanning basics and the 60 second scan – Everyday scanning protocol pathway.
- MyiTero.com and it’s role in integration.
- Patient pathway to all treatment acceptance.
- Occlusalgram/viewer, Invisalign outcome simulator, Time-lapse.
- Progress assessment tool.
- WIFM team work.

* Indicates financial and/or beneficial interest
3:30 p.m. – 5:00 p.m. Sponsored by Reliance Orthodontic Products, Inc.

Paul Gange, Jr.*

Gange, Jr. has been involved at Reliance Orthodontic Products since 2008. Following in his father’s footsteps, Gange Jr. has become a leader in resolving difficult technical bonding issues. His passion for research and development has influenced many new Reliance products. He is a published author, lectures internationally and provides hands-on training for doctors and staff in private offices.

**Bond Failure Reduction on all Substrates**

Contamination? Under polymerized pastes? Improper surface prep? Patient abuse? We’ll tackle all these potential causes for failure and more in a crash course on orthodontic bonding.

3:00 p.m. – 3:30 p.m. Lakes A/B

**Refreshment Break in Exhibit Hall**

5:00 p.m. – 6:30 p.m. Lakes A/B and Foyer

**Exhibit Reception** Sponsored by 3M Oral Care

All registrants are invited to use their complimentary beverage ticket for a soft drink, bottled water, wine or beer at bars in the exhibits area. See the latest products and services while enjoying a complimentary light snack with background entertainment by Dr. John Crawford, Dr. Paul Hermanson and Sue Crawford.

Dr. Paul Hermanson

Dr. John Crawford and Sue Crawford

Disclaimer: The Midwestern Society of Orthodontists (MSO) does not review or approve of or necessarily agree with the topics, speakers, and presentations set forth in this program. As such by virtue of your attendance at this program, you acknowledge that any and all actions taken by you based upon such topics, speakers and presentations are undertaken by you at your own risk and further agree to hold the MSO harmless from any and all liability in relations to the same. The MSO encourages you to make your own independent judgment as to the topics, speakers, and presentations, to rely on the advice of professionals, as appropriate, in making decisions in relation hereto.
SATURDAY ★ SEPTEMBER 22

7:30 a.m. – 4:00 p.m.  Harriett
Registration Desk Open

7:30 a.m. – 1:00 p.m.  Lakes A/B, Sky Bridge
Exhibits Open
A name badge is required to enter the exhibit hall in Lakes/AB where the complimentary food and beverage is served today for continental breakfast, morning break and lunch.

7:30 a.m. – 8:15 a.m.  Lakes A/B, Foyer
Sponsored by Reliance Orthodontic Products, Inc.
Continental Breakfast in Exhibit Hall

7:30 a.m. – 8:15 a.m.  Lakes C/D
MSO Annual Business Meeting
All meeting attendees and their family members are invited to this annual member meeting and presentation of the MSO 2018 Earl E. Shepard Distinguished Service Award to Dr. James Klarsch (see page 2).

8:30 a.m. – Noon  Calhoun Boardroom
Council on Orthodontic Education

DOCTOR LECTURE PROGRAM  Lakes C/D
Moderator: Dr. Rob VanLaeken

8:30 a.m. – Noon  Dr. Peter Ngan
Dr. Ngan is West Virginia University Branson-Maddrell Endowed Professor and Chairman, Department of Orthodontics, West Virginia University, School of Dentistry. He holds a dental degree from Harvard University, School of Dental Medicine and Certificates in Orthodontics, Pediatric Dentistry and Hospital Dentistry from the University of Pennsylvania, School of Dental Medicine/Children Hospital of Philadelphia.

Growth Potential and Stability of Early Class III Treatment
- Identify the factors that affect the stability of early Class III treatment.
- Determine the type of Class III malocclusion that will warrant early treatment.
- Learn how to use of micro-implants to assist maxillary protraction.
- Determine if retention is necessary for early Class III treatment.

