



THE AMERICAN ACADEMY OF DENTAL PRACTICE ADMINISTRATION PRESENTS



AADPA MARCH MADNESS
MARCH 7-10, 2012

JW Marriott Desert Ridge Resort & Spa
Phoenix, Arizona



REGISTRATION FORM

For Easiest, Fastest & Safest Registration, go to our website AADPA.org and utilize our Online Registration.

Or you may complete and mail this form(s).

To Assure Your Spot at this Outstanding Meeting, Register Early!!

You may register online. Go to AADPA.org and click on [Register Now](#); you will be taken to the Registration Home Page.
 If you have any questions, please call us toll free at 1-800-689-7515. FAX reservations to: 847-934-4410
 For room selection and materials planning, please indicate 1st and 2nd choices for breakout sessions.
 Course tickets transferable whenever space allows.

WEDNESDAY, MARCH 7, 2012 — RECEPTION & KEYNOTE SPEAKER

1st/2nd Choice Speaker/Topic

(18) _____ **Mr. Lew Perkins:** *What it Takes to Be Part of March Madness*

THURSDAY, MARCH 8, 2012 — KEYNOTE OPENING SESSION, 8:30 A.M. - 10:00 A.M.

(19) _____ **Waldo the Wingman:** *Never Fly Solo-The Critical Importance of Team*

THURSDAY, MARCH 8, 2012 — THURSDAY A.M. BREAKOUTS, 10:30 A.M. - 12 NOON

(20) _____ **Waldo the Wingman:** *Bringing Out the Best in You and Your Team*

(21) _____ **Dr. Robert Margeas:** *Achieving Fantastic Esthetic Results, Part I - Direct Resins & Veneers*

(22) _____ **Mr. Mark Olson:** *Communicating at the Speed of Light*

THURSDAY, MARCH 8, 2012 — KEYNOTE SESSION, 1:30 P.M. -3:00 P.M.

(23) _____ **Mr. James Bracher:** *Integrity Matters*

THURSDAY, MARCH 8, 2012 — THURSDAY P.M. BREAKOUTS, 3:30 P.M.-5:00 P.M.

(24) _____ **Original Mastermind/Dr. Bob Hamric & Dr. Don Gary:** *Be the Best You Can Be*

(25) _____ **Young Dentists Mastermind/Dr. Deron Davenport & Dr. Lance Porter:** *What Can We Do To Become Even Better?*

(26) _____ **Dr. Robert Margeas:** *Achieving Fantastic Esthetic Results, Part II- Implants & Crowns*

FRIDAY, MARCH 9, 2012 — BREAKFAST & LEARN, 6:30 A.M.-8:00 A.M. (Indicate on the Registration Page)

Please indicate 1st, 2nd and 3rd choice in the space in front of the table number. Tickets issued on a first-come, first-serve basis. We have 17 tables with 9 tickets for each table. Make selections early. You must have a reservation and a ticket to attend. **Cost for session is \$50.**

- | | | | |
|--------------------------|---|---|---|
| __ 1. Dr. Mark Kogut: | <i>Metrics for the group practice... how deep do you want to go?</i> | __ 9. Dr. Larry Emmott: | <i>Using the Internet and e-services to save time and money</i> |
| __ 2. Dr. Susan Maples: | <i>Seeking Mr/Ms Right: Innovative Tools for Values-Based Hiring</i> | __ 10. Dr. Benny Edwards: | <i>Nothing But Net...Keeping Overhead Under Control</i> |
| __ 3. Mr. Matt Paladini | <i>Achieving Financial Independence... Practicing Dentistry By Choice</i> | __ 11. Dr. Brad Harken: | <i>Office Design in These Challenging Economic Times</i> |
| __ 4. Dr. Tom Wais: | <i>Your practice can be a spiritual dojo...to nurture your soul and give your spirit peace...Come and hear a way.</i> | __ 12. Ms. Alice Kozlowicz: | <i>Marketing Strategies - Market Your Practice in This Social Media World</i> |
| __ 5. Mr. Paul Sletten: | <i>Transition Trends—Strategies for Success</i> | __ 13. Drs. Richie Hirschlag/ Harvey Meade: | <i>The 3-D CBCT Imaging Machine: You won't believe the possibilities!</i> |
| __ 6. Dr. Jim Jackson: | <i>Investing During Retirement: Enjoy your money and don't worry</i> | __ 14. Dr. Christine Dahl: | <i>Building trust... relationships... & treatment plan acceptance</i> |
| __ 7. Dr. Larry Osborne: | <i>The 9 P's of Winning...Take Your Business From Ordinary To Extraordinary</i> | __ 15. Mr. Jay White: | <i>Team Member to Partner... Lessons in entrepreneurial team compensation</i> |
| __ 8. Dr. Rhonda Savage: | <i>The Savage Front Desk... Learn to read critical front desk reports and develop accountability strategies.</i> | __ 16. Ms. Melinda Spitek: | <i>Do Dental Practices Really Need to Market?</i> |
| | | __ 17. Dr. Carl Jepsen: | <i>Leadership Affirmations...9 keys to being a great leader</i> |

