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Refer to the exhibit hall floorplan on page 16 to visit these sponsors and all exhibitors listed on pages 17–20 in this book to thank them for their support!



Dr. Ross Crist 2012 – 2013 MSO President



My wife Lisa and I extend a "Royal" welcome to the 2013 MSO Annual Session!

The 2013 Planning Committee has put together an all-star event to ensure staff and family joining you have a winning teambuilding experience by participating in a variety of educational and social opportunities. Please thank committee members (listed on page 4) for their volunteer time and leadership!

The MSO Board of Directors strives to

support and recognize the achievements of the orthodontic programs within our constituent borders. We are honored that each of the nine orthodontic departments within the MSO borders has at least one faculty representative, in addition to many students, registered.

This meeting location provides MSO an opportunity to highlight one of our many outstanding orthodontic programs with UMKC located just out the back door of our hotel. A special thanks to Dr. Laura lwasaki, Dr. Jeffrey Nickel and the UMKC faculty and residents team for their local hospitality at the meeting, and for hosting the in-house Digital Modeling Workshop on their campus.

We encourage you to use the exhibit hall as your gathering place to meet up with colleagues and vendor partners. Please thank the exhibitors and sponsors for their support. In addition to continental breakfast and break beverages provided in the exhibit hall during open hours, tickets for two box lunches and two beverages at the Friday evening reception are included with a CE verification form for doctor and staff registrants. Tickets for optional pre-registered events (noted on the schedule) are also distributed with your name badge.

A name badge is needed for admission to lectures and exhibits. Spouses need to register for a badge for admission to lectures and /or exhibit hall.

MSO members and their staff and family are encouraged to attend the MSO Annual Business meeting Saturday morning for the latest news, election of officers and Shepard Award presentation to Dr. Keith Levin. As you read his credentials on pages 2-3, you will see why MSO is honored to recognize Keith at this meeting!

Lastly, I hope you find time to take in the Annual Kansas City Plaza Art Fair coinciding with the meeting. It is one of the top five art fairs in the country as a "must see" event. Complimentary shuttle service is provided Saturday for spouse/guests as outlined in the schedule.

There will certainly be more to do than time allows to Discover Kansas City with the electrifying Power and Light District, nearby WWI Museum, Kansas City Art Museum, Negro Leagues Baseball Museum, new SEALIFE Aquarium and LEGOLAND Discovery Center, Arabia Steamship Museum and Sprint Center NCAA Basketball experience. I look forward to toasting to the success of this meeting on Saturday night at the MSO Tailgate Party at the Royals — Rangers game with those who purchased tickets in advance.

Please let Lisa or me know how MSO can help ensure you and your team a "bring home a winner" experience from this meeting!



Congratulations Dr.

Dr. Xeith Levin was born on April 2, 1957 in Winnipeg, Canada. He graduated from Dentistry at the University of Manitoba in 1980. During his undergraduate education, Dr. Levin received the Proctor & Gamble scholarship and attended the University of North Carolina Research Conference, prompting an interest in original scientific research relating to dentistry. He maintained a full-time general dental practice in rural Manitoba for two years, then returned to Winnipeg for his orthodontic education. He completed his graduate orthodontic program at the University of Manitoba in 1985 with a certificate in orthodontics and a Masters in Science. His original research thesis studied the influence of ligation on friction, utilizing a 3 dimensional engineering analysis. Dr. Levin takes great interest in manufacturers claims relating to friction and bracket design!

Dr. Levin has maintained a full time private practice since 1985 with the Winnipeg Orthodontic Group. He has been fortunate to work with a number of fine orthodontists during that time and continues to practice with his wife, Dr. Babette Cohen and Dr. Susan Tsang. Dr. Levin is very proud of the fact that several of his staff members have supported him for 25 plus years.

Dr. Levin served as course coordinator for the first and second year undergraduate orthodontic program from 1985-1987, at which point he began teaching in the graduate orthodontic department and continued teaching there until 2005.

He is a Fellow of the Royal College of Dentists of Canada (Canadian Equivalent of ABO). He is past president of both the Winnipeg Dental Society and Midwestern Society of Orthodontists. He acted as the Chairman of the Manitoba Dental Association Continuing Education Committee from 1991-2011. Dr. Levin has served on the AAO Redistricting Committee on two occasions and as the MSO Delegation Chair. He was elected Speaker of the House of the AAO House of Delegates and served on the AAO Board of Trustees from 2010-2012 inclusive. Dr. Levin has also supported AAOF since its inception.