* Indicates financial and/or beneficial interest
NEW & YOUNGER MEMBER/RESIDENT SEMINAR  Cedar

Moderator: Dr. Daniel Keith
8:30 a.m. – Noon

Sean Murphy, AAO Associate General Counsel

Sean joined the American Association of Orthodontists in 2016, and his responsibilities include overseeing the AAO’s Component Legal Support Fund, serving as the treasurer for the AAO’s Political Action Committee (AAOPAC), and helping oversee the AAO’s legal and legislative issues. Sean received his bachelor’s degree from Augustana College and his law degree and health law certificate from Saint Louis University School of Law. Prior to joining the AAO, Sean was a business litigator for seven years at a national law firm, Thompson Coburn LLP where he was selected to the 2014 and 2015 Missouri and Kansas Super Lawyers’ Rising Stars Lists and the 2012 Missouri Bar Pro Bono Hall of Fame.

AAO’s Mini-Legal Course for Orthodontists

After this lecture you will be able to:
- Better recognize common legal pitfalls.
- Better recognize contract provisions and negotiate them.
- Better understand how to handle difficult patients/parents.

STAFF TEAM LECTURE  Minnetonka

Moderator: Dr. Jacquelyn Schieck
8:30 a.m. – Noon  Sponsored by Ortho2

Andrea Cook*

Cook’s “clinical pearls” are polished from 20 years experience as a chair side assistant with outstanding orthodontic practices. Her extensive experience as clinical coordinator for a multi doctor practice seeing over 120 patients per day contributes to her success as a clinical consultant and trainer for premier orthodontic offices across the country.

Developing Your “Clinical Excellence” – I Quit, But Forgot to Tell You

Simplifying systems to focus on quality patient care and developing efficient, patient-based systems allows your team to go to the next level of orthodontic excellence. The morning and afternoon session will help the team develop scripting, verbiage and guidelines to convey your message to your patients. The morning session:

I Quit, But Forgot to Tell You....

Learn how to hire, train and retain the team of your dreams. Topics on building a team that will deliver your message include:
- How to communicate more effectively.
- Develop your “dream team” in a multigenerational practice.
- Create a training program that will develop your next “All Star” employee.
10:00 a.m. – 10:30 a.m.  Lakes A/B
Refreshment Break in Exhibit Hall

Noon – 12:45 p.m.  Lakes A/B
Lunch in Exhibit Hall

Noon – 1:00 p.m.  FireLake Restaurant
MSO Past Presidents Lunch

DOCTOR LECTURE PROGRAM  Lakes C/D

Moderator: Dr. Scott Arbit
1:00 p.m. – 4:00 p.m.

Dr. Thorsten Gruenheid

Dr. Gruenheid is a board-certified orthodontist and Assistant Professor at the University of Minnesota. He received his DDS and Dr med dent degrees from the University of Mainz, Germany, and his PhD from the University of Amsterdam, the Netherlands. He provides orthodontic treatment primarily to an underserved child and adolescent population at the University of Minnesota Orthodontic Faculty Practice of which he has been the director since 2012.

Dr. Robert A. Nadeau

Dr. Nadeau is a board-certified oral and maxillofacial surgeon and Clinical Associate Professor at the University of Minnesota. He received his DDS degree from the University of Minnesota and his MD degree from the University of Missouri. He is the clinical director of the Oral and Maxillofacial Surgery clinic at the University of Minnesota where he practices full scope oral surgery.

Surgical-Orthodontic Interactions During Treatment of Interdisciplinary Cases

A considerable number of orthodontic patients will need some type of surgical intervention, ranging from simple tooth extractions to complex orthognathic procedures, to complete their treatment. In these cases, early communication, coordination, and excellent collaboration between the orthodontist and the surgeon are essential to achieve treatment success and to ensure patient satisfaction. Providing the perspectives of both an orthodontist and an oral and maxillofacial surgeon, this session will:

• Address topics including emerging technology, contemporary treatment planning, and challenging clinical cases.
• Help the specialties communicate and work together more effectively in the treatment of orthodontic and dentofacial problems.
DOCTOR/STAFF OPTIONAL BREAKOUT

Cedar

Moderator: Dr. Becky Maher
1:00 p.m. – 4:00 p.m.