FRIDAY, MARCH 9, 2012 — KEYNOTE OPENING SESSION, 8:15 A.M. - 10:00 A.M.

(27) _____ **Ms. Connie Podesta:** *How to Stand Out in a Crowd*

FRIDAY, MARCH 9, 2012 — BREAKOUTS, 10:30 A.M.-12:00 NOON

1st/2nd Choice Speaker/Topic

(28) _____ **Ms. Connie Podesta:** *Attaining the Best in Life & Your Practice*

(29) _____ **Dr. Tom McDougal:** *Esthetic Principles in Restoring the Severely Worn Dentition*

(30) _____ **Mr. Darrell Cain:** *Preparing for the Rest of Your Life*

FRIDAY, MARCH 9, 2012 — BREAKOUTS, 1:30 P.M.-4:00 P.M.

Speaker/Topic

(31) _____ **Women Dentists Mastermind/Dr. Wendy Bach:** *Helping Each Other Excel*

(32) _____ **Dental Team Mastermind/Ms. Linda Lakin:** *Teams Create Champions*

**SATURDAY SUPERSTAR PROGRAM (REGISTRANTS - BEGIN FILLING CLASS CHOICES HERE.
 (BE SURE TO CHECK OUT ADDITIONAL CLASSES LISTED ON PAGE F)**

SATURDAY, MARCH 10, 2012 — KEYNOTE, 8:00 A.M.-10:00 A.M.

(33) _____ **Dr. Jeff Blackburn:** *From Adversity to Opportunity*

SATURDAY, MARCH 10, 2012 — BREAKOUTS, 10:30 A.M.-12:00 NOON

(34) _____ **Dr. Jeff Blackburn:** *Lessons from 25 Years of Success*

(35) _____ **Dr. Robert Margeas:** *A Review of Esthetic Dentistry to Improve You*

OR AT SAME TIME ATTEND A CONSULTANT'S BONANZA PROGRAM:

(36) _____ **Dr. Charles Blair, Mr. Mason Moise, & Mr. Rick Willeford:** *Financial Golden Pearls*

(37) _____ **Dr. Joe Blaes, Ms. Linda Miles, & Dr. Rhonda Savage:** *Practice Management Pearls*

SATURDAY, MARCH 10, 2012 — LUNCH & LEARNS

Please indicate **1st, 2nd** and **3rd** choice in the space in front of the table number. Tickets issued on a first-come, first-serve basis. We have 17 tables with 9 tickets for each table. Make selections early. You must have a reservation and a ticket to attend. **Cost for session is \$50.**

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> 1. Mr. Danny Bobrow | <i>The Art of First Impressions</i> | <input type="checkbox"/> 10. Ms. Linda Lakin | <i>The Five Star Dental Experience</i> |
| <input type="checkbox"/> 2. Mr. Darrell Cain | <i>A Financial Leader in Dentistry Presents Today's Most Promising Opportunities</i> | <input type="checkbox"/> 11. Dr. Michael Lewis | <i>The Magic of Mistakes</i> |
| <input type="checkbox"/> 3. Dr. Isaac Comfortes | <i>Gingival Replacement Using Silicone</i> | <input type="checkbox"/> 12. Dr. Frank Montoya | <i>Another Piece of the Puzzle: How Personality Evaluation Can Enhance the Hiring Process and the Success of Your Dental Team</i> |
| <input type="checkbox"/> 4. Dr. Don Couchman | <i>Faith in the Workplace</i> | <input type="checkbox"/> 13. Dr. Barry Polansky | <i>How to Create Content That Will Make Your Social Media More Powerful</i> |
| <input type="checkbox"/> 5. Ms. Linda Drevenstedt | <i>The Role of the Exemplary Treatment Coordinator</i> | <input type="checkbox"/> 14. Dr. Gabe Don Sing | <i>Earning Trust Takes More Than Technical Skills</i> |
| <input type="checkbox"/> 6. Dr. Joe Farrar | <i>What to Look for in the Developing Dentition. What Works and What Doesn't</i> | <input type="checkbox"/> 15. Dr. Kent Smith | <i>Sleep Apnea-Diagnosis and Therapy</i> |
| <input type="checkbox"/> 7. Dr. Carl Jepsen | <i>Emotional Intelligence Elements</i> | <input type="checkbox"/> 16. Dr. Andrew Toeman | <i>Retiring? What's Your Practice Worth??</i> |
| <input type="checkbox"/> 8. Dr. Mark Knollman | <i>CEREC-What Are You Waiting For?</i> | <input type="checkbox"/> 17. Mr. Rick Willeford | <i>Survive and Get Out Alive</i> |
| <input type="checkbox"/> 9. Mr. Dave Knutsen | <i>Preparing For Your Transition. What Buyers Are Looking For. Be Realistic.</i> | | |

