Midwestern Society of Orthodontists
Co-sponsored by the Illinois Society of Orthodontists

The Winds of Change

2016 MSO ANNUAL SESSION
NOVEMBER 4–5
SWISSOTEL / CHICAGO

PROGRAM
THANKS TO OUR SPONSORS

PLATINUM LEVEL
3M Oral Care

GOLD LEVEL
Ormco

SILVER LEVEL
American Orthodontics
Align Technology, Inc. – Invisalign and iTero
Ortho2
Reliance Orthodontic Products, Inc.
Propel Orthodontics

BRONZE LEVEL
Advantage Technologies
AXPM
Procter & Gamble –Crest/Oral-B
Illinois Society of Orthodontists

as of 9/30/16

Refer to the exhibit hall floor plan on page 14 to visit these sponsors and all exhibitors listed on pages 15–20 in this book to thank them for their support!
Welcome!

All aboard! Thank you for setting sail to the “Windy City” to be a part of the Midwestern Society of Orthodontists 2016 Annual Session, and welcome to my hometown of Chicago!

A captain’s salute to the 2016 Planning Committee “crew” (see listing on page 4) for their assistance in ensuring smooth sailing in charting the course for “The Winds of Change”!

Designed especially for those commuting to the meeting, Friday lectures begin at 9:00 a.m. with exhibits opening at 10:00 a.m. for a morning coffee break. While a continental breakfast is provided Saturday morning in the exhibit hall foyer, please be sure to get breakfast on your own Friday before coming to the lecture.

Be sure to dock at the Exhibit Hall as the gathering place for meeting up with colleagues and industry partners, as well as enjoying complimentary coffee breaks, fresh buffet lunches, Friday evening’s reception and Saturday’s continental breakfast. Sail away at Friday evening’s reception to the musical delights of MSO member musicians Dr. John Crawford, his wife Sue, and Paul Hermanson…back by popular demand! Find your ticket in your name badge holder for a complimentary beverage at the reception. Admission to the exhibit hall, including for family member guests, is by name badge.

Also make a stop at the Ormco team photo booth in the tabletop exhibit Zurich foyer area to schedule your staff team photo as a sailing souvenir, sponsored by Ormco.

All attendees are encouraged to join us at the MSO Annual Business Meeting Saturday morning to honor Dr. Jackie Miller as the 2016 MSO Earl E. Shepard Distinguished Service Award winner (see pages 2–3 for additional background). Active members also have the opportunity to vote on important issues at the meeting, including proposed bylaw changes and electing the incoming Trustee nominee to the AAO as posted on the MSO web site at www.msortho.org.

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

Again, thanks for being onboard to be a part of this meeting!
The Midwestern Society of Orthodontists (MSO) has selected Jacqueline (Jackie) M. Miller, DDS, MS as the recipient of the 2016 MSO Earl E. Shepard Distinguished Service Award.

Dr. Miller is a past president of the MSO and was the first female to serve in that post. She has represented the MSO at the American Association of Orthodontists (AAO) House of Delegates, including two years as delegation chair. She served on the 2011 AAO Annual Session Planning Committee as Staff Co-chair. She is a past president of the Missouri Society of Orthodontists. Dr. Miller is active in the Greater St. Louis Dental Society, where she has served on the board, as president of its Southwest County District Society, and represented the organization as a delegate to the Missouri Dental Society.

She is a member of the World Federation of Orthodontists and American Dental Association, Fellow of both the International College of Dentists and the American College of Dentists, Diplomate of the American Board of Orthodontics and clinical instructor at St. Louis University Center for Advanced Dental Education, Division of Orthodontics.

Jackie was recognized for her more than 20 years of humanitarian and volunteer work by receiving the AAO Humanitarian Award at the 2016 AAO Annual Session. Miller attributes her philanthropic efforts to her parents, Dr. Francis and Jackie Miller, who instilled in their children that “we have a responsibility to share our talents and treasure and that service is a way of life.”

In 1992, while still in her orthodontic residency, she went on her first medical and dental mission as one of the founding members of Washington Overseas Mission (WOM). She continues to serve as vice-president of WOM, a non-profit group serving the people of Honduras and other third-world countries. She has completed 18 dental and construction trips and helped organize 23 dental mission trips. Dr. Miller was also instrumental in establishing a daycare and dental clinic in Pimienta, Honduras.