Katie Maassen - AAO Dir. Mktg. & Communications

Marketing Orthodontics in the Modern Age

- Understand how marketing platforms are utilized, both digital and traditional.
- Learn some best practices used on modern digital platforms, such as social media.
- Learn how the AAO has turned around the consumer awareness program using digital technology.

STAFF TEAM LECTURE

Minnetonka

Moderator: Dr. Jacquelyn Schieck
1:00 p.m. – 4:00 p.m.  Sponsored by Ortho2

Andrea Cook*  Refer to photo and speaker bio page 13.

Developing your Clinical Excellence...

Learn how to keep running on schedule to ensure the highest quality patient care is delivered with discussions on:

- Running your clinic on time - how to make the schedule work in our world.
- Understanding your clinical reports.
- Proper documentation is not just important, it is essential!
- What’s new in sterilization and instrument reprocessing for today’s orthodontic office.

1:00 p.m. - 3:00 p.m.  Lakes A/B, Sky Bridge

Exhibitor Move-out

The Midwestern Society of Orthodontists is an ADA CERP recognized provider approved by the American Association of Orthodontists.

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.

The Midwestern Society of Orthodontists designates this activity for 12 continuing education credits.

Concerns or complaints about a CE provider may be directed to the provider or to the Commission for Continuing Education Provider Recognition at ADA.org/CERP.
### EXHIBITORS

<table>
<thead>
<tr>
<th>Company</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3M Oral Care</td>
<td>32</td>
</tr>
<tr>
<td>3M Oral Care promotes lifelong oral wellness for patients by providing science-based treatment solutions.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.3M.com/ortho">www.3M.com/ortho</a> 800-423-4588</td>
<td></td>
</tr>
<tr>
<td>AAO Endorsed Insurance / AAOIC</td>
<td>53</td>
</tr>
<tr>
<td>20 years of professional liability coverage solutions created by orthodontists for orthodontists</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.aao-insurance.com">www.aao-insurance.com</a> 800-622-0344</td>
<td></td>
</tr>
<tr>
<td>AAO PAC / AAO Member Services / AAOF</td>
<td>51, 52</td>
</tr>
<tr>
<td>Representing over 18,000 orthodontists, the American Association of Orthodontists is the largest and oldest dental specialty organization.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.aaoinfo.org">www.aaoinfo.org</a> 314-993-1700</td>
<td></td>
</tr>
<tr>
<td>American Board of Orthodontics</td>
<td>35</td>
</tr>
<tr>
<td>The American Board of Orthodontics is the only orthodontic specialty board recognized by the ADA and sponsored by the AAO.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.americanboardortho.com">www.americanboardortho.com</a> 314-432-6130</td>
<td></td>
</tr>
<tr>
<td>American Orthodontics</td>
<td>8, 9</td>
</tr>
<tr>
<td>World’s largest privately-held orthodontic manufacturer</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.americanortho.com">www.americanortho.com</a> 800-558-7687</td>
<td></td>
</tr>
<tr>
<td>AOA</td>
<td>19</td>
</tr>
<tr>
<td>Allesee Orthodontic Appliances is a full service digital orthodontic laboratory that features customized appliances for dental professionals world wide.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.aoaaccess.com">www.aoaaccess.com</a> 800-262-5221</td>
<td></td>
</tr>
<tr>
<td>BirdEye</td>
<td>23</td>
</tr>
<tr>
<td>BirdEye helps you generate, monitor and respond to patient feedback on social media, review sites and surveys about brands, locations products, and services-- in real time, from one place.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.birdeye.com">www.birdeye.com</a> 303-931-4664</td>
<td></td>
</tr>
<tr>
<td>Carestream Dental</td>
<td>11</td>
</tr>
<tr>
<td>Carestream Dental provides a complete set of integrated solutions designed for orthodontists.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.carestreamdental.com">www.carestreamdental.com</a> 800-944-6365</td>
<td></td>
</tr>
</tbody>
</table>