Dr. Levin enjoys time spent with his wife Babette and their Golden Retrievers (Jack and Maddie). They are actively involved in showing Golden Retrievers and Keith is well-suited to his roll as the driver that carries Babette and the dogs to the shows. Keith has helped with the training for obedience and fieldwork for both dogs.

Dr. Levin is interested in music production and reproduction as well as restoration of vintage speakers and sound equipment. He enjoys playing his vintage Hammond organ as well as keyboard and

2013 MSO Earl E. Shepard Award

Keith Levin

piano. He has been an active bass player throughout most of his life and continues playing a vintage Fender jazz bass. Much of Dr. Levin's vintage equipment was not considered vintage at the time he first began using it — but, neither was he. Dr. Levin has a keen interest in automobiles both old and new, which began at an early age. His other interests include martial arts, photography, fishing



Dr. Keith Levin

and yoga. Dr. Levin is the past president of Waterski Manitoba and enjoys waterskiing with Babette.

When Dr. Levin is not working at his private practice, you can find him either driving to Lake of the Woods or Palm Springs. It has been his honor to serve in a variety of capacities for organized dentistry and orthodontics. He especially values the friendships he has made during his time spent with the American Association of Orthodontists and the Midwestern Society of Orthodontists.

MSO Earl E. Shepard Distinguished Service Award Winners

Mylon B. Morris, 1987 Roger J. Fredsall, 1988 Philip J. Maschka, 1989 William Brandhorst, 1990 John Abra, 1991 Lloyd E. Pearson, 1992 Harold Y. Arai, 1993 Robert E. Bedell, 1994 Robert P. West, 1995 John J. Byrne, 1996 A. Howard Sather, 1997 Michael Matlof, 1998 D. David Kinser, 1999 James L. Jensen, 2000

Jeffrey L. Schauder, 2001
James R. Hugg, 2002
Stephen F. Litton, 2003
Bailey N. Jacobson, 2004
Russell Kittleson, 2005
Kenneth C. Marshall, 2006
Francis J. Miller, 2007
Steven D. Marshall, 2008
Michael A. Fuchs, 2009
J. Franklin Whipps, 2010
Francis P. Green, 2011
Michael S. Hipp, 2012
Keith Levin, 2013





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Refer to page 24 for hotel layout.

Thursday, September 19

10:00 a.m. Chouteau B (Mezz.)

MSO Executive Committee Meeting

Noon – 5:00 p.m. Chouteau B (Mezz.)

MSO Board Meeting

1:30 p.m. – 5:00 p.m. Gillham Hall

Exhibitor Set-up

1:30 p.m. – 5:00 p.m. East Lobby Alcove

Registration Open

Friday, September 20

7:00 a.m. – 5:00 p.m. East Lobby Alcove

Registration Open

7:15 a.m. – 8:15 a.m. Chouteau B (Mezz.)
Optional ABO Breakfast*

*Advance registration required to have ticket for admittance.

7:30 a.m. – 6:00 p.m. Exhibits Open

Gillham Hall

A name badge is required to enter the exhibit hall. Refer to today's schedule for times the continental breakfast, coffee breaks, box lunch and reception are offered in the exhibit hall.

7:30 a.m. – 8:30 a.m. Gillham Hall Complimentary Continental Breakfast in Exhibits

8:30 a.m. – Noon Atlanta (Ballroom)

Moderator: Dr. Ara Goshgarian

Dr. Mark Berkman, DDS, MS

Sponsored by 3M Unitek



Dr. Berkman completed dental school at The Ohio State University, and received his specialty and graduate training at the University of Michigan. He teaches as an Adjunct Assistant Clinical Professor of Orthodontics and maintains a private practice in Commerce Township, Michigan.

Evidence Based Aesthetics: Speaking with Certainty on Smiles

This lecture provides a review of smile design from the macro-, mini- and micro- aesthetics perspective. Contemporary research will be shared with best evidence to provide guidelines for the interdisciplinary treatment of various types of malocclusion. Insight will be provided on diagnosis and patient management based on our understanding of harmony, balance and aesthetics.

8:30 a.m. – Noon Moderator: Dr. Mike LaFerla

Ms. Amy Kirsch

New York (Ballroom)

Sponsored by Dentsply GAC



Prior to forming Amy Kirsch & Associates, she was a senior consultant with the Pride Institute and has been a Visiting Faculty member with the L.D. Pankey Institute since 1994. She is an Associate Professor at the University of Colorado Dental School of Medicine, a member of

the Academy of Dental Management Consultants and a Faculty member of the International Institute of Healthcare Businesses.