A member of the Washington Rotary Club, she has received the organization’s Rotarian of the Year Award, Outstanding Achievement Award, Rotary District Award
and International Foundation “Service Above Self Award.” She is also recipient of the St. John Mercy Hospital “Spirit of Mercy” Physician and Crider Health Center Community Partner for Mental Health Awards.

On the community level, Dr. Miller has served on the boards of several medical, educational and community organizations. She provides dental education and toothbrushes to more than 3,000 area students annually during National Children’s Dental Health Month, works with Give Kids a Smile and has participated in Smiles for a Lifetime. Activities in her church include lecture, cantor, choir and serving at events.

Dr. Miller attended Rockhurst College, Kansas City, Missouri, from 1985-1987, where she earned senior class status after two years to be accepted to the University of Missouri at Kansas City School of Dentistry. There she served as president of the dental school student council, completed a dental mission trip to Venezuela and graduated with distinction in 1991.

In 1993, Dr. Miller completed her orthodontic residency program at the University of Nebraska Medical Center College of Dentistry, earning an MS and certificate in orthodontics. She has been in private practice as an orthodontic specialist since then.

Dr. Miller is a resident of Washington, Missouri. She and her husband, Timothy Huber, will be celebrating their 25th wedding anniversary this December and are so proud of their five children. Dominic, Samuel and Claire are attending college and Luke and Maria are in high school. Her hobbies include spending time with her family, reading, walking, boating, baking and cooking.

Congratulations, Jackie, on receiving this well-deserved honor and for your service to your community, dentistry, orthodontics and beyond.
THANKS TO THE 2016 MSO ANNUAL SESSION PLANNING COMMITTEE

General Arrangements Chair
Dr. Mike Durbin

Scientific Program Chair
Dr. Spencer Pope

Staff Program Chair
Dr. Randall Markarian

Exhibits & Sponsorship Chair
Dr. Patrick Foley
HOTEL FLOOR PLAN

Escalator to 2nd Floor
Vevey, Staff Lecture
Monta Rosa, COE Mtg.

Team Photo Area

Zurich A–D/Foyer
Exhibits

Zurich EFG
MSO Business Mtg.
Doctor Lecture

SECL, 40th Floor
Missouri Society Mtg.

Matterhorn, 42nd Floor “fitness floor”
MSO Past Presidents Lunch

Edelweiss I, 43rd Floor
MSO Executive Committee Mtg.
MSO Board Mtg.
PROGRAM

THURSDAY, NOVEMBER 3
11:00 a.m. – 11:45 a.m.  Edelweiss 1 – Edelweiss Level
MSO Executive Committee Meeting

Noon – 5:00 p.m.  Edelweiss 1 – Edelweiss Level
MSO Board Lunch and Meeting

FRIDAY, NOVEMBER 4
7:00 a.m. – 10:00 a.m.  Zurich A-D/Foyer
Exhibitor Set-up

Breakfast on Own  Exhibit hall opens at 10:00 a.m.
Breakfast is on your own prior to the exhibit hall opening Friday. The Swissootel is offering MSO guests 10% off these hotel breakfast options by picking up a voucher at hotel check-in:
   Amuse: “grab and go” priced by the individual item located in the main hotel lobby
   Geneva: full breakfast buffet ($36 pp less 10%) accessed from the escalator by Amuse
   Dunkin Donuts is also conveniently located in the underground pedway just outside the Zurich Ballroom.

7:00 a.m. – 5:00 p.m.  Zurich Foyer
Registration Desk Open

8:30 a.m. – 8:45 a.m.  Zurich EFG
ABO Update
Dr. Patrick F. Foley, ABO Director

Dr. Patrick F. Foley is a representative of the Midwestern Society of Orthodontists on the American Board of Orthodontics. He is in full time practice in Lake Zurich, Illinois and is an Assistant Clinical Professor of Orthodontics at Saint Louis University. Dr. Foley will share information and answer questions about the ABO.

8:45 a.m. – 8:55 a.m.  Zurich EFG
Update on AAO’s Political Action Committee
Sean Murphy, AAO

Sean Murphy is the AAO’s new Associate General Counsel, in which one of his responsibilities is overseeing the AAOPAC. Sean will be providing information about the AAO’s Political Action Committee during this historic election year.

Ormco Doctor/Staff Photo Area  Sponsored by Ormco
Come dressed as a team and have a photo taken in the Ormco Team Photo area in Zurich foyer.