= sponsor
EXHIBITORS ★ continued

Dane Dental Laboratory, CDL  15
The Midwest’s largest “small ortho lab.” We accept your digital files.
www.danedentallab.com  608-839-8800

Dental Monitoring  25
The world’s first monitoring solution in orthodontic care.
www.dental-monitoring.com  +33186950101

Dentma  40
Increase pending patient conversion by hiring Ava, a treatment coordinator’s new best friend.
www.dentma.com  888-947-6001

DENTSPLY Sirona Orthodontics  26
Our range of innovative solutions, spanning from traditional to low visibility braces provides the options dental professionals need.
www.dentsplysirona.com  800-645-5530

Doctor Multimedia  7
Websites and online marketing
www.doctormultimedia.com  800-679-3309

Dolphin Imaging & Management Solutions  34
Dolphin provides imaging, diagnostic, treatment planning, case presentation, practice management, and patient education software for orthodontists.
www.dolphinimaging.com  818-435-1368

DynaFlex  12
Orthodontic laboratory, product sales and sleep apnea device
www.dynaflex.com  866-346-5665

Heritage Construction Companies, LLC  39
We are the leader in orthodontics, dental, and medical construction.
www.heritageconstructionmn.com  763-633-4080

i-CAT / KaVo  20
i-CAT and Kavo manufacture and market a complete line of dental imaging solutions.
www.i-cat.com / www.kavo.com  888-ASK-KAVO

= sponsor
Invisalign iTero
Align Technology is a global medical device company with industry-leading innovative products including Invisalign® system and iTero® intraoral scanners and digital services.
www.invisalign.com 888-822-5446

Karkela Construction
Clinic construction services
www.karkela.com 952-922-7330

Komet USA
World’s largest provider of dental rotary instrument
www.kometusa.com 888-566-3887

Opro International LTD
The world’s largest manufacturer of the most technically advanced mouthguard
www.opromouthguards.com 877-591-2881
<table>
<thead>
<tr>
<th>Exhibitor</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ormco</td>
<td>18</td>
</tr>
<tr>
<td>Provides a breadth of innovative products and solutions designed to help orthodontists achieve their clinical and practice management goals.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.ormco.com">www.ormco.com</a> 714-516-7400</td>
<td></td>
</tr>
<tr>
<td>Ortho2</td>
<td>21</td>
</tr>
<tr>
<td>Ortho2 Edge Cloud delivers premium practice management, imaging, and communication solutions through truly optimized Cloud Computing.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.ortho2.com">www.ortho2.com</a> 800-678-4644</td>
<td></td>
</tr>
<tr>
<td>OrthoAccel Technologies</td>
<td>6</td>
</tr>
<tr>
<td>AcceleDent connects practices with patients in accelerated treatment through monitoring, messaging and rewards.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.acceledent.com">www.acceledent.com</a> 866-866-4919</td>
<td></td>
</tr>
<tr>
<td>OrthoChats</td>
<td>24</td>
</tr>
<tr>
<td>Website chat exclusively for orthodontists</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.orthochats.com">www.orthochats.com</a> 816-282-0429</td>
<td></td>
</tr>
<tr>
<td>Partners Dental Studio</td>
<td>30, 31</td>
</tr>
<tr>
<td>A state of the art, fully digital orthodontic lab servicing local, regional and national offices.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.partnersdentalstudio.com">www.partnersdentalstudio.com</a> 612-205-1253</td>
<td></td>
</tr>
<tr>
<td>Podium</td>
<td>41</td>
</tr>
<tr>
<td>Podium makes each interaction between businesses and consumers simple and convenient.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.podium.com">www.podium.com</a> 833-237-3486</td>
<td></td>
</tr>
<tr>
<td>Primus Dental</td>
<td></td>
</tr>
<tr>
<td>Primus can help you discover a better way to plan, design and build/expand your practice.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.primusdental">www.primusdental</a> solutions.com 877-947-7757</td>
<td></td>
</tr>
<tr>
<td>Reliance Orthodontic Products, Inc.</td>
<td>17</td>
</tr>
<tr>
<td>Orthodontic adhesives, cements, sealants, bonding accessories, specialty adhesives, and auxiliary items</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.relianceorthodontics.com">www.relianceorthodontics.com</a> 800-323-4348</td>
<td></td>
</tr>
<tr>
<td>Rocky Mountain Orthodontics (RMO)</td>
<td>22</td>
</tr>
<tr>
<td>RMO designs, engineers, and manufactures premium quality orthodontic products and services.</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.rmortho.com">www.rmortho.com</a> 800-525-6375</td>
<td></td>
</tr>
</tbody>
</table>