Scheduling for Success

Decrease stress and increase your efficiency...Quality orthodontic team members and their doctors know the key to a stress-free day and productive day is directly related to the way the day is scheduled. In this fast-paced and exciting workshop you will learn advanced scheduling techniques and communication skills to use the next day in your practice. Master these key scheduling concepts:

- · Scheduling for your doctor's "ideal" day
- Motivating patients to schedule for their necessary (and overdue) treatment
- Teamwork concepts to fill the schedule productively
- Handle difficult scheduling problems such as: taking a child out of school, rescheduling broken brackets, scheduling appointments during school hours
- WOW! New Patient telephone skills

9:30 a.m. – 3:00 p.m. Hotel Front Lobby McGee St. Optional "Best of KC" Spouse/Guest Tour*

*Advance registration required to have ticket for admittance.



Please only take what you need at MSO-hosted food functions as leftovers will be donated to a local food bank.

Friday, September 20 (continued)

10:00 a.m. – 10:30 a.m. Coffee Break in Exhibits Gillham Hall

Noon – 1:30 p.m. Lunch in Exhibits Gillham Hall

Co-sponsored by Missouri Society of Orthodontists and MSO

Exhibitor, doctor and staff program participants have a ticket for a box lunch in name badge.

12:45 p.m. – 1:15 p.m. Chouteau B (Mezz.) Missouri Component Business Meeting

Missouri members are invited to bring a box lunch from the exhibit hall to the meeting.

1:30 p.m. – 5:00 p.m. Atlanta (Ballroom)

Moderator: Dr. Neil Kanning

Dr. Aaron Molen, DDS, MS @

Sponsored by i-CAT®



Dr. Molen serves on the Technology Editorial Board for the AJO-DO. He has published several papers and textbook chapters and teaches a class at UCLA on CBCT. He is on the AAO Committee on Technology and is an exofficio member of PCSO's Board of Directors. Dr. Molen

is in private practice in the Seattle area with his brother and father.

The Past, Present and Future of 3D Orthodontics: Integrating CBCT into Clinical Orthodontics

We are currently witnessing a paradigm shift in how we diagnosis and treatment plan our orthodontic patients. CBCT has opened up the third dimension and with it has increased the diagnostic information available in each case. The next natural step beyond using CBCT to treatment plan our patients is using it to treat our patients. There are currently technologies and services available to help maximize the potential of our 3D scans. The future is like a freight train...if you choose not to ride, it won't simply pass you by, it will run you over. Lecture Obiectives:

- Attendees will learn how to integrate 3D technologies into their everyday practice
- Attendees will learn the current state of cone-beam guided appliance fabrication
- Attendees will learn outside-the-box uses for CBCT in their practices
- Indicates visual enhancement

1:30 p.m. – 5:00 p.m. New York (Ballroom)

Moderator: Dr. Mike LaFerla

Ms. Amy Kirsch

(see page 7 for photo and bio)

Sponsored by Dentsply GAC

The High Performing Orthodontic Team

Inspiring commitment, teamwork, and cooperation...Team members demonstrating loyalty, who are committed to the practice, and are motivated to achieve results, are part of the team-oriented staff needed in today's practice environment. This team-building seminar empowers the entire team to excel with the ability and willingness to deliver excellence in care. This is an energized and enthusiastic workshop designed to motivate your team to reach new levels of success and build team spirit! In this workshop you and your team members will learn:

- How to create a high performing orthodontic team
- The "stages" of teamwork and how it affects patient care
- · How to communicate effectively with each other
- How to develop respect and understanding of other's work styles
- · How to resolve conflict

3:00 p.m. – 3:30 p.m. Coffee Break in Exhibits **Gillham Hall**

Sponsored by South Dakota Society of Orthodontists

4:00 p.m. – 6:00 p.m. Reception in Exhibits Gillham Hall

Sponsored by 3M Unitek

All registrants, including registered spouse/guests, are invited to use their two beverage tickets for complimentary soft drinks, bottled water, wine or beer to accompany the complimentary nacho bar.

Dinner on Your Own

Refer to your registration confirmation for planning committee member recommendations. Enjoy the Annual Kansas City Art Fair as one of the top five art fairs in the country. Advance reservations are strongly suggested if you want restaurant seating in the Plaza area versus street-side vendor food opportunities. The Sheraton offers guests a complimentary shuttle to – from the Power and Light District, by request, on a first-come basis from 3:00 p.m. – 10:00 p.m. Inquire in advance at the hotel front desk for details.