Dress: business casual
DOCTOR LECTURE PROGRAM

9:00 a.m. – 12:30 p.m.  
Zurich EFG

Moderator: Dr. John Kanyusik

Dr. Harry Legan

Currently in private practice, Dr. Legan served for 32 years in full-time academics as Associate Professor and Director of Orthodontics at the University of Texas Southwestern Medical School–Parkland Memorial Hospital, Professor and Chairman of Orthodontics at West Virginia University, and founding Professor and Chairman of Orthodontics at Vanderbilt University Medical Center.

A Brief Synopsis of 35 years Treating Obstructive Sleep Apnea

Obstructive sleep apnea (OSA) is a chronic, progressive disease that threatens the quality of life, as well as life itself. Diagnosing and treating OSA entails complete medical and dental exams and history. OSA is a multifactorial condition, and treatment must be individualized for each patient. Treatment requires a multidisciplinary team, with each member trained and experienced in OSA. Orthodontists can play a significant role in treating OSA patients due to their expertise in surgical orthodontics, distraction osteogenesis, biomechanics, growth, anatomy, and oral appliances to advance and expand the jaws. Some of the more important lessons learned treating adult and pediatric OSA patients over the past 35 years will be presented.

STAFF LECTURE PROGRAM

9:00 a.m. – 12:30 p.m.  
Vevey, 2nd Floor

Moderator: Dr. Alexander Ritchey

Bruce Christopher

Bruce is a licensed psychologist with a degree in professional psychology and interpersonal communications from the University of Minnesota and the University of St. Thomas.

Are We Having Fun, Yet? Humor and Peak Performance in Your Practice

As practices attempt to achieve their goals, no barriers are greater than attitude, self-esteem and team enthusiasm. Therefore, the first aspect of learning effective patient service skills is to develop a staff of highly energized people with a high self-esteem quotient. Self-esteem is the single most important factor influencing our ability to achieve personal & professional success. Studies show that people with a positive attitude get sick less often, have better relationships, and are more successful in their careers. Attitude is contagious and helps create an energized
It is also a powerful skill to have in dealing with difficult patients and/or staff personnel.

This highly interactive session will help your practice to leap from procrastinations and crash through comfort zones. Your team will learn how to make fears disappear, work together, move forward, and have fun doing it!

10:00 a.m. – 6:30 p.m.  
Zurich A-D/Foyer

Exhibits Open

A name badge is required to enter the exhibit hall. Refer to today’s schedule for times for the refreshment break, lunch and reception offered in the exhibit hall. While all registrants, including family members, have a reception drink ticket in your name badge, only the registration for doctors, staff and exhibitors include the complimentary buffet lunch in exhibit hall.

10:00 a.m. – 10:30 a.m.  
Zurich A-D

Refreshment Break in Exhibit Hall  
Sponsored by Reliance Orthodontic Products, Inc.

12:30* p.m. – 1:30 p.m.  
Zurich A-D

Buffet Lunch in Exhibit Hall

*A lunch line will be open early for exhibitors to eat prior to lectures concluding at 12:30 p.m.

1:00 p.m. – 1:25 p.m.  
SECL, 40th Floor

Missouri Society of Orthodontists Meeting

STAFF LECTURE PROGRAM

1:30 p.m. – 5:00 p.m.  
Vevey, 2nd Floor

Moderator: Dr. Alexander Ritchey

Bruce Christopher  
Continued lecture, refer to earlier description.

DOCTOR LECTURE PROGRAM

1:30 p.m. – 3:00 p.m.  
Zurich EFG

Moderator: Dr. Ali Fallgatter

Bryan Currier  
Sponsored by Advantage Technologies

Bryan is the President of Advantage Technologies, an IT company that focuses on dental and dental specialties.

IT for the Modern Ortho Practice

Presentation Topics

• Designing technology that reflects your practice
• Workflow that makes sense
Objective: Digital DNA is a program with four separate yet interrelated presentations designed to provide the audience with an overview of how to effectively integrate relevant technology into their dental practices. The materials are vendor-agnostic, and take a scientific rather than product centered approach.

Goal: The goal of the presentation is that all attendees leave with something applicable, which can immediately be implemented and integrated into their practice.

3:00 p.m. – 3:30 p.m.  
Refreshment Break in Exhibit Hall  
Sponsored by Proctor & Gamble-Crest/Oral-B

3:30 p.m. – 5:00 p.m.  
Moderator: Dr. Nellie Kim-Weroha  
Merritt Dake, CPA, Dani White, Jake Gulick  
Sponsored by AXPM

Merritt, Chief Executive Officer of AXPM, earned his BS in Business Administration and a BS in International Studies with a minor in Chinese from Southern Methodist University.

