

## WISCONSIN

**David Mentz**, President

**Chip Bird**, President-Elect

**Doug Barden**, Vice President

**Todd Rash**, Secretary/Treasurer

The WSO Fall Conference was held on Friday, September 28, 2018 at the Blue Harbor Resort in Sheboygan. Our featured speaker was **Ilya Lipkin**, DDS. His presentation, *Solving Complex Orthodontic and Interdisciplinary Cases Using Today's Technology*, was enjoyed by attendees.



Left to right: Drs. Ilya Lipkin, Chip Bird, Scott Arbit, David Olsen, and Michael Maslowski

The WSO continues its work on the Consumer Awareness Program (CAP). The goal of the program is to educate the public on the difference between a general dentist and an orthodontist when it comes to providing orthodontic treatment. The WSO is utilizing Social Media (Facebook), advertising and other Search Engine Marketing (SEM) techniques to get our message out to the public.

The WSO Spring Conference will be held April 12, 2019 at the Grand Geneva in Lake Geneva, Wisc. Our featured speaker, Dr. **Douglas Knight**, will highlight goal directed treatment planning, based on the position of the upper and lower incisors, facial esthetics, smile aesthetics and joint position. A wide variety of clinical cases at different stages of treatment will be presented. Please make plans to join us!

For more information, please contact the Wisconsin Society of Orthodontists at [www.wisconsinsocietyoforthodontists.com](http://www.wisconsinsocietyoforthodontists.com) or 920-560-5626 or fax 920-882-3655.

**Mike Maslowski**  
[mike@sawycreekortho.com](mailto:mike@sawycreekortho.com)

920/231-4922