



EARL E. SHEPARD DISTINGUISHED AWARD

MSO's service award will be presented to Dr. Jim Osborne, MSO past president and former newsletter editor, at the MSO Annual Business Meeting Saturday, October 26.

THANKS TO THE 2019 MSO ANNUAL SESSION PLANNING COMMITTEE

President	Dr. Kevin Denis
General Arrangements Chair	Dr. Mark Dake
Scientific Program Co-Chair	Dr. Jim Klarsch
Staff Program Chair	Dr. Nellie Kim-Weroha

ADA CERP® | Continuing Education Recognition Program

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 board of dentistry. The Midwestern Society of Orthodontists designates this activity for **up to 12 continuing education credits**.

Registration Fees	By 8/27	8/28-Onsite
MSO/AAO/WFO Member	\$425	\$475
MSO Retired Member	\$375	\$400
AAO Member Resident	\$175	\$225
Staff/Spouse at Lecture	\$275	\$325
Spouse/Guest (reception no CE)	\$ 25	\$ 25
Other	\$800	\$850

Optional Event Tickets:	
Thursday Golf Tournament	\$155
Saturday Dogwood Canyon Tour	\$ 50
Saturday Titanic Museum Event	\$ 55

Hotel Reservations at Hilton Branson Convention Center

200 East Main Street • Branson, Missouri • 866-442-0959
MSO group rate rooms of \$149 single/double or \$169 triple/quad (plus applicable taxes) per room per night are based on first-come, first-served availability by September 20, 2019. Reservations received after are on a space and rate available basis. Call the hotel and ask for the discounted rate with code MSO19 or use the online link at www.msortho.org.

REGISTER AT WWW.MSORTHO.ORG
association.info@icloud.com • 636-745-3008

THANKS TO OUR 2019 MSO ANNUAL SESSION SPONSORS

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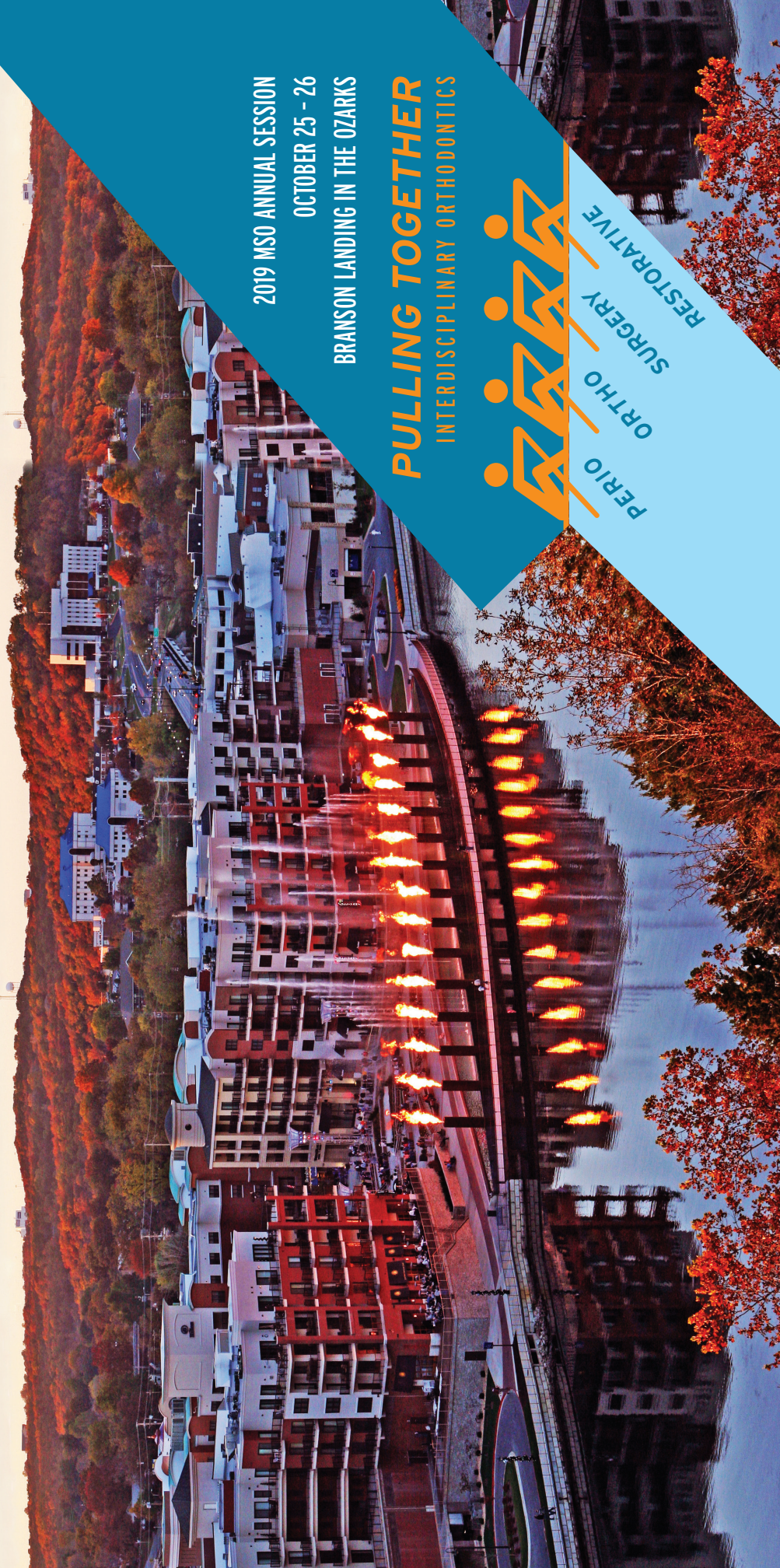
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2019 MSO ANNUAL SESSION
OCTOBER 25 - 26
BRANSON LANDING IN THE OZARKS



