Ahoy Mates!

Thank you for coming aboard to celebrate the Midwestern Society of Orthodontists’ 75th Anniversary during our 2012 Annual Session held during “at sea” times on this Alaskan Cruise.

We are honored Ann Buck, 3M Unitek US Professional Services Manager, is onboard for this adventure inspired by 3M’s innovative “out-of-the-box” thinking as showcased in Sunday’s Welcome Session.

All registrants and family members are invited to Sunday afternoon’s kickoff session that will stimulate your creative thinking and highlight the programs’ featured speakers. All MSO guests booked through Special Event Cruises are invited to complimentary private MSO cocktail receptions Saturday and Tuesday. Only registered doctors and staff are admitted to the MSO Monday – Friday CE lectures with a MSO name badge. MSO members and their staff and family are invited to the MSO Annual Member Business Meeting held at the end of the program Friday. I also salute Special Event Cruises captain Howie Knodt, MSO Executive Director and my husband, practice partner and the meeting’s general chair Dr. Keith Levin for ensuring smooth sailing for this event.

Please don’t hesitate to contact any of these MSO event crew members for assistance.

Most importantly, I would like to thank our program speakers for taking a week out of their schedule to share their insight with us. Our program features some of the top experts in our specialty and I hope you will take advantage of this unique opportunity to share ideas one-on-one with them while onboard as a highlight of this once-in-a-lifetime experience!

Dr. Babette Cohen
2011 – 2012 MSO President

At 3M Unitek, it is our mission to help you create beautiful and lasting smiles through our ever growing suite of aesthetic products and systems. From our Clarity™ ADVANCED Ceramic Brackets to our highly popular Incognito™ Appliance System, we offer many choices to help you create your patient’s perfect smile!

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The Midwestern Society of Orthodontists designates this activity for up to 16.5 hours of continuing education credits. Registrants receive one CE credit for each seminar hour attended. Refer to your CE certificate. Disclaimer: The MSO does not review or approve of nor 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 action taken by you based upon such topics, speakers and presentations is undertaken by you at your own risk and you further agree to hold the MSO harmless for any and all liability in relation to the same.

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Make Plans to Meet Again at a Future MSO Annual Session:
2014 MSO/GLAO Annual Session
September 11-13
Hilton Hotel - Chicago, Illinois

2015 MSO Annual Session
October 7-10
Kahler Grand and Rochester Marriott - Rochester, Minnesota
Patients who love your office: return for repeat service, refer new patients and enjoy better dental health and orthodontic treatment. What can you do to turn your patients into fans? How can we talk to a team member who is upset with me? What helps us to have real communication at our monthly meetings? What are the 'no-no' phrases we are using that can be said in a better way?

8:00 am – Noon  Hudson Room - Promenade Deck Mid Ship

Morning Welcome
Moderator: Dr. Lee Graber, Famed historian John Kenneth Galbraith

Terrific Teamwork to Cruise to Success
Doctor/Staff Combined Lecture: Rosemary Bray

How to Decide What to Do?
After performing orthodontic treatment for a few years, most practitioners recognize that orthodontics is not as easy as simply placing brackets on teeth. However, even the most experienced clinicians sometimes refer to old archives. Eventually, proper alignment and ideal occlusal interdigitation must be achieved. Although some cases literally "fall into place", many patients require "a lot of effort" and "a lot of time". After performing orthodontic treatment for many years, most practitioners recognize that orthodontics is not as easy as simply placing brackets on teeth. However, even the most experienced clinicians sometimes refer to old archives. Eventually, proper alignment and ideal occlusal interdigitation must be achieved. Although some cases literally "fall into place", many patients require "a lot of effort" and "a lot of time".

1:00 – 3:00 pm  Promenade Deck Mid Ship

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