



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 table top 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!



Dr. Ara Goshgarian
2015 – 2016 MSO President



MSO EARL E. SHEPARD DISTINGUISHED SERVICE AWARD

DR. JACQUELINE M. MILLER



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.

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
Arnold Hill	2014
John S. Kanyusik	2015
Jacqueline M. Miller	2016

THANKS

TO THE 2016 MSO ANNUAL SESSION PLANNING COMMITTEE



General Arrangements Chair
Dr. Mike Durbin



Scientific Program Chair
Dr. Spencer Pope

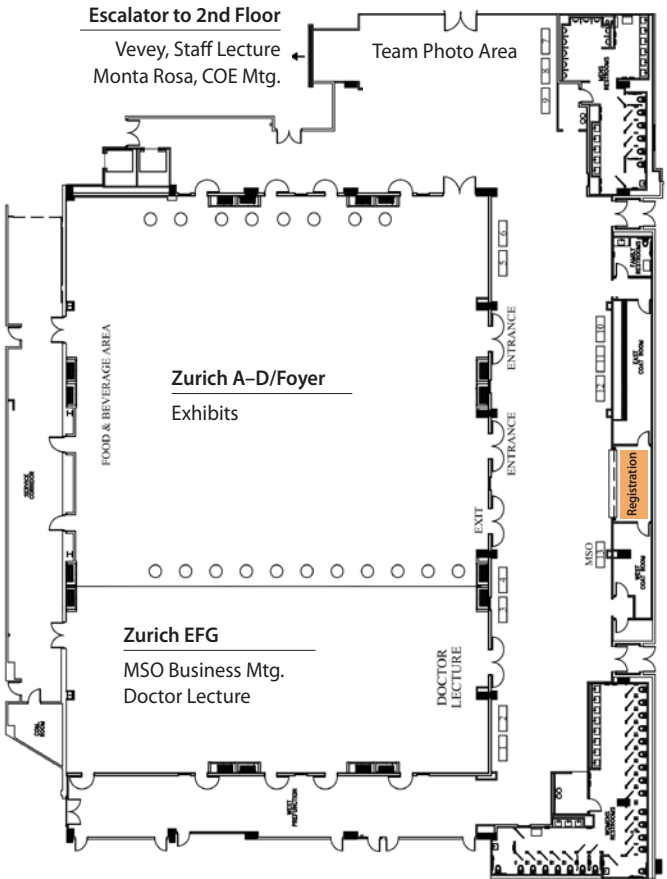


Staff Program Chair
Dr. Randall Markarian



Exhibits & Sponsorship Chair
Dr. Patrick Foley

HOTEL FLOOR PLAN



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

Dress:
business
casual

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 Swissotel 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.

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

work environment. 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

- Practical security
- Properly managed IT

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.

Zurich A-D

Refreshment Break in Exhibit Hall

Sponsored by Proctor & Gamble-Crest/Oral-B

3:30 p.m. – 5:00 p.m.

Zurich EFG

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.



FRIDAY, NOVEMBER 4 (continued)

5:00 p.m. – 6:30 p.m.

Zurich A-D

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.



Dr. Paul Hermanson



Dr. John Crawford
and Sue Crawford

Dress:
business
casual

SATURDAY, NOVEMBER 5

7:30 a.m. – 4:00 p.m.

Zurich Foyer

Registration Open

7:30 a.m. – 1:00 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 continental breakfast, morning refreshment break and lunch in the exhibit hall.

7:30 a.m. – 8:15 a.m.

Zurich Foyer

Continental Breakfast

Sponsored by Align Technology, Inc. – Invisalign and iTero

Follow the **Midwestern Society of Orthodontists** on Facebook to keep up with the latest news!



7:30 a.m. – 8:15 a.m.

Zurich EFG

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*

Sponsored by Ortho2



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

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
on keypad – “fitness floor”

MSO Past Presidents Lunch

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

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.