SPECIAL EVENTS

THURSDAY October 24

12:30 p.m. Bus Departs/1:15 p.m. Tee

Times Start

MSO Golf Tournament - Top of the Rock*

**Optional purchase with MSO registration @ \$155 pp*

This is your chance to play the famous Top of the Rock course—the first-ever Par 3 course to host a PGA sanctioned tournament. This consecutive play scramble tournament includes bus shuttle to/from course, green fees, shared golf cart, water, Cave Cart Tour following the tournament and tournament prizes. Appropriate golf attire required. Contact directly at 800-225-6343 to rent clubs on own in advance. Tee times for 36 currently available through September 20 first-come.

12:30 p.m. - 8:00 p.m.

Complimentary MSO Bus Shuttle to/from Top of the Rock

No charge or advance sign-up, available first-come

While the 12:30 shuttle time is prioritized for golf tournament participants, MSO attendees may first-come utilize MSO's hosted shuttle to experience the many attractions at the scenic Top of the Rock venue. Refer to the onsite program and attendee advance email for shuttle times/locations. Go to www.topoftherock.com for details on the Ancient Ozarks Natural History Museum, Lost Canyon Cave and Nature Trail, Dining, Arnie's Barn General Store and the Cathedral of Nature.

FRIDAY October 25

2:00 p.m. - 4:00 p.m.

Family/Guest Outing on Branson Scenic Railway

Purchase tickets on own for this time

to go together with MSO attendees
Join other attending family members by purchasing a ticket on your own at this date/time for



Allow extra time to explore the Ozarks on your own:

Stop in Springfield to shop at the original Bass Pro Shops® Outdoor World and experience the Wonders of Wildlife National Museum and Aquarium next door (recently voted America's best aquarium and best new attraction). For original Springfield-style cashew chicken stop at the historic Leong's Asian Diner or leave time to stand in line to get a taste of the Ozarks at Lambert's Cave – home of throwed rolls – located in Ozark off I-65 on your drive to Branson.

Explore Branson beyond The Landing with the Shepherd of the Hills outdoor theater and amusement park, Silver Dollar City and Marvel Cave, museums, live shows, boat rentals and fishing expeditions on Table Rock or Taneycomo Lake and more listed at www.explorebranson.com.

Don't "fore" get your clubs as Branson is quickly becoming known as America's next great golf destination with award-winning courses designed by some of the top names in golf.

a train ride into the heart of the Ozarks during peak fall colors. For advance reservations call 1-800-2-TRAIN-2, order tickets at www.BransonTrain.com/tickets or purchase as available onsite at the train depot next to the convention center (general seating).

Evening on own

Enjoy a local show, dinner at The Landing and/or meet up during the evening at Andy B's Entertainment & Bowling Centers on The Landing. Mention you are with the MSO for 10% off – includes all attractions, food and beverage with exception of alcohol – valid anytime during the meeting. For advance reservations for larger parties or info, contact 417-213-8631 or go to www.bowlandybs.com

SATURDAY October 26

9:00 a.m. - 3:00 p.m.

Tour to Dogwood Canyon Nature Park

**Optional purchase with MSO registration @ \$50 pp*

Depart on an MSO private bus from the convention center to experience the beauty of fall in the Ozarks at this 10,000-acre paradise. There will be time on your own after the 2-hour Tram Tour to walk the nature trails, see the Nature & Conservation Center and Treehouse, and/or have lunch on your own at the Mill & Canyon Grill Restaurant. For more information go to www.dogwoodcanyon.org. Tour includes bus shuttle and narrated Wildlife Tram Tour through the park. Limit first-come to 55, minimum of 20.