Dani, Chief Marketing Officer of AXPM, earned a BS in Communications/Public Relations and a minor in Spanish from the University of Central Arkansas.

Jake, President of AXPM One, earned his BAA from the University of Iowa and has been in the orthodontic technology industry for nine years.

Evolution of Dentistry: And What It Means for Orthodontics

Through a look at the current environment of orthodontics, financial realities, different practice options and the effects of software and technology on orthodontics in the future, we will discuss how practicing doctors should view their practice and how new doctors should approach entering their career.

Contact Go Airport Express for shared ride advance reservations to/from the airport with an MSO 10% discount by calling 1-888-284-3826 or online www.airportexpress.com with group code MSO16.
10

FRIDAY, NOVEMBER 4 (continued)

5:00 p.m. – 6:30 p.m.  
Reception in Exhibit Hall  
Sponsored by 3M Oral Care

All registrants are invited to use their one beverage ticket for a complimentary soft drink, bottled water, wine or beer at a bar located in the exhibit hall. See the latest products and services in the booths and at the tabletop displays while enjoying a complimentary light snack. Back by popular demand for background entertainment are Dr. John Crawford, Dr. Paul Hermanson and Sue Crawford.

SATURDAY, NOVEMBER 5

7:30 a.m. – 4:00 p.m.  
Registration Open  
Zurich Foyer

7:30 a.m. – 1:00 p.m.  
Exhibits Open  
Zurich A-D/Foyer

A name badge is required to enter the exhibit hall. Refer to today’s schedule for times for the continental breakfast, morning refreshment break and lunch in the exhibit hall.

7:30 a.m. – 8:15 a.m.  
Continental Breakfast  
Sponsored by Align Technology, Inc. – Invisalign and iTero  
Zurich Foyer

Follow the Midwestern Society of Orthodontists on Facebook to keep up with the latest news!
7:30 a.m. – 8:15 a.m.  
MSO Annual Business Meeting

All meeting attendees and their family members are invited to this annual meeting and presentation of the MSO 2016 Earl E. Shepard Distinguished Service Award to Dr. Jackie Miller (see page 2).

The continental breakfast, sponsored by Align Technology, Inc. – Invisalign and iTero, will be available before the meeting in the Zurich Foyer.

---

DOCTOR LECTURE PROGRAM

8:30 a.m. – Noon  
Zurich EFG

Moderator: Dr. Steve Roehm

Dr. Roberto Hernandez Orsini

Sponsored by American Orthodontics

Dr. Orsini received his DMD in 1983 from the University of Puerto Rico School of Dental Medicine, his MPH in 1985 from the University of North Carolina at Chapel Hill, NC and his MS and Certificate in Orthodontics in 1989 from the University of Alabama. He is an assistant professor at the University of Puerto Rico School of Dental Medicine, Graduate Orthodontics and adjunct assistant professor at the University of Alabama School of Dentistry, Department of Orthodontics.

Contemporary Orthodontics: Expanding Our Scope in Treatment Planning

Goal: Achieving ideal results when treating difficult malocclusions and maintaining the results.

Learning objectives:

- It is possible to expand the alveolar housing in orthodontics using the proper diagnosis and treatment planning, and it is also feasible to maintain those changes.
- Some skeletal discrepancies can be successfully treated with orthodontic treatment only, and obtain a stable result.
- Successful rehabilitation can be possible by providing ideal conditions in orthodontic treated patients with mutilated occlusions.
- Best settling and orthodontic results can be achieved using periodontally assisted osteogenic procedures.

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.
STAFF LECTURE PROGRAM

8:30 a.m. – Noon
Vevey, 2nd Floor
Moderator: Dr. Scott Prose

Mary Kay Miller*

*Mary Kay is an internet marketing consultant specializing in the orthodontic profession. She established Orthopreneur™ Internet Marketing Solutions in 2007.

Sponsored by Ortho2

The Ins and Outs of Internet Marketing In a Dynamic Digital World

The Internet is an ever-changing landscape with new innovations daily.

Learning objectives:
• Understand and access your digital footprint.
• Properly brand your business with integrated internet marketing.
• Optimize your online presence for the latest Google updates.
• Increase your ranking and promote your practice with reputation marketing.
• Generate and maintain new patient leads with effective website design.
• Improve your search engine ranking with local SEO.
• Assess the success of your website using Google Analytics.