= sponsor
Second Story Promotions
Second Story Promotions provides in-house design, online stores and more to save you the hassle.
www.secondstorypromotions.com  866-519-8400

Sesame Communications
Sesame Communications is the industry leader when it comes to providing dental practices with proven and effective digital marketing solutions.
www.sesamecommunications.com  206-458-7733

Sjoquist Architects, Inc.
Architectural services
www.sjoquist.com  612-379-9233

Smiles Change Lives
Smiles Change Lives is a non-profit organization which has helped provide needed orthodontic services to over 11,000 children throughout the nation since 1997.
www.smileschangelives.org  816-474-0052

THE REVOLUTION IN RETAINER TECHNOLOGY
Digitally designed memory-based wires custom fit to each patient’s unique tooth contours.
Learn more at aoalab.com/memotain

www.msortho.org  21
EXHIBITORS continued

SPEED System Orthodontics
Displaying the Self-Ligating SPEED Appliance, Trillium Compression Hooks and the line of SPEED Auxiliary products
www.speedsystem.com 800-267-7333

The Foundation Architects
Personalized architectural design of orthodontic offices
www.foundationarch.com 612-340-5430

Tru-Tain Orthodontic Dental
Thermoplastics for retainers, aligners, splints, mouth-guards and more
www.tru-tain.com 800-843-0904

Universal Orthodontic Lab, Inc.
We are proud to be the first full-service lab to provide free laser welding on appliances.
www.uniortholab.com 562-484-9500

Weave
Weave combines all your patient communication streams into a single simple tool for your office.
www.getweave.com 888-545-8880

Assure® Plus
WILL BOND TO ALL INTRARAL SURFACES
- Enamel (Normal, Atypical, Wet or Dry)
- Dentin
- Porcelain
- Metal (Gold, Amalgam, Stainless Steel)
- Composite
- Zirconia
Compatible with all Light and Chemical Cure Pastes

Reliance Orthodontic Products, Inc.
(800) 323-4348 www.RelianceOrthodontics.com
MSO LEADERS

President
Ryan VanLaeken
Watertown, SD

President-Elect
Kevin Denis
Mahtomedi, MN

Secretary-Treasurer
Alison Fallgatter
Jamestown, ND

Trustee to AAO
Mike Durbin
Des Plaines, IL

Directors
Illinois – Spencer Pope
Iowa – David Gehring
Manitoba – Conny Athanasopoulos
Minnesota – Nellie Kim-Weroha
Missouri – Mark Dake
Nebraska – Kim Stafford
North Dakota – Daniel Keith
South Dakota – John Kharouf
Wisconsin – Scott Arbit

Editor
Stephen F. Litton

Executive Director
Kristi Burmeister

Delegates to 2018 AAO House
Spencer Pope, Chair
Alison Fallgatter, Vice Chair
Daniel Keith
Ara Goshgarian
Deb Lien
Jackie Miller
Dennis Sommer

Alternate Delegates to 2018 AAO House
Ross Crist  Mark Dake  Nellie Kim-Weroha  Kim Stafford