6:30 p.m. - 9:30 p.m.

Titanic Museum MSO Private Event

**Optional purchase with MSO registration @ \$55 pp*

Set sail at this private MSO event with a Titanic 1st class crew member who will guide your exploration aboard the Titanic Museum and share stories

beyond the vast exhibits. Each guest receives a signature beverage and boarding pass as an actual passenger that was aboard the Titanic in 1912. Tour includes bus shuttle, museum admittance and a beverage. (Please eat on your own prior.) Limit first-come to 60, minimum of 25.

FRIDAY October 25

DOCTOR LECTURE PROGRAM 8:30 a.m. - 4:30 p.m.

8:30 a.m. - Noon



Dr. Richard Roblee

Dr. Roblee practiced general restorative dentistry in Dallas, Texas before going back to study graduate orthodontics. He is an associate clinical professor at Baylor College of Dentistry in both the restorative

and orthodontic departments and is the author of "Interdisciplinary Dentofacial Therapy: A Comprehensive Approach to Optimal Patient Care."

Interdisciplinary Management of Esthetic and Restorative Dilemmas

Some of the most challenging esthetic and restorative dilemmas are those that fall into a gray zone between traditional therapies. This presentation will focus on an interdisciplinary approach to diagnosing the fundamental components of these complex problems and managing them by combining traditional therapies with new treatment options to ideally address the underlying issues and more predictably achieve success.

- Solutions to esthetic dilemmas often fall into a "Gray Zone" between the different disciplines
- An interdisciplinary approach is needed to properly diagnose and treatment plan these problems
- Recent advances in orthodontics can assist the interdisciplinary team to more predictably treat these problems

1:00 p.m. - 4:30 p.m.



Dr. Ki Beom Kim

Dr. Kim is the Director and Associate Professor at the Orthodontic Department, Center for Advanced Dental Education, Saint Louis University. His next book project "Comprehensive Management of Obstructive Sleep

Apnea: Evidence-based Guidelines" is expected out soon.

Sponsored by American Orthodontics
Management of OSA Patients from the Orthodontist Perspectives

Recently, there has been much attention to sleep-related breathing disorders (SBD) among orthodontic communities. Treating children and adults presents unique opportunities for orthodontists to collaborate with other medical specialties to improve a patient's health and treatment outcome. This lecture will discuss the most current scientific evidence regarding the relations between various controversial orthodontic issues and sleep breathing disorders. Learning objectives:

- Recognize the pathophysiology of SBD
- Learn how to evaluate potential SBD patients
- Apply the evidence-based practice to deal with SBD patients

STAFF TEAM LECTURE 8:30 a.m. - 4:30 p.m.



Nancy Hyman

Nancy possesses leadership experience in the area of increasing revenue, solely in the orthodontic practice, including 15 years as a consultant and founder of Ortho Referral Systems and over 20 years as marketing director at

Hyman Orthodontics, consistently enrolling 800-900 new patients annually in one location.

Sponsored by Ortho2

Your Team is your Greatest Asset...Building Blocks of Referral and Patient Enrollment Strategies!

Nancy will guide the team through building a marketing strategy action list, encompassing every team member to ensure practice success.

8:30 a.m. - Noon

- Learn how to be a potential patient's first choice when selecting your practice above all others and ultimately becoming your raving referral fan
- Create a master plan to implement specific amenities and benefits of your practice
- Identify what differentiates you from the pack, (the "why"), and delivering your message, (the "how"), to future patients
- Communicate your message directly to the potential patient in the myriad of ways now available
- Review branded examples of pre and post initial exam marketing pieces, and demonstrate dozens of "touch points" to get your message delivered in a cohesive manner

1:00 p.m. - 4:30 p.m.

- Empower your full team with practice growth strategies, identifying effective initiatives for success
- Unlock hidden team talent and work together to achieve your referral goals
- Outline marketing scenarios, define organization of systems, identify action items and learn how to maximize team cooperation as you march toward your production target
- Learn how to implement patient to patient referral program, creating a groundswell of consistent referrals

SATURDAY October 26

DOCTOR LECTURE PROGRAM 8:30 a.m. - 4:00 p.m.



Dr. Vince Kokich, Jr.

Dr. Kokich Jr. received his Masters in Orthodontics from University of Washington where he has remained on faculty as an Affiliate Assistant Professor while maintaining a private practice in Tacoma, Washington.