8:30 a.m. – Noon
Monta Rosa, 2nd Floor

Council on Orthodontic Education

10:00 a.m. – 10:30 a.m.
Zurich A-D

Refreshment Break in Exhibit Hall
Sponsored by Reliance Orthodontic Products, Inc.

Noon – 1:00 p.m.
Matterhorn, 42nd Floor
MSO Past Presidents Lunch

on keypad – “fitness floor”

Noon* – 1:00 p.m.
Zurich A-D

Buffet Lunch in Exhibit Hall
*A lunch line will be open early for exhibitors to eat prior to lectures concluding at Noon.

1:00 p.m. – 3:00 p.m.
Zurich A-D/Foyer
Exhibitor Move-out

SATURDAY, NOVEMBER 5 (continued)
DOCTOR LECTURE PROGRAM

1:00 p.m. – 4:00 p.m.  
Zurich EFG

Moderator: Dr. Ross Crist

Dr. Jonathan Nicozisis*  

Sponsored by Propel Orthodontics

Dr. Nicozisis has been in the specialty practice of orthodontics since 1999 in Princeton, NJ. He completed his dental education at the University of Pennsylvania before attending Temple University for his orthodontic residency.

Micro-Osteoperforation and Accelerated Tooth Movement

Learn about using micro-osteoperforation to release challenging movements and reduce orthodontic treatment times.

Learning objectives:

- Clinical strategies to immediately address cases over treatment
- Solutions for challenging movements and space closures
- Understand how bone remodeling impacts treatment time
- Understand how treatment time impacts case acceptance
- Acceleration for both braces and aligners
- Business development practices: Differentiation/Conversion/Referrals.

STAFF LECTURE PROGRAM

1:00 p.m. – 4:00 p.m.  
Vevey, 2nd Floor

Moderator: Dr. Scott Prose

Char Eash*

Char is the founder and CEO of Profit Marketing Systems South, Inc., a Systems and Communication Enhancement firm for the progressive orthodontic practice.

Profitability by Job Design: Communicating a Common Vision That Will Grow Your Orthodontic Practice Today!

The power to grow an orthodontic practice comes from the ability as a team to communicate the difference in your level of service. What sets your practice apart? How does the team communicate the vision and philosophy of the practice? How do you as a team claim your patient network? This course will present the foundation for growth through each job design. Each team member, will learn the communication skill set to promote the specialty at the highest level within their practice. The orthodontic team should be seamless—working together to create the optimum end result—a community of smiles!

*Indicates financial and/or beneficial interest.
EXHIBIT HALL FLOOR PLAN

Go to the AAO App Constituent MSO section for exhibit floor plan and listing on your phone or tablet!
EXHIBITORS

2017 MSO / SWSO / GLAO Annual Session
Plan to bring your staff team to New Orleans for the 2017 MSO – GLAO – SWSO Annual Session September 15 – 17!
www.msortho.org  636-922-5551

3M Oral Care
3M Oral Care provides science-based treatment solutions that help orthodontic professionals achieve greater success.
www.3M.com/Ortho  800-634-2249

AAO – Endorsed Insurance
Providing leading insurance benefits to AAO members. Created by Orthodontists for Orthodontists®. Call 800-622-0344.
www.aao-insurance.com/mso  800-622-0344

AAO & AAOPAC
Stop by and view the AAO product and service samples available for your practice including brochures, practice management forms, and DVD’s. The AAO’s Government Relations Program, which includes the AAO’s Political Action Committee, is dedicated to advancing the specialty of orthodontics.
www.aaoinfo.org  314-292-6562

Advantage Technologies
Advantage Technologies is the premier provider of technology integration solutions for dental and dental specialties.
www.adv-tech.com  877-723-8832

Align Technology, Inc. – Invisalign and iTero
Align Technology is a global medical device company. Products include Invisalign and the iTero intraoral scanner.
www.invisalign.com / www.itero.com  408-470-1000

Allure Ortho
Top quality brackets and peripherals as well as top of the line instruments at the best prices
www.allureortho.com  844-443-5587

American Association of Orthodontists Foundation
The AAO Foundation, the charitable arm of the American Association of Orthodontists, provides support to orthodontic education programs and orthodontic research.
www.aaofoundation.net  314-292-6562
EXHIBITORS (continued)

