In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways. The conference will host nationally-recognized speakers on topics that cover a broad spectrum of practice management issues, including quality-assurance initiatives, risk management, social media, advertising & marketing, and corporate imaging.

Don’t delay, sign-up today AND...
In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

THE LUXURIOUS ARIA RESORT & CASINO

Described as the crown jewel of the 67-acre urban metropolis CityCenter, Aria Resort & Casino offers a unique experience for every taste. Nightlife options at Aria abound with the hip nightclub Haze and ultra lounges like The Deuce Lounge and the Gold Nightclub and Lounge. Among Aria’s other offerings are the The Spa & Salon and a 215,000-square-foot pool deck. Liquid Pool Lounge is also a great spot for daytime indulgence in a party-like atmosphere.

Cirque du Soleil is presenting its show “Zarkana” at Aria. You’ll see incomparable acrobats and a motley collection of off-the-wall characters in this spellbinding extravaganza.

Even with all the action under Aria’s roof, the CityCenter experience continues outside. The Crystals at CityCenter retail and entertainment district is located just beyond the lobby. So a stay at Aria not only puts you in the lap of luxury but also in the heart of all the action in CityCenter and within easy walking distance to the world-famous Las Vegas Strip.

RESERVATIONS AT THE ARIA CAN BE MADE BY CALLING THEM DIRECTLY AT 1-866-359-7757 OR VIA A WEB LINK ON THE AADGP CONFERENCE PAGE.

ROOMS START AT $155 A NIGHT, PLUS TAX. MENTION THE CODE “AAD” TO QUALIFY FOR PREFERRED RATES THAT ARE AVAILABLE UNTIL JANUARY 6, 2014 ON A SPACE-AVAILABLE BASIS.

THE LUXURIOUS ARIA RESORT & CASINO

Described as the crown jewel of the 67-acre urban metropolis CityCenter, Aria Resort & Casino offers a unique experience for every taste. Nightlife options at Aria abound with the hip nightclub Haze and ultra lounges like The Deuce Lounge and the Gold Nightclub and Lounge. Among Aria’s other offerings are the The Spa & Salon and a 215,000-square-foot pool deck. Liquid Pool Lounge is also a great spot for daytime indulgence in a party-like atmosphere.

Cirque du Soleil is presenting its show “Zarkana” at Aria. You’ll see incomparable acrobats and a motley collection of off-the-wall characters in this spellbinding extravaganza.

Even with all the action under Aria’s roof, the CityCenter experience continues outside. The Crystals at CityCenter retail and entertainment district is located just beyond the lobby. So a stay at Aria not only puts you in the lap of luxury but also in the heart of all the action in CityCenter and within easy walking distance to the world-famous Las Vegas Strip.

RESERVATIONS AT THE ARIA CAN BE MADE BY CALLING THEM DIRECTLY AT 1-866-359-7757 OR VIA A WEB LINK ON THE AADGP CONFERENCE PAGE.

ROOMS START AT $155 A NIGHT, PLUS TAX. MENTION THE CODE “AAD” TO QUALIFY FOR PREFERRED RATES THAT ARE AVAILABLE UNTIL JANUARY 6, 2014 ON A SPACE-AVAILABLE BASIS.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.

JOIN US TO CELEBRATE
AADGP’S 40TH ANNIVERSARY!

In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our accomplishments and our profession with Vegas-themed entertainment throughout the schedule, including a “surprise” performance and give-aways.

The conference will host nationally-renowned speakers on topics that cover a broad spectrum of practice management issues including quality-assurance initiatives, dental office design, social media, advertising & marketing and corporate imaging.