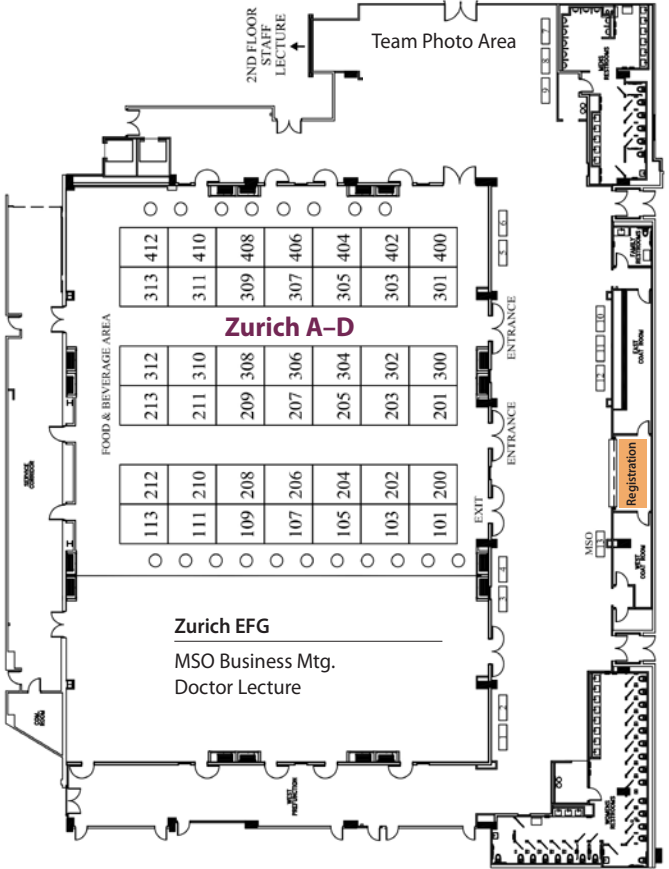
Profitability by Job Design: Communicating a Common Vision That Will Grow Your Orthodontic Practice Today!

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!

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 13B

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 201, 203

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 310

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 1

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.aoinfo.org 314-292-6562

Advantage Technologies 202

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 306

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 109

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 2

The AAO Foundation, the charitable arm of the American Association of Orthodontists, provides support to orthodontic education programs and orthodontic research.

www.aofoundation.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** 404
 Professional, telephone, message on hold service for orthodontists and dentists. Customized for your practice!
www.dentistryonhold.com 800-811-8282
- DENTSPLY GAC International** 213
 GAC offers exclusive appliances to orthodontists including brackets, wires, lab products and services.
www.gacintl.com 800-645-5530
- Diatech** 210
 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** 206
 The definitive marketing automation and reputation management platform for medical practices
www.doctor.com 888-666-8135
- Dolphin Imaging & Management Solutions** 5
 Dolphin provides imaging, diagnostic, treatment planning, case presentation, practice management, and patient education software for orthodontists.
www.dolphinimaging.com 800-548-7241
- DynaFlex** 303
 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** 307
 American manufacturer of wires, brackets, bands, tubes, elastomers, and other orthodontic supplies
www.ghorthodontics.com 800-526-1026
- GC Orthodontics** 309
 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** 406
 Henry Schein Orthodontics provides innovative products to help build successful orthodontic practices.
www.henryscheinorthodontics.com 760-448-8600

EXHIBITORS (continued)

i-CAT **3**

3D imaging systems that optimize clinical control over scan size, resolution, modality and dose

www.i-cat.com 800-205-3570

Merrill Lynch **205**

Financial planning services and strategies for the dental community

www.ml.com/hinesmillergroup 309-530-7832

Motion View Software, LLC **408**

Proven "Start to End" in-office solution world-class—3D software, 3D scanners, 3D printers

www.motionview3d.com 423-475-6914

Nu Radiance, Inc. **12**

Eure-Ca and Forte to eliminate white spots and softspots after bracket removal

www.NuRadiance.com 866-899-3207

Ormco **8, 9**

Ormco manufactures products including the Damon™ System and Ormco™ Custom.

www.ormco.com 714-516-7400

Ortho2 **300**

Ortho2 Edge delivers premium practice management, imaging, and communication solutions through truly optimized Cloud Computing.

www.ortho2.com 800-678-4644

OrthoAccel Technologies, Inc. **312**

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.aceledent.com 866-866-4919

OrthoLync **311**

OrthoLync provides practice branding, videos, patient eForms and appointment reminders.

www.ortholync.com 888-778-8235

Orthopli Corporation **412**

Orthopli Corporation is a manufacturer of orthodontic instruments and photographic mirrors

www.orthopli.com 800-237-3737

OrthoSynetics 305

Orthodontic business support services
www.orthosynetics.com 877-0SI-1111

Philips Sonicare 208

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

Plak Smacker 107

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

Plaque HD / TJA Health 103

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

Procter & Gamble – Crest/Oral-B 207

Oral B Ortho Essentials Power
www.dentalcare.com 800-543-2577

Propel Orthodontics 301

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.propelortho.com 855-377-6735