MSO Representatives to AAO Councils and Groups
Council on Communications  Jackie Miller
Council on Governmental Affairs  Ara Goshgarian
Council on Membership, Ethics and Judicial Concerns  Scott Arbit
Council on New and Younger Members  Daniel Keith
Council on Orthodontic Education  Fred Regennitter
Council on Orthodontic Health Care  Randall Markarian
Council on Orthodontic Practice  Spencer Pope
Council on Scientific Affairs  Steve Marshall
AAOF  Ross Crist
AAOPAC  Kevin Horner
American Board of Orthodontics  Patrick Foley
MSO FORMER PRESIDENTS

1939  Max E. Ernst
1940  Max E. Ernst
1941  Harold J. Noyes
1942  Harold J. Noyes
1943  Charles R. Baker
1944  Charles R. Baker
1945  Arthur C. Rhode
1946  Arthur C. Rhode
1947  C. S. Foster
1948  Ralph G. Bengston
1949  Joseph H. Williams
1950  L. Bodine Higley
1951  P. M. Dunn
1952  Paul G. Ludwig
1953  Hewett Williams
1954  Earl E. Shepard
1955  Howard Yost
1956  Richard A. Smith
1957  Thomas D. Speidel
1958  Frederick B. Lehman
1959  John R. Thompson
1960  Leo B. Ludergan
1961  Henry E. Colby
1962  Elmer E. Bay
1963  William F. Ford
1964  John Abra
1965  Donald H. Ketterhagen
1966  Kenneth E. Holland
1967  Fred Fabric
1968  Raymond C. Thurow
1969  William H. Olin
1970  Karl von der Heydt
1971  Sidney Jaynes
1972  Allan G. Brodie, Jr.
1973  James W. Monson
1974  Robert L. Williams
1975  William F. Campbell
1976  James Jolly, Sr.
1977  Eugene S. Blair
1978  William S. Brandhorst
1979  James E. Weesner
1980  George J. Kottemann
1981  William H. DeKock
1982  Robert R. Etem
1983  Reed E. Sanford
1984  Robert E. Bedell
1985  Philip J. Maschka
1986  Robert P. West
1987  James E. Gjerset
1988  John J. Byrne
1989  Robert S. Cornwell
1990  Darrel G. Moreland
1991  D. David Kinser
1992  Thomas H. Williams
1993  Francis J. Miller
1994  Lee W. Graber
1995  Michael A. Fuchs
1996  Jeffrey L. Schauder
1997  Arnold J. Hill
1998  James R. Hugg
1999  James W. Osborne
2000  Keith Levin
2001  Brian R. Jesperson
2002  Douglas K. Eversoll
2002 - 2003  Thomas M. Stark
2004  Stephen C. Roehm
2005  Michael J. Inda
2006  James G. Klarsch
2007  Stephen F. Litton
2008  Michael S. Hipp
2009  Brent E. Larson
2010  John S. Kanyusik
2011  Jacqueline M. Miller
2012  Babette Cohen
2013  Ross Crist
2014  John R. Crawford
2015  Deborah J. Lien
2016  Ara Goshgarian
2017  Virginia Mennemeyer
PLAN TO ATTEND THESE FUTURE ANNUAL SESSIONS

2019          October 25–26          Branson, MO
2020          October 2–3            Chicago, IL
2021          October 1–2            Milwaukee, WI

TRACK OR PRINT YOUR CE ON AAO WEB!

AAO CE Manager Log onto the AAO website (aaoinfo.org) to keep your CE credit history or print a CE certificate. Following log-in, there is a link directly to CE Manager. (Scroll down to the bottom of the page and click on CE Manager in the Tools column.) You may choose your sessions one at a time from a dropdown list. You can then print a certificate for the entire meeting. Anyone with an AAO account may enter CE credits during or after the MSO Annual Session. For assistance with the AAO CE Manager, call AAO at 800-424-2841.

Midwestern Society of Orthodontists
Phone: 636-745-3008
E-mail: association.info@icloud.com
www.msortho.org
We ♥ orthodontists.

You change patients’ lives every day. We want to support you with efficient and esthetic choices that deliver control and flexibility for the best patient outcomes.

Stop by our 3M table to see what’s next.