Care to try your Vegas luck…?
...EVERY 40TH REGISTRATION WILL RECEIVE
A FREE ADMISSION.
OPENING SESSION: EMOTIONAL INTELLIGENCE - THE SECRET TO SUCCESS  BRUCE CHRISTOPHER, MA

Thursday / February 6th

5:00 - 7:00pm  Reception with Exhibitors
12:00 - 12:30pm Lunch - 40th Anniversary Celebration
2:00 - 3:30pm AADM Presentation: Dentistry at the Crossroads - Bruce Christopher, MA

MAYO CLINIC PRESENTATION: VALUE CREATION SYSTEMS  STEPHEN SWEENS, MD

Dr. Stephen Sweens is the Medical Director for Leadership and Organization Development and a Professor in the Mayo Clinic College of Medicine. From 2005-2012 he served as the Director for Quality and Medical Affairs for the Mayo Clinic. His team of professionals and he have been responsible for designing and implementing strategies to create value for Mayo's patients and for the organization as a whole. Dr. Sweens' team's efforts have created a successful framework for creating value across the Mayo Clinic.

BREAKOUT SESSION: OPTIMAL IMAGE IMPACT  JANICE HURLEY-TRAILOR

Janice Hurley-Trailor is known as Dentistry's Image Expert for Optimal Personal and Image. She has more than 25 years experience as a dental consultant helping dentists acquire the tools that have to gain higher incomes. She provides education and consulting services to dentists worldwide. Her workshops will walk away feeling inspired by the process of change to improve their practice performance.

MARKETSUMMIT: EVIDENCE BASED PROMOTION  HOWIE HORROCKS & MARK DILATUSH

Howie Horrocks is CEO of New Patients, Inc (founder of Hands-On Social Media) and is often referred to as the “dental high tech authority in the country. He is considered the leading dental social media authority in the country and was recently recognized as one of the top ten dentists in social media. This program will use live online examples to explain what social media is and how it can be used by dentists to improve patient awareness and communications.

ADA PRESENTATION: DENTISTRY AT THE CROSSROADS  MARKO VUJICIC, PH.D.

Dr. Marko Vujicic is Managing Vice President, Health Policy Research Center at the American Dental Association, where his work focuses on creating a better future for oral health and public health through evidence-based policy research. Dr. Vujicic’s presentations include: "Is it the ADA’s Time to Rise and Shine?" which provides an overview of the ADA’s policy priorities for 2014; "The ADA and the AADGP - Give the Global Economic, Demographic and Health Care Reform Trends a Wedge" and "The ADA’s Response to the U.S. Supreme Court’s Healthcare Mandate".

WORKSHOP: HANDS-ON SOCIAL MEDIA  LARRY IAMMOTT, DDS

Dr. Larry Iamott is one of the most entertaining speakers in dentistry - he will have you laughing while presenting some of the most practical social media strategies for the dental profession.

Breakfast with Exhibitors

9:00 - 10:30am  Mayo Clinic Presentation: Value Creation Systems  Stephen Swensn, MD
10:30 - 11:00am  Refreshments with Exhibitors
11:30 - 12:30pm  Larry Emmott, DDS
Hands On Social Media
12:30 - 2:00pm  Business Luncheon
2:00 - 2:45pm  Breaking Roundtable Sessions
2:45 - 3:30pm  Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
3:30 - 4:00pm  Refreshments with Exhibitors
4:00 - 5:30pm  Business Roundtables
5:30 - 7:00pm  Reception with Exhibitors

Saturday / February 8th

8:00 - 9:00am  Breakfast with Exhibitors
The Marketing Summit: Effective Promotion of Dentistry - An Evidence Based Approach  Howie Horrocks & Mark Dilatush

9:00 - 10:30am  Mayo Clinic Presentation: Value Creation Systems  Stephen Swensn, MD
10:30 - 11:00am  Refreshments with Exhibitors
11:30 - 12:30pm  Larry Emmott, DDS
Hands On Social Media
12:30 - 2:00pm  Business Luncheon
2:00 - 2:45pm  Breaking Roundtable Sessions
2:45 - 3:30pm  Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
3:30 - 4:00pm  Refreshments with Exhibitors
4:00 - 5:30pm  Business Roundtables
5:30 - 7:00pm  Reception with Exhibitors

MARKETSUMMIT: EVIDENCE BASED PROMOTION  HOWIE HORROCKS & MARK DILATUSH

Howie Horrocks is CEO of New Patients, Inc (founder of Hands-On Social Media) and is often referred to as the “dental high tech authority in the country. He has been providing advertising and marketing expertise to dentists since 1996. They have authored numerous books and articles, and provided interactive seminars on the effectiveness of evidence-based marketing. Throughout their time they have been promoting and deploying evidence-based strategies to achieve their practice growth goals, with the greatest social implications.