American Board of Orthodontics 13A
The American Board of Orthodontics is the only orthodontic specialty board recognized by the ADA and sponsored by the AAO.
www.americanboardortho.com  314-432-6130

American Orthodontics 313
World’s largest privately-held orthodontic manufacturer, based in Sheboygan, Wisconsin
www.americanortho.com  920-457-5051

AOA 7
A full service, digital, orthodontic laboratory, that fabricates customized appliances for dental professionals
www.aoaaccess.com  800-262-5221

AXPM 212
Software/consulting - accounting/revenue cycle management, insurance brokerage, supplies, marketing, HR, IT services, office design/build, lab services
www.axpm.com  501-781-2777

Benco Dental 304
The nation’s largest privately owned distributor of dental supplies, equipment, services, and consulting
www.benco.com  800-Go-Benco

Boyd Industries 308
Market leader in the design and manufacture of specialty dental equipment including chairs, stools, lights, and cabinetry.
www.boydindustries.com  727-471-5072

Carestream Dental 200
Carestream Dental provides a complete set of integrated solutions designed for orthodontists.
www.carestreamdental.com  800-944-6365

ClearCorrect 209
ClearCorrect develops clear, custom, removable dental braces.
www.clearcorrect.com  888-331-3323

Cloud9Ortho 400
Provides a browser-based cloud software for management and imaging for orthodontists and pediatric dentistry
www.cloud9ortho.com  800-394-6050

Dane Dental Laboratory, CDL 204
Wisconsin’s largest “Small OrthoLab.” We accept your digital files.
www.danedentallab.com  608-839-8800
Dentistry On Hold
Professional, telephone, message on hold service for orthodontists and dentists. Customized for your practice!
www.dentistryonhold.com  800-811-8282

DENTSPLY GAC International
GAC offers exclusive appliances to orthodontists including brackets, wires, lab products and services.
www.gacintl.com  800-645-5530

Diatech
Ortho Home Care Kits manufactured in the US, six adorable characters to choose from or your office logo
www.diatechusa.com  800-222-1851

Doctor.com
The definitive marketing automation and reputation management platform for medical practices
www.doctor.com  888-666-8135

Dolphin Imaging & Management Solutions
Dolphin provides imaging, diagnostic, treatment planning, case presentation, practice management, and patient education software for orthodontists.
www.dolphinimaging.com  800-548-7241

DynaFlex
DynaFlex is the worldwide leader in the manufacturing of orthodontic laboratory appliances, products, digital solutions, and oral appliances.
www.dynaflex.com  800-489-4020

G & H Orthodontics
American manufacturer of wires, brackets, bands, tubes, elastomerics, and other orthodontic supplies
www.ghorthodontics.com  800-526-1026

GC Orthodontics
GC Orthodontics is a leading private manufacturer of professional consumable dental care products and full distribution partner of TOMY, Inc.
www.GCOrthodontics.com  888-332-4883

Henry Schein Orthodontics
Henry Schein Orthodontics provides innovative products to help build successful orthodontic practices.
www.henryscheinorthodontics.com  760-448-8600
i-CAT
3D imaging systems that optimize clinical control over scan size, resolution, modality and dose
www.i-cat.com  800-205-3570

Merrill Lynch
Financial planning services and strategies for the dental community
www.ml.com/hinesmillergroup  309-530-7832

Motion View Software, LLC
Proven “Start to End” in-office solution world-class—3D software, 3D scanners, 3D printers
www.motionview3d.com  423-475-6914

Nu Radiance, Inc.
Eure-Ca and Forte to eliminate white spots and softspots after bracket removal
www.NuRadiance.com  866-899-3207

Ormco
Ormco manufactures products including the Damon™ System and Ormco™ Custom.
www.ormco.com  714-516-7400

Ortho2
Ortho2 Edge delivers premium practice management, imaging, and communication solutions through truly optimized Cloud Computing.
www.ortho2.com  800-678-4644

OrthoAccel Technologies, Inc.
AcceleDent® is a simple-to-use, hands-free device designed for faster treatment with only 20 minutes daily use. The FDA-cleared, Class II medical device uses SoftPulse Technology® to deliver gentle micropulses allowing teeth to move up to 50 percent faster.
www.acceledent.com  866-866-4919

OrthoLync
OrthoLync provides practice branding, videos, patient eForms and appointment reminders.
www.ortholync.com  888-778-8235