His current research, publications and lectures are primarily involved with interdisciplinary dentistry and dental esthetics emphasizing comprehensive treatment planning and the importance of properly sequencing orthodontic, periodontal, and restorative treatment.

Interdisciplinary Collaboration: An Approach to Optimize Treatment Outcomes for the Complex Orthodontic Patient

This lecture will illustrate the importance of interdisciplinary interaction between the restorative dentist, orthodontist, and surgeon. It is designed to provide a systematic approach to diagnosing and treatment planning multiple esthetic dilemmas that are encountered in practice every day, while providing the tools and techniques needed to complete treatment. A special emphasis will be placed on treatment planning, communication and sequencing. Learning objectives:

- Learn to utilize the interdisciplinary team when diagnosing and treatment planning significant ortho/perio/restorative problems
- Learn to appropriately sequence treatment when managing complex patients with an interdisciplinary approach

STAFF TEAM LECTURE 8:30 a.m. - 4:00 p.m.



Carol Eaton

Carol has been actively involved with the dental/orthodontic community for over 42 years in her varied roles as practice management consultant, treatment coordinator, marketing coordinator and

as a registered dental assistant with hands-on experience in general dentistry and orthodontics.

Sponsored by Ortho2

Pulling Together Interdisciplinary Orthodontics

8:30 a.m. - Noon

Bridging Communication to Your Patients, Parents, GP/Specialty Colleagues and Your Community

Carol will share creative ways to utilize commu-

nication tools connecting you with your patients and parents during their orthodontic journey. She will also outline key protocols for daily use as you interact with general dentists, specialty practices, and your community.

1:00 p.m. - 4:00 p.m.

Effective Ways to Re-Energize Your "Recall" System

Quite often in the orthodontic process, we find that the "recall" system takes a back burner to new patients along with production goals. It's important to invest time, energy and action steps in building an effective system. The afternoon session will focus on identifying different types of "recall" patients, when and how to schedule them, and how to make an impact with these patients in your future patient pool.



SCHEDULE AT A GLANCE

Thursday

7:30 a.m. - 8:00 a.m.
8:00 a.m. - Noon
12:30 p.m. depart hotel

12:30 p.m. - 8:00 p.m.

3:30 p.m. - 7:30 p.m.

MSO Executive Committee Meeting
MSO Board Meeting
Golf Tournament at Top of the Rock*
Tee Times Start 1:15 pm for consecutive play scramble
MSO Bus Shuttle to/from Top of the Rock
Exhibitor Set-up

Friday

7:00 a.m. - 5:00 p.m.

7:30 a.m. - 6:00 p.m.

7:30 a.m. - 8:30 a.m.
10:00 a.m. - 10:30 a.m.
Noon - 12:45 p.m.
2:30 p.m. - 3:00 p.m.
4:30 p.m. - 6:00 p.m.

Registration Open
Exhibits Open - Complimentary Food/Beverage:
Continental Breakfast
Refreshment Break *Sponsored by Invisalign iTero*
Lunch
Refreshment Break *Sponsored by American Orthodontics*
Reception - Featuring music by Dr. John and Sue Crawford
Sponsored by 3M
AAOF, AAOPAC and ABO Presentation
DOCTOR LECTURES
Dr. Richard Roblee
Dr. Ki Beom Kim *Sponsored by American Orthodontics*
STAFF LECTURE Nancy Hyman *Sponsored by Ortho2*
Missouri Society Meeting
GUESTS Meet on Branson Scenic Railway

Saturday

7:30 a.m. - 8:15 a.m.
7:30 a.m. - 4:00 p.m.

7:30 a.m. - 1:00 p.m.

7:30 a.m. - 8:30 a.m.
10:00 a.m. - 10:30 a.m.
Noon - 12:45 p.m.

8:30 a.m. - 4:00 p.m.

8:30 a.m. - 4:00 p.m.

8:30 a.m. - Noon
9:00 a.m. - 3:00 p.m.
Noon - 1:00 p.m.
1:00 p.m. - 3:00 p.m.
6:30 p.m. - 9:30 p.m.

MSO Annual Member Business Meeting
Registration Open
Exhibits Open - Complimentary Food/Beverage:
Continental Breakfast
Refreshment Break
Lunch
DOCTOR LECTURE Dr. Vince Kokich, Jr.
STAFF LECTURE Carol Eaton *Sponsored by Ortho2*
Council on Orthodontic Education
GUESTS Dogwood Canyon Tour*
MSO Past Presidents Lunch
Exhibitor Move-out
MSO Private VIP Titanic Tour*

WWW.MSORTHO.ORG

Events and times are subject to change.

Bold type indicates general events included in the full lecture registration package.
* Indicates optional ticketed events may be purchased first-come with MSO registration.