Breakfast with Exhibitors

9:00 - 10:30am  Mayo Clinic Presentation: Value Creation Systems  Stephen Swensn, MD
10:30 - 11:00am  Refreshments with Exhibitors
11:30 - 12:30pm  Larry Emmott, DDS
Hands On Social Media
12:30 - 2:00pm  Business Luncheon
2:00 - 2:45pm  Breaking Roundtable Sessions
2:45 - 3:30pm  Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
3:30 - 4:00pm  Refreshments with Exhibitors
4:00 - 5:30pm  Business Roundtables
5:30 - 7:00pm  Reception with Exhibitors

SCHEDULE OF EVENTS

Wednesday / February 5th

2:00 - 5:00pm  Registration
5:00 - 7:00pm  Reception with Exhibitors

Thursday / February 6th

7:45 - 8:45am  Breakfast with Exhibitors
Emotional Intelligence: The Psychology of Success  Bruce Christopher, MA
12:00 - 12:30pm  Networking with Exhibitors
Lunch - 40th Anniversary Celebration
2:00 - 3:30pm  AADM Presentation: Dentistry at the Crossroads - Bruce Christopher, MA

Friday / February 7th

7:45 - 8:45am  Breakfast with Exhibitors
9:00 - 10:30am  Mayo Clinic Presentation: Value Creation Systems  Stephen Swensn, MD
10:30 - 11:00am  Refreshments with Exhibitors
11:30 - 12:30pm  Larry Emmott, DDS
Hands On Social Media
12:30 - 2:00pm  Business Luncheon
2:00 - 2:45pm  Breaking Roundtable Sessions
2:45 - 3:30pm  Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
3:30 - 4:00pm  Refreshments with Exhibitors
4:00 - 5:30pm  Business Roundtables
5:30 - 7:00pm  Reception with Exhibitors

Saturday / February 8th

8:00 - 9:00am  Breakfast with Exhibitors
The Marketing Summit: Effective Promotion of Dentistry - An Evidence Based Approach  Howie Horrocks & Mark Dilatush
9:00 - 10:30am  Mayo Clinic Presentation: Value Creation Systems  Stephen Swensn, MD
10:30 - 11:00am  Refreshments with Exhibitors
11:30 - 12:30pm  Larry Emmott, DDS
Hands On Social Media
12:30 - 2:00pm  Business Luncheon
2:00 - 2:45pm  Breaking Roundtable Sessions
2:45 - 3:30pm  Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
3:30 - 4:00pm  Refreshments with Exhibitors
4:00 - 5:30pm  Business Roundtables
5:30 - 7:00pm  Reception with Exhibitors

2014 AADGP Conference Registration

Las Vegas

SAVINGS

All educational sessions, program materials, receptions and social events.

Early Bird

$545

Non-Members

$545

*The AADGP reserves the right to adjust application codes and/or fees as appropriate.

Lock in your savings by registering before December 15th, 2014.

Las Vegas 2014 AADGP Conference Registration

Registration Fee Total: $495

Check Enclosed (Make check payable to: AADGP)

Mail or Fax: 402.381.1185

Questions? Call us at 402.381.1185

MAIL OR FAX:

2035 Arbor Vitae Blvd

Or, Suite 127

Phone, 402.381.1185

Fax, 402.381.1185

INSTANT 50% Savings

Register by December 15 and receive 50% off your registration! Meeting registration includes all educational sessions, program materials, receptions and social events.

WIN A FREE ADMISSION

Don’t wait! In recognition of our Anniversary, every 40th registrant will receive a free admission to the 2014 Conference!

RECEIVE A COMPLIMENTARY MEMBERSHIP

Group practice or national registration fees include a 2014 membership in the AADGP at no cost. Administrators and dentists will be provided full member privileges in their category.

CANCELLATIONS

All cancellations must be in writing. Refunds will be made for cancellations received prior to January 6, 2014, less a $55 processing fee.