Orthopli Corporation
Orthopli Corporations is a manufacturer of orthodontic instruments and photographic mirrors
www.orthopli.com  800-237-3737
OrthoSynetics
Orthodontic business support services
www.orthosynetics.com 877-0SI-1111

Philips Sonicare
Philips oral health care makers of Sonicare and Zoom
www.philips.com 800-422-9448

Plak Smacker
Offer products that improve patient experiences and support at-home care for patients
www.plaksmacker.com 800-558-6684

Plaque HD / TJA Health
Plaque HD is a plaque identifying toothpaste with fluoride.
www.plaquehd.com 800-401-1214 ext. 2

Procter & Gamble – Crest/Oral-B
Oral B Ortho Essentials Power
www.dentalcare.com 800-543-2577

Propel Orthodontics
Propel is an innovator and manufacturer of dental and orthodontic technology.
The Excellerator drivers are patented FDA-Registered, 510(k)–cleared Class II medical devices specifically designed to be used by a clinician in conjunction with any orthodontic treatment modality.
www.propelorthodo.com 855-377-6735

Red Spot Interactive
Marketing and technology to maximize client profits by planning, executing and measuring patient acquisition and retention
www.redspotinteractive.com 561-320-0211

Reliance Orthodontic Products, Inc.
Orthodontic adhesives, cements, sealants and bonding accessories
www.relianceorthodontics.com 800-323-4348

RMO, Inc.
RMO designs, engineers, and manufactures premium quality orthodontic products and services.
www.rmortho.com 800-525-6375

Rooster Grin
Custom web design, cutting-edge search engine optimization
www.roostergrin.com 915-528-2520
EXHIBITORS (continued)

Smarter Alloys
Developer and manufacturer of the SmartArch and orthodontic archwire
www.smartarchortho.com  519-880-0100

Solutionreach
Patient appointment reminder software
www.solutionreach.com  866-605-6867

SPEED System Orthodontics
Displaying the Self-Ligating SPEED appliance, Trillium Compression Hooks and the complete SPEED line
www.speedsystem.com  800-267-7333

TP Orthodontics, Inc.
TPO® is a leading ISO-certified manufacturer and world wide supplier of premier orthodontic products.
www.tporto.com  800-348-8856

Treloar & Heisel
Financial services for the dental and medical professional
www.treloaronline.com  800-345-6040

Visual Orthodontics
Visual Orthodontics is an innovative cloud-based practice management and patient experience platform.
www.visualorthodontics.com  630-770-1427

Weave
Software
www.getweave.com  888-579-5668

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.
Ara Goshgarian  
President  
Lake Forest IL

Ginny Mennemeyer  
President-elect  
Troy, MO

Ryan VanLaeken  
Secretary-Treasurer  
Watertown, SD

Brent Larson  
Trustee  
Minneapolis, MN

Go to www.msortho.org and “like” our Facebook page for the latest news and information about MSO.
**Directors**

Illinois  
Spencer Pope

Iowa  
David Gehring

Manitoba  
Conny Athanasopoulos

Minnesota  
Kevin Denis

Missouri  
Mark Dake

Nebraska  
Kim Stafford

North Dakota  
Alison Fallgatter

South Dakota  
John Kharouf

Wisconsin  
Scott Arbit

**MSO Editor**

Stephen F. Litton

**Delegates to 2016 AAO House**

Ara Goshgarian, Chair  
Spencer Pope, Vice Chair  
Ross Crist  
Deb Lien  
Ginny Mennemeyer  
Dennis Sommers  
Kim Stafford

**Alternate Delegates to 2016 AAO House**

Mike Durbin  
Alison Fallgatter  
Daniel Keith  
Jackie Miller

**MSO Executive Director**

Kristi Burmeister

**MSO Representatives to AAO Councils and Related Organizations**

Council on Communications  
Jim Klarsch

Council on Governmental Affairs  
Deb Lien

Council on Membership, Ethics and Judicial Concerns  
Dennis Sommers

Council on New and Younger Members  
Daniel Keith

Council on Orthodontic Education  
William Wiltshire

Council on Orthodontic Health Care  
Mike Durbin

Council on Orthodontic Practice  
Spencer Pope

Council on Scientific Affairs  
Jeffrey Nickel

AAOF  
Ross Crist

AAOPAC  
Kevin Horner

American Board of Orthodontics  
Patrick Foley

College of Diplomates of the ABO  
Paul Miller
Directors
Illinois Spencer Pope
Iowa David Gehring
Manitoba Conny Athanasopoulos
Minnesota Kevin Denis
Missouri Mark Dake
Nebraska Kim Stafford
North Dakota Alison Fallgatter
South Dakota John Kharouf
Wisconsin Scott Arbit