Saturday, September 21

7:30 a.m. - 4:00 p.m. **Registration Open** **East Lobby Alcove**

7:30 a.m. - 8:15 a.m. MSO Annual Business Meeting Empire A/B (Mezz.)



MSO members and their staff and family are invited to the MSO Annual Member Business meeting and presentation of MSO 2013 Shepard Award to Dr. Keith Levin (photo left, refer to pages 2-3). A complimentary continental breakfast is provided starting 7:00 a.m.

7:30 a.m. - 1:00 p.m. **Exhibits Open**

Gillham Hall

A name badge is required to enter the exhibit hall. Refer to today's schedule for times the continental breakfast, morning coffee break and box lunch are offered in the exhibit hall.

7:30 a.m. - 8:30 a.m. Gillham Hall **Complimentary Continental Breakfast in Exhibits**

8:30 a.m. - Noon Atlanta (Ballroom)

Moderator: Dr. Ryan VanLaecken

Dr. Chung Kau, BDS, MScD, MOrthRCSEdin, MBA, PhD @

Sponsored by American Orthodontics



Dr. Kau is Chairman and Professor at the Department of Orthodontics, University of Alabama at Birmingham, He completed his dental training at the Faculty of Dentistry. National University of Singapore and advanced specialist training in orthodontics at Cardiff University. He

publishes and is an active clinician and researcher with a number of research contracts and awards

Innovation with Accelerated Tooth Movement

The specialty of orthodontics continues to evolve as technology is introduced. This lecture will discuss the use of various methods that have been advocated to enhance the rate of tooth movement. The use of surgical, cyclical forces and photo-biomodulation will be discussed in depth. In addition, the lecture will also discuss the impact of these methods and the application to "real world" orthodontics.



Show your MSO name badge at the nearby National World War I Museum for a \$2 discount.

8:30 a.m. – Noon New York (Ballroom)

Moderator: Dr. Ginny Mennemeyer Ms. Cathy Sundvall

Sponsored by 3M Unitek



Cathy Sundvall currently serves as Incognito™ Lingual Appliance System Clinical Trainer. She worked for more than 20 years as a Clinical Supervisor and New Patient Coordinator for Dr. John R. "Bob" Smith in Orlando, Florida. She combines her expertise to teaching orth-

odontic staff, lecturing and publishing.

Practice Management Efficiency and Focus

This program will review and instill the importance of the role of staff in the overall success of the practice and the patient's orthodontic treatment and experience. The key areas learned will escalate the participants' desire to be the best at their jobs. Participants will learn:

- How to increase their efficiency in the operatory through evaluation of procedures, clinical statistics, techniques and finished case results.
- · Technology and innovations in esthetic treatment
- How to be proactive and problem solve through learned experiences
- Best ways to organize the operatory, their work day, prioritizing secondary duties based on the practice needs.

10:00 a.m. – 10:30 a.m. Coffee Break in Exhibits

Gillham Hall

8:30 a.m. – 11:00 a.m. Fremont (Mezz.)
Council on Orthodontic Education Meeting

10:30 a.m. – 3:30 p.m. Hotel Front Lobby McGee St. Spouse / Guest Complimentary Shuttle

MSO is hosting a complimentary mini-coach shuttle on a first-come, first-served basis to - from the hotel, Plaza Art Fair and Power & Light District at these times:

Sheraton Crown Center Hotel Lobby pick-up:

10:30 a.m., 11:30 a.m., 1:30 p.m.

Country Club Plaza pick-up and drop-off at NW corner of Wornall and Ward Parkway (across street from Inter-Continental Hotel):

10:45 a.m., 11:45 a.m. 1:45 p.m., 2:45 p.m.

Power and Light District pick-up and drop-off at NE corner of 14th and Walnut:

11:15 a.m., 12:15 p.m., 2:15 p.m., 3:15 p.m.

Saturday, September 21 (continued)

Noon – 1:00 p.m. Lunch in Exhibits **Gillham Hall**

Co-sponsored by Dentaurum USA and MSO

Exhibitor, doctor and staff program participants have ticket in name badge.

Noon – 1:30 p.m. Boardroom (Ballroom Lvl)
MSO Past Presidents Luncheon

Optional In-House Digital Modeling Workshop at UMKC Instructional Resources Computer Lab*

12:30 p.m. Bus Departs Hotel Front Lobby McGee St. 4:30 p.m. Bus Returns from UMKC - 650 E 25th St. 1:00 p.m. - 4:00 p.m. UMKC Dental Library - 3rd floor

^{*}Advance registration required to have ticket for admittance.