* Any CANCELLATIONS RECEIVED AFTER JANUARY 2, 2014 WILL NOT BE ELIGIBLE FOR A REFUND.
**SCHEDULE OF EVENTS**

**WEDNESDAY / FEBRUARY 5TH**
2:00 - 5:00pm  Registration / Reception with Exhibitors
5:00 - 7:00pm  Registration / Reception with Exhibitors

**THURSDAY / FEBRUARY 6TH**
7:45 - 8:45am  Breakfast with Exhibitors
Emotional Intelligence: The Psychology of Success
Bruce Christopher, MA
12:00 - 12:30pm  Networking with Exhibitors
12:30 - 2:00pm  Lunch - 40th Anniversary Celebration
2:00 - 3:30pm  ADA Presentation: Dentistry at a Crossroads
Mark Vegic, PhD, VP of FINBC
3:00 - 3:30pm  Refreshments with Exhibitors
3:30 - 5:00pm  Business Roundtables
5:00 - 7:00pm  Reception with Exhibitors

**FRIDAY / FEBRUARY 7TH**
7:45 - 8:45am  Breakfast with Exhibitors
Mayo Clinic Presentation: Value Creation Systems
Stephen Swensen, MD
10:00 - 10:30am  Refreshments with Exhibitors
11:30 - 12:30pm  Business Luncheon
2:00 - 2:45pm  &  Rotating Breakout Sessions
Janice Hurley-Trailor / Optimal Image Impact
Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
3:30 - 4:00pm  Refreshments with Exhibitors
4:00 - 5:30pm  Business Roundtables
5:30 - 7:30pm  Reception with Exhibitors

**SATURDAY / FEBRUARY 8TH**
8:00 - 9:00am  Breakfast with Exhibitors
The Marketing Summit: Effective Promotion of Dentistry – An Evidence Based Approach
Howie Horrocks & Mark Dilatush
9:00 - 12:00pm 앓이: Dentistry at a Crossroads
Mariko Vujicic, Ph.D.
12:30 - 1:00pm  Breakout Session: Optimal Image Impact
Janice Hurley-Trailor
Michael Unthank
3:30 - 4:00pm  Breakout Session: Dental Office Design
Michael Unthank, NCARD, DDS
5:30 - 7:30pm  Reception with Exhibitors

**OUR SPEAKERS**

**OPENING SESSION: EMOTIONAL INTELLIGENCE – THE SECRET TO SUCCESS**
Bruce Christopher, MA
Bruce Christopher is a British psychologist and the author of The Psychology of Success: Humanizing the Way We Work from the West of the World. He has co-authored a number of books on success, including Psychology and the Art of Success, and has been a successful speaker for over 20 years. His speeches and seminars have reached over 1 million people worldwide. He has a unique understanding of human behavior and the psychology of success. His unique approach to success has been used by large organizations around the world, helping them to become more successful and more effective.

**ADA PRESENTATION: DENTISTRY AT THE CROSSROADS**
Marko Vujicic, Ph.D.
Dr. Marko Vujicic is the Executive Vice President, Health Policy Research Center at the American Dental Association (ADA). He is responsible for leading the ADA’s policy research initiatives and for overseeing the publication of the ADA’s policy research journal. He has also published extensively on topics such as insurance, access to care, and the role of technology in healthcare.

**MAYO CLINIC PRESENTATION: VALUE CREATION SYSTEMS**
Stephen Swensen, MD
Dr. Stephen Swensen is the Medical Director for Leadership and Organization Development and a Professor in the Mayo Clinic College of Medicine from 2005-2012. He served as the Director for Quality and Associate Dean for Value. He has been recognized as one of the top leaders in healthcare and is known for his insights on the importance of value creation systems.

**BREAKOUT SESSION: OPTIMAL IMAGE IMPACT**
Janice Hurley-Trailor
Janice Hurley-Trailor, who is known as the Mayo Clinic’s ‘Image Expert’, will be giving a presentation about the importance of image in healthcare. She has over 30 years of experience in dental consulting and has provided consulting services to some of the largest dental practices in the country. Her presentation will focus on the importance of creating a positive image to attract patients.

