

WISCONSIN

Alan Ostertag, President

David Mentz, President-Elect

Chip Bird, Vice President

Doug Barden, Secretary/Treasurer

The WSO Fall Conference was held on Friday, October 13, 2017 at the KI Convention Center in Green Bay. Our featured speaker was **Gerald S. Samson**, DDS. His presentation, *MIX'n in Wisco – Hands-on Mixed Dentition Orthodontics*, was enjoyed by attendees.



Left to right: Drs. Gerald Samson, Scott Arbit, David Mentz

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 on April 20, 2018 at The Edgewater in Madison. Our featured speaker, Dr. **Roger Levin**, will share breakthrough marketing strategies for growing doctor and parent referrals. The MSO Board is invited!

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