Postgraduate Orthodontic Residents lead by Drs. Laura Iwasaki and Jeffrey Nickel

The objective of the workshop will be an introduction to and hands-on experience with scanning technologies available for "in-house" digital 3D modeling. The workshop begins with a brief review of current technologies available for intra-oral and bench-top scanning followed by an introduction to the technology (Motion View $^{\text{TM}}$) and software (Ortho Insight 3D $^{\text{TM}}$) in use at the UMKC Graduate Orthodontic Clinic. The remaining time will be dedicated to hands-on use of 3D digital modeling software, as well as small groups training in the steps of scanning of plaster models, impressions and bite records.

1:00 p.m. – 4:00 p.m. Exhibitor Dismantling **Gillham Hall**

1:00 p.m. – 4:00 p.m. Atlanta (Ballroom)

Moderator: Dr. Steve Marshall

Current Innovations and Research Associatedwith TADS Use in Orthodontics

>> 1:00 p.m. – 2:20 p.m.

Dr. Sebastian Baumgaertel, DMD, MSD, FRCD(C)

Sponsored by Dentaurum USA



Dr. Baumgaertel has lectured worldwide, published scientific articles, acts as a reviewer for a number of journals, and has written/edited two textbooks and multiple book chapters. He is a Clinical Associate Professor at Case Western Reserve University. He maintains an

active private practice in the Cleveland, Ohio area.

The practice of implementing orthodontic TADs clinically is constantly advancing due to new insights gained through research. Best practice today has little to do with what was accepted standard when this treatment technique was in its infancy just a few years ago. You will be introduced to the currently accepted best practice protocols and techniques for TADs, backed by plenty of research and clinical experience. At the conclusion of this lecture you will be prepared to use TADs more successfully and with more confidence. In addition, you will be armed with the knowledge required to troubleshoot failures and discuss this topic in great depth with your colleagues.

>> 2:20 p.m. – 3:40 p.m. Dr. Abraham Lifshitz, DDS, MS

Sponsored by Forestadent USA



Dr. Lifshitz received his orthodontic training from the University of Iowa. He has held teaching positions at several universities in Mexico and is now Chairman of the Department of Orthodontics and Dentofacial Orthopedics at Nova Southeastern University in Florida. He is

Editor in Chief of the Orthodontic CYBERjournal and serves on the Editorial Beview Board of the A.IO-DO

You will be given a detailed look at Skeletal Anchorage, explore the possibilities of this unique practice, and how to use effectively the available tools with Skeletal Anchorage. The topics that will be covered during the lecture are: Classification, Insertion Methods, Risks and Prevention, Osseointegration, Direct & Indirect Anchorage; and will be presenting clinical examples of different situations you could solve with the use of TADS.

3:40 p.m. - 4:00 p.m.

Q & A panel with **Drs.** Baumgaertel and **Lifshitz**

Saturday, September 21 (continued)

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

Moderator: Dr. Ginny Mennemeyer **Cathy Sundvall**

(see page 11 for photo and bio)

New York (Ballroom)

Sponsored by 3M Unitek

Maximizing Your Marketing with Customer Service

This program focuses on the role of team members and their relationship with patients, their individual roles in the practice and their ability to add value to the orthodontic practice. Topics covered include:

- A full understanding of the steps they can take to improve their skills, knowledge and desire
- · Understanding of the importance of how well you balance your responsibilities affects the practices effectiveness and the patient's experience.
- Tips on improving patient service and customer service

5:00 p.m. Bus Departs **Hotel Front Lobby McGee St.** Optional Private MSO Tailgate Royals Game* **Budweiser Party Porch**

Co-sponsored by ORMCO and Ortho2

Sunday, September 22

8:00 a.m.

Ballroom Fover

Light Continental

Limited coffee, juice and muffins are available on a first-come basis for doctor and staff program registrants. The hotel will be staffed for "grab and go" at the Coffee Express by the Terrace on the Mezzanine level for additional breakfast items.

8:30 a.m. - 11:30 a.m.