**WORKSHOP: HANDS-ON SOCIAL MEDIA**
Larry Iamott, DDS
Dr. Larry Iamott is one of the most entertaining presenters on social media today. His presentations are known for their high energy and fun. His workshops will focus on how to effectively use social media to market your dental practice.

**MARKET SUMMIT: EVIDENCE BASED PROMOTION**
Howie Horrocks & Mark Dilatush
Howie Horrocks & Mark Dilatush are the CEO and President of the Unthank Design Group. They are the authors of the book “Evidence Based Promotion: How to Maximize Your Return on Today’s Marketing Dollars.” Their presentations will focus on the importance of using evidence-based marketing strategies to maximize your return on investment.

**2014 AADGP CONFERENCE REGISTRATION**

**STREET ADDRESS**

**CITY**

**STATE**

**ZIP/POSTAL CODE**

**CONTACT NAME**

**PHONE NUMBER**

**E-MAIL ADDRESS**

**ADMISSION**

**RECEIVED AFTER JANUARY 5, 2014 WILL BE**

**MAIL OR FAX:**

**CANCELLATIONS**

All cancellations must be in writing. Refunds will be made for cancellations received prior to January 5, 2014, less a $100 processing fee.

**REGISTRATION FEE TOTAL:**

*The AADGP reserves the right to adjust application codes and/or fees as appropriate.*

**PAYMENT OPTIONS:**

*Check Enclosed (Make check payable to: AADGP)*

**MAIL OR FAX:**

**QUESTIONS?**

Call us at 602.381.1188
**Schedule of Events**

**WEDNESDAY / FEBRUARY 5th**
- 2:00 - 5:00pm  Registration
- 5:00 - 7:00pm  Reception with Exhibitors

**THURSDAY / FEBRUARY 6th**
- Breakfast with Exhibitors
  - 7:45 - 8:45am  Emotional Intelligence: The Psychology of Success
  - 9:00 - 12:00pm  ADA Presentation: Dentistry at the Crossroads
- Networking with Exhibitors
- Lunch - 40th Anniversary Celebration
- 2:00 - 3:00pm  AADP Presentation: Dentistry at a Crossroads
  - Mark Vujicic, Ph.D., V.P. of HPRC
- 3:00 - 3:30pm  Refreshments with Exhibitors
- 3:30 - 5:00pm  Business Roundtables
- 5:00 - 7:00pm  Reception with Exhibitors

**FRIDAY / FEBRUARY 7th**
- 7:45 - 8:45am  Mayo Clinic Presentation: Value Creation Systems
- 9:00 - 10:30am  Larry Emmott, DDS
- 10:30 - 11:30am  Stephen Swensen, MD
- 11:30 - 12:30pm  Bruce Christopher, MA
- 12:30 - 2:00pm  Breakout Session: Optimal Image Impact
- 2:00 - 2:45pm  Michael Unthank, DDS / Dental Office Design: Where Dentistry and Architecture Merge
- 2:45 - 3:30pm  Stephen Swensen, MD
- 3:30 - 4:00pm  Breakout Session: Effective Dental Office Design
- 4:00 - 5:30pm  Business Roundtables
- 5:30 - 7:30pm  Reception with Exhibitors

**SATURDAY / FEBRUARY 8th**
- 8:00 - 9:00am  Breakfast with Exhibitors
- 9:00 - 12:00pm  The Marketing Summit: Effective Promotion of Dentistry – An Evidence Based Approach
  - Howie Harricks & Mark Distalouch
- 12:30 - 2:00pm  Lunch
- 2:00 - 2:30pm  Marketing Summit: Evidence Based Promotion
  - Howie Harricks & Mark Distalouch

---

**ADA Presentation: Dentistry at the Crossroads**

Mark Vujicic, Ph.D., V.P. of HPRC

"Emotional Intelligence: The Secret to Success"

Bruce Christopher, MA

"Laugh till you cry. . . Learn 'til you change!"  These are the only rules that apply at a Bruce Christopher Association where he is responsible for overseeing all of the Association’s policy research activities.

Prior to joining the ADA he was Senior Economist with The World Bank in Washington, D.C. where he directed the global health workforce policy program, which focuses on addressing the numerous human resource issues for health managers in developing countries. He has also done work in the health sector in Developing Countries.

