



**WE'RE GOING  
VIRTUAL!**  
PCSO, RMSO, MSO, & SWSO

**2020 ANNUAL CONFERENCE  
OCTOBER 2-3**



# EVENT SCHEDULE

## FRIDAY OCTOBER 2, 2020

Doctors



Clinical



Administrative



|   |  |  |  |  |
|---|--|--|--|--|
| 1:00 pm - 1:30 pm CT                          | <b>MSO ANNUAL MEMBER BUSINESS MEETING</b><br>MSO members - watch for an email from MSO with details on this event to be held in a separate platform. |  |  |  |
| 12:30 pm - 1:30 pm PT<br>2:30 pm - 3:30 pm CT | <b>NICOLE WAX</b><br>Goals, Leadership, Culture: The Trifecta for Success  |  |  |  |
| 1:45 pm - 2:45 pm PT<br>3:45 pm - 4:45 pm CT  | <b>JEP PASCHAL</b><br>In-House Digital Orthodontics: Lessons from the Last 4 Years   | sponsored by:<br>Henry Schein Orthodontics |  |  |
| 3:00 pm - 4:00 pm PT<br>5:00 pm - 6:00 pm CT  | <b>REBECCA BOCKOW</b><br>How Breathing Habits Influence Skeletal Growth and Development  |  |  |  |
| 3:00 pm - 4:00 pm PT<br>5:00 pm - 6:00 pm CT  | <b>ELIZABETH CONFORTI</b><br>Elevate Your New Patient Experience: A Customized Approach  |  |  |  |
| 3:00 pm - 4:00 pm PT<br>5:00 pm - 6:00 pm CT  | <b>MARY RICKERT LORD</b><br>Your Resistance is Showing: Hands-On Approaches to Change  |  |  |  |
| 4:15 pm - 5:15 pm PT<br>6:15 pm - 7:15 pm CT  | <b>JOHN GRAHAM</b><br>The Go-Giver Orthodontic Practice: Growing a Practice Through Meaningful, Intentional Giving                                   | sponsored by:<br>Henry Schein Orthodontics |  |  |
| 5:30 pm - 6:30 pm PT<br>7:30 pm - 8:30 pm CT  | <b>SOCIAL HOUR</b>   |  |  |  |

## SATURDAY OCTOBER 3, 2020

|   |   |                          |  |  |
|---|---|--------------------------|--|--|
| 8:30 am - 8:45 am PT                            | <b>PCSO ALL MEMBER BUSINESS MEETING</b>   |                          |  |  |
| 9:00 am - 10:30 am PT<br>11:00 am - 12:30 pm CT | <b>JOHN GRAHAM PRESIDENTS LECTURE</b><br>The Orthodontist's Role in Pediatric OSA: Who's Watching Our Children? |                          |  |  |
| 10:45 am - 11:30 am PT<br>12:45 pm - 1:30 pm CT | <b>BEN PLISKA</b><br>Sleep Disordered Breathing and Orthodontics - Separating Fact from Fiction                 |                          |  |  |
| 11:45 am - 12:30 pm PT<br>1:45 pm - 2:30 pm CT  | <b>STUART FROST</b><br>Sagittal First Approach Utilizing Early Light Elastics and PSL                           | sponsored by:<br>Ormco   |  |  |
| 1:00 pm - 2:00 pm PT<br>3:00 pm - 4:00 pm CT    | <b>JAMIE REYNOLDS</b><br>In a Windstorm, Some Take Shelter; Others Build Windmills                              | sponsored by:<br>OrthoFi |  |  |

## DOC TALKS (BONUS PRE RECORDED LECTURES)

Doc Talks feature 45-60 minute lectures from different industry leading orthodontic companies. These Doc Talk sessions will deliver impactful and lasting takeaways for you and your practice.

\*contributing sponsors include - Dental Monitoring, Easy Rx, Inbrace, Macrowealth, Ormco

## EXHIBITS

Exhibits will be accessible at any time with material available for up to 30 days after the event. Exhibit staff will be available 30 minutes before and after each day as well as during each break time.

# SPEAKERS



John  
Graham



Jep  
Paschal



Ben  
Pliska



Rebecca  
Bockow



Elizabeth  
Conforti



Stuart  
Frost



Jamie  
Reynolds



Mary  
Rickert Lord



Nicole  
Wax

## ADA CERP

Pacific Coast Society of Orthodontists (PCSO) is an ADA CERP recognized provider approved by 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.

PCSO designates this activity for 8\* continuing education credits.

\*Credit hours are only available to those who participate in the event as the sessions occur on Oct 2 & 3.

## REGISTRATION CANCELLATION/ REFUND POLICY

Your written notice of cancellation must be received no later than September 18, 2020 to [info@pcsortho.org](mailto:info@pcsortho.org). Requests for full cancellations will be refunded less a \$50 administrative fee. Cancellations or no-shows after this date are not eligible for a refund. Special requests for refund may be granted after the cutoff for personal emergencies. Cancellation requests should include attendee name, registration confirmation number, AAO member number (if applicable). Please allow up to four weeks for delivery of refund. In most cases, fees will be refunded the same way they were paid. If a program is cancelled, every effort will be made to notify registrants at least 10 days prior to the first day of the course and registration fees will be refunded.

# THANK YOU TO OUR SPONSORS



CALIFORNIA ASSOCIATION  
OF ORTHODONTISTS

DENTAL MONITORING

EASY RX

HENRY SCHEIN  
ORTHODONTICS



INBRACE

MACROWEALTH

ORMCO

ORTHOFI

# REGISTRATION FORM

REGISTER ONLINE AT [WWW.PCSORTHO.ORG](http://WWW.PCSORTHO.ORG)

FAX: 913-845-4527

To register multiple attendees from one office, please use online registration or call 833-621-7276.



|                                   |                |
|-----------------------------------|----------------|
| Name                              | Organization   |
| Address                           | City/State/Zip |
| Phone                             | Email          |
| Post-Graduate Orthodontic Program |                |

## CATEGORY

|  |       |
|--|-------|
| PCSO, RMSO, MSO, SWSO Member   | N/A   |
| AAO Member (not PCSO, RMSO, MSO, SWSO)   | \$95  |
| Non-AAO Member   | \$195 |
| Team Member (staff) (from AK, AZ, CA, HI, ID, NV, OR, WA, CO, MT, NM, UT, WY, IA, IL, MN, MO, ND, NE, SD, WI, AR, KS, LA, OK, TX, Alberta, British Columbia, Saskatchewan, Manitoba) | N/A   |
| Team Member (staff) (from states/provinces not previously listed)  | \$95  |

## PAYMENT INFORMATION

Check enclosed (payable to PCSO) in U.S. Dollars only; mail to:

Pacific Coast Society of Orthodontists  
15621 w 87th St #267, Lenexa, KS 66219  
Attn: Registration Department

Visa     MasterCard     American Express     Discover

Cardholders Name

|                    |                 |     |
|--------------------|-----------------|-----|
| Credit Card Number | Expiration Date | CVV |
|--------------------|-----------------|-----|