MSO Editor
Stephen F. Litton

Delegates to 2016 AAO House
Ara Goshgarian, Chair
Spencer Pope, Vice Chair
Ross Crist
Deb Lien
Ginny Mennemeyer
Dennis Sommers
Kim Stafford

Alternate Delegates to 2016 AAO House
Mike Durbin
Alison Fallgatter
Daniel Keith
Jackie Miller

MSO Executive Director
Kristi Burmeister

MSO Representatives to AAO Councils and Related Organizations
Council on Communications Jim Klarsch
Council on Governmental Affairs Deb Lien
Council on Membership, Ethics Dennis Sommers and Judicial Concerns
Council on New and Younger Members Daniel Keith
Council on Orthodontic Education William Wiltshire
Council on Orthodontic Practice Spencer Pope
Council on Scientific Affairs Jeffrey Nickel
AAOF Ross Crist
AAOPAC Kevin Horner
American Board of Orthodontics Patrick Foley
College of Diplomates of the ABO Paul Miller

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. Kanyuskik
2011 Jacqueline M. Miller
2012 Babette Cohen
2013 Ross Crist
2014 John R. Crawford
2015 Deborah J. Lien
FRIDAY Nov. 4

7:00 a.m. – 5:00 p.m. Registration Open Zurich Foyer
8:30 a.m. – 8:45 a.m. ABO Update – Dr. Patrick Foley Zurich E–G
8:45 a.m. – 8:55 a.m. AAOPAC Update – Sean Murphy Zurich E–G
9:00 a.m. – 5:00 p.m. DOCTOR LECTURES Zurich E–G
  9:00 a.m. – 12:30 p.m. Dr. Harry Legan
  1:30 p.m. – 3:00 p.m. Bryan Currier
  3:30 p.m. – 5:00 p.m. Merritt Dake, Dani White, Jake Gulick
9:00 a.m. – 12:30 p.m. STAFF LECTURE Vevey
  9:00 a.m. – 12:30 p.m. Bruce Christopher
  1:30 p.m. – 5:00 p.m. Bruce Christopher
10:00 a.m. – 6:30 p.m. Exhibits Open – Complimentary Food/Beverage Zurich A–D Foyer
  10:00 a.m. – 10:30 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
1:00 p.m. – 1:25 p.m. Missouri Society of Orthodontists Meeting SECL, 40th Floor

SATURDAY Nov. 5

7:30 a.m. – 4:00 p.m. Registration Open Zurich Foyer
7:30 a.m. – 1:00 p.m. Exhibits Open – Complimentary Food/Beverage Zurich A–D Foyer
  7:30 a.m. – 8:15 a.m. Continental Breakfast
  10:00 a.m. – 10:30 a.m. Refreshment Break
  Noon – 1:00 p.m. Lunch
7:30 a.m. – 8:15 a.m. MSO Annual Business Meeting Zurich E–G
8:30 a.m. – 4:00 p.m. DOCTOR LECTURES Zurich E–G
  8:30 a.m. – Noon Dr. Roberto Hernandez Orsini
  1:00 p.m. – 4:00 p.m. Dr. Jonathan Nicozisis
8:30 a.m. – 4:00 p.m. STAFF LECTURES Vevey
  8:30 a.m. – Noon Mary Kay Miller
  1:00 p.m. – 4:00 p.m. Char Eash
8:30 a.m. – Noon Council on Orthodontic Education Monta Rosa
  Noon – 1:00 p.m. MSO Past Presidents Lunch Matterhorn
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.

Plan to attend these future Annual Sessions

2017
September 14–17
New Orleans, LA

2018
September 21–22
Bloomington, MN

2019
October 25–26
Branson, MO
Fast, for you.

Strong, for them.

APC™ Flash-Free Adhesive now available on APC™ Victory Series™ Low Profile Brackets.

Best-selling brackets offer best-in-class bonding efficiency. Eliminate the flash removal step from bracket bonding, saving significant time without compromising bond strength. Patients also benefit from added protection for tooth enamel and an easier debonding appointment.

Request a free sample at 3M.com/VSLPSample or call 800.423.4588.