Ballroom Foyer

Registration Open

8:30 a.m. - 11:30 a.m. Atlanta (Ballroom)

Moderator: Dr. Kim Stafford Ms. Mary Kay Miller

Sponsored by TeleVox



Mary Kay Miller is founder of Orthopreneur™ Internet Marketing Solutions. She is an Internet Marketing Consultant, certified SEO (search engine optimization) specialist, and offers Internet marketing programs for the orthodontic profession with over 35 years' experience in

the field of orthodontics as a business coordinator, marketing coordinator, treatment coordinator, and certified assistant.

^{*}Advance registration required to have ticket for admittance. You must bring your ticket for admission to the game.

Internet Marketing, the Endless Game: Are You Proactive, Reactive, or Interactive When Promoting Your Practice Online?



Attend to quality for the i-Pad attendance prize!

The Internet landscape is increasing momentum and continues to change at lightning speed! What worked online in the past few years, may not be working today with all the massive changes on Google and Internet programs in 2013. Do you know how these updates have affected your local business search results? When was the last time you updated your website and SEO? Search engines are getting smarter and so are Internet users. Google's unannounced algorithm and local maps updates constantly impact search results when attracting new patients. Website design is evolving. Social media is inescapable. Mobile technology continues to explode with the proliferation of new smartphones and apps. Last, but not least, the importance of reputation management is more critical than ever to protect your practice. Determine if your current Internet marketing strategy is up to speed on all platforms. Find out what you need to know to stay on top of your Internet marketing game moving forward in 2014.



Earn Up to 15 Continuing Education Units

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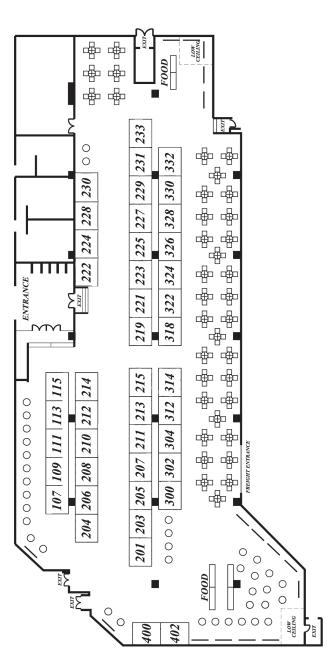
The Midwestern Society of Orthodontists designates this activity for up to 15 continuing education credits.

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www/ada.org/cerp.

The Midwestern Society of Orthodontists 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, you further agree to hold the MSO harmless from any and all liability in relation to the same. The MSO encourages you to make your own independent judgment as to the topics, speakers, and presentations, and to rely on the advice of professionals, as appropriate, in making decisions in relation hereto.



Exhibit Hall



Exhibitors

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The AAO's Government Relations Program, which includes the AAO's Political Action Committee, is dedicated to advancing the specialty of orthodontics. This includes advocating for laws that enable members to provide care to patients without unnecessary regulation. The AAOPAC allows members to directly influence elections nationwide in order to protect the future of orthodontics.

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Hats Off to MSO's Editor Steve Litton

A special thanks to Dr. Steve Litton (and his wife and copy editor Bonnie) for publishing 35 MSO newsletter issues over the last 18 vears as MSO Editor, While Steve is retiring as newsletter editor, we are grateful he will continue to manage the MSO Web site and dedicate his volunteer leadership skills to a variety of other projects contributing to the orthodontic profession and overall community health. The MSO Board has appointed a taskforce to evaluate MSO's future communication needs. Hats off to Steve Litton on his outstanding job as MSO Editor!



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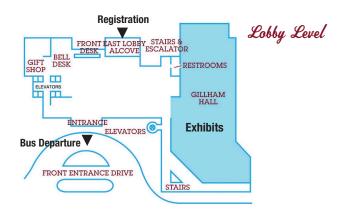
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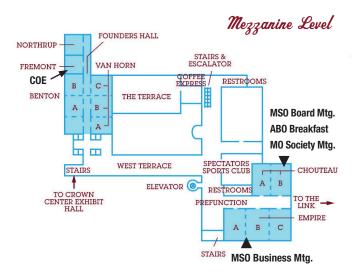
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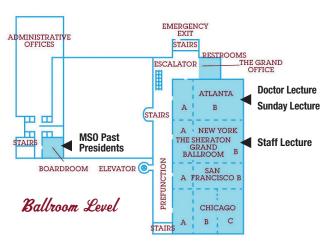
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September 11-13, 2014

2014 MSO/GLAO Annual Session Chicago Hilton Hotel Chicago, Illinois



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November 4-5, 2016

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September 15-17, 2017

2017 GLAO/MSO/SWSO Annual Session The Roosevelt New Orleans New Orleans, Louisiana



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