SATURDAY, MARCH 10, 2012 — KEYNOTE SPEAKER, 1:30 P.M.-3:00 P.M.

(38) _____ Mr. Todd Whitthorne: *Healthy Living for Success*

SATURDAY, MARCH 10, 2012 — KEYNOTE SPEAKER, 3:00 P.M.-3:30 P.M.

(39) _____ Mr. Vince Lombardi, Jr.: *Pursuit of Perfection-Achiving Excellence*

2012 AADPA Golf, Tour, Activities Registration

GOLF TOURNAMENT

Friday March 9, 2012* 12:30 pm Shotgun Start

The spirited Nick Faldo Championship Course is a bunker-rich vision from one of the game's greatest, in the cactus-studded Sonoran Desert at Wildfire Golf Club, located just outside your door. All carts are equipped with GPS to make your round an award-winning golf experience!

of Players _____ @ \$210 per person = \$ _____ (box lunch included)

Playing with (name of golfers): _____

TOURS

UNIV. OF PHOENIX STADIUM TOUR

Friday, March 9, 2012 12:30 – 5:30 PM

Retractable roof and field is unlike any other stadium in North America. The Stadium is a marvel of design, engineering, and technology. Primary tenants in the stadium include the NFL's Arizona Cardinals and the Tostitos Fiesta Bowl. Stadium seats 63,400 and can expand to 72,200 seats. Includes Box Lunch and guided tour.

of People _____ @ \$70/person = \$ _____

MUSICAL INSTRUMENTS TOUR

Friday, March 9, 2012 12:30 – 4:30 PM

Instruments have been collected from every country in the world, to preserve, protect and share these gifts for future generations. Enjoy a close encounter with the instruments, enhanced by state of the art audio and video that brings to life the sounds and sights in the instruments cultures of origin. A one of a kind experience! Lunch on own in museum café.

of People _____ @ \$60/person = \$ _____

DESERT HUMMER TOUR

Friday, March 9, 2012 1:30 – 5:30 PM

Explore the desert in the most powerful vehicle around. The driver/guide will entertain you with Arizona history, info on local plants, animals and facts about the hummer. Explore an Indian Ruin, drive through water, over hills, and up steep rock faces. Guide will capture pictures of your adventure that can be accessed via a digital photo album for all to enjoy. Grab lunch before the tour.

of People _____ @ \$160/person = \$ _____

TENNIS TOURNAMENT

Details available at registration on Wednesday. Those interested in participation, please sign up then in the Registration Room.

Space is limited and activities will fill up quickly. Register ASAP! Include this form with your registration, so you will be included in the Golf or Tour count. Payable by check, made out to AADPA or MasterCard/Visa.

You may complete your registration online. Go to AADPA.org, click on Register Now. Or, remove this 4-page registration form, make necessary copies, complete form(s), enclose your check before February 10, 2012 and mail to:

**THE AMERICAN ACADEMY OF DENTAL PRACTICE ADMINISTRATION
C/O KATHLEEN UEBEL, EXECUTIVE DIRECTOR • 1063 WHIPPOORWILL LANE • PALATINE, ILLINOIS 60067-7064**

For questions about any fees or categories, please contact Kathleen Uebel at 847-934-4404.

Make your hotel reservations to the JW Marriott Desert Ridge Resort & Spa, at 800-266-9432; via our Online Registration, or via direct web address: http://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=3610447 Let them know you are with the AADPA Room Block for our \$269 rate.