Red Spot Interactive 4

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. 302

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

RMO, Inc. 402

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

Rooster Grin 113, 111

Custom web design, cutting-edge search engine optimization
www.roostergrin.com 915-528-2520

EXHIBITORS (continued)

- Smarter Alloys** 10
Developer and manufacturer of the SmartArch and orthodontic archwire
www.smartarchortho.com 519-880-0100
- Solutionreach** 11
Patient appointment reminder software
www.solutionreach.com 866-605-6867
- SPEED System Orthodontics** 410
Displaying the Self-Ligating SPEED appliance, Trillium Compression Hooks and the complete SPEED line
www.speedsystem.com 800-267-7333
- TP Orthodontics, Inc.** 101
TPO® is a leading ISO-certified manufacture and world wide supplier of premier orthodontic products.
www.tportho.com 800-348-8856
- Treloar & Heisel** 6
Financial services for the dental and medical professional
www.treloaronline.com 800-345-6040
- Visual Orthodontics** 211
Visual Orthodontics is an innovative cloud-based practice management and patient experience platform.
www.visualorthodontics.com 630-770-1427
- Weave** 105
Software
www.getweave.com 888-579-5668

ADA C.E.R.P.® | 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 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.

MSO OFFICERS



Ara Goshgarian
President
Lake Forest IL



Ginny Mennemeyer
President-elect
Troy, MO



Ryan VanLaecken
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.

MSO LEADERS

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

MSO FORMER PRESIDENTS

1939	Max E. Ernst	1978	William S. Brandhorst
1940	Max E. Ernst	1979	James E. Weesner
1941	Harold J. Noyes	1980	George J. Kottemann
1942	Harold J. Noyes	1981	William H. DeKock
1943	Charles R. Baker	1982	Robert R. Etem
1944	Charles R. Baker	1983	Reed E. Sanford
1945	Arthur C. Rhode	1984	Robert E. Bedell
1946	Arthur C. Rhode	1985	Philip J. Maschka
1947	C. S. Foster	1986	Robert P. West
1948	Ralph G. Bengston	1987	James E. Gjerset
1949	Joseph H. Williams	1988	John J. Byrne
1950	L. Bodine Higley	1989	Robert S. Cornwell
1951	P. M. Dunn	1990	Darrel G. Moreland
1952	Paul G. Ludwig	1991	D. David Kinser
1953	Hewett Williams	1992	Thomas H. Williams
1954	Earl E. Shepard	1993	Francis J. Miller
1955	Howard Yost	1994	Lee W. Graber
1956	Richard A. Smith	1995	Michael A. Fuchs
1957	Thomas D. Speidel	1996	Jeffrey L. Schauder
1958	Frederick B. Lehman	1997	Arnold J. Hill
1959	John R. Thompson	1998	James R. Hugg
1960	Leo B. Ludergan	1999	James W. Osborne
1961	Henry E. Colby	2000	Keith Levin
1962	Elmer E. Bay	2001	Brian R. Jespersion
1963	William F. Ford	2002	Douglas K. Eversoll
1964	John Abra	2002 – 2003	Thomas M. Stark
1965	Donald H. Ketterhagen	2004	Stephen C. Roehm
1966	Kenneth E. Holland	2005	Michael J. Inda
1967	Fred Fabric	2006	James G. Klarsch
1968	Raymond C. Thurow	2007	Stephen F. Litton
1969	William H. Olin	2008	Michael S. Hipp
1970	Karl von der Heydt	2009	Brent E. Larson
1971	Sidney Jaynes	2010	John S. Kanyusik
1972	Allan G. Brodie, Jr.	2011	Jacqueline M. Miller
1973	James W. Monson	2012	Babette Cohen
1974	Robert L. Williams	2013	Ross Crist
1975	William F. Campbell	2014	John R. Crawford
1976	James Jolly, Sr.	2015	Deborah J. Lien
1977	Eugene S. Blair		

The Winds of Change



SCHEDULE AT-A-GLANCE

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. – 5:00 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



Constituent
American
Association of
Orthodontists[®]

My Life. My Smile. My Orthodontist.[®]

Midwestern Society of Orthodontists

Phone: 888-447-6734

e-mail: info@assoc.services

www.msortho.org



Midwestern Society of Orthodontists



LIKE US ON

facebook.

3M Science.
Applied to Life.™



**Fast, for you.
Strong, for them.**

**APC™ Flash-Free Adhesive now available on
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](https://www.3m.com/VSLPSample) or call 800.423.4588.

© 3M 2016. All rights reserved. 3M, APC, and Victory Series are trademarks of 3M. Used under license in Canada.