---

**Breakout Session: Optimal Image Impact**

Jancie Hurley-Trainer / Aesthetic Dentistry

"How to build a strong practice and attract quality patients."

Jancie Hurley-Trainer is a known as Dentistry’s Image Expert for Optimal Presence and Impact. She has more than 15 years experience as a clinical consultant helping dentists develop comprehensive marketing programs and strategies to attract and retain new patients. She is an internationally sought after speaker and has spoken at over 100 programs across the United States and Canada.

---

**Breakout Session: Dental Office Design**

Michael Unthank, DDS

"Where dentistry and architecture merge."

Michael Unthank has designed over two thousand dental and specialty offices throughout the United States, Canada and New Zealand. His design programs have been recognized for excellence in design by numerous dental publications and organizations. Dr. Unthank is considered the leading dental high tech designer and is considered one of the top ten dentists in social media and has been a pioneer in online publishing with his blog entitled amongotherthings.com.

---

**Marketing Summit: Evidence Based Promotion**

Howie Harricks & Mark Distalouch

"How to use evidence to drive business results for your practice."

Howie Harricks is CEO & President of New Patients, Inc. He has been providing advertising and marketing services to dentists since 1991. He has written over 50 articles and presented interactive seminars on the effectiveness of evidence based marketing. Through his programs dentists acquire the tools for formulating and deploying advertising and marketing strategies to achieve their practice growth goals, with the greatest return on investment.

---

**MARKETPLACE**

"Hands On Social Media"

Larry Emmott

"The do and don’ts of social media and how you can use it to market your practice."

Larry Emmott, DDS is one of the leading dental high tech speakers in the country. He is considered one of the top ten dentists in social media and has been a pioneer in online publishing with his blog entitled amongotherthings.com.

---

**Marketing Summit: Evidence Based Promotion**

Howie Harricks & Mark Distalouch

"How to use evidence to drive business results for your practice."

Howie Harricks is CEO & President of New Patients, Inc. He has been providing advertising and marketing services to dentists since 1991. He has written over 50 articles and presented interactive seminars on the effectiveness of evidence based marketing. Through his programs dentists acquire the tools for formulating and deploying advertising and marketing strategies to achieve their practice growth goals, with the greatest return on investment.

---

**Opening Session: Emotional Intelligence - The Secret to Success**

**Bruce Christopher, MA**

"Laugh till you cry. . . Learn 'til you change!"  These are the only rules that apply at a Bruce Christopher Association where he is responsible for overseeing all of the Association’s policy research activities.

Prior to joining the ADA he was Senior Economist with The World Bank in Washington, D.C. where he directed the global health workforce policy program, which focuses on addressing the numerous human resource issues for health managers in developing countries. He has also done work in the health sector in Developing Countries.

---

**2014 AADGP Conference Registration**

**GROUP / ORGANIZATION NAME**

**STREET ADDRESS**

**CITY**  **STATE**  **ZIP/POSTAL CODE**

**CONTACT NAME**

**PHONE NUMBER**  **E-MAIL ADDRESS**

**REGISTRATION FEE TOTAL:**

<table>
<thead>
<tr>
<th>Membership</th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>$445</td>
<td>$495</td>
<td>$545</td>
</tr>
</tbody>
</table>

**REGISTRATION FEE TOTAL: $**

*The AADGP reserves the right to adjust application codes and/or fees as appropriate.*

**INSTANT $50 SAVINGS**

Register by December 15 and receive $50 off your registration! Meeting registration includes all educational sessions, program materials, receptions and social events.

**WIN A FREE ADMISSION**

Don’t wait! In recognition of our Anniversary, every 40th registrant will receive a free admission to the 2014 Conference!

**RECEIVE A COMPLIMENTARY MEMBERSHIP**

Group practice members will receive a complimentary membership in the AADGP at no cost. Administrators and dentists will be provided full member privileges in their category.

**CANCELLATIONS**

All cancellations must be in writing. Refunds will be made for cancellations received prior to January 5, 2014, less a $50 processing fee.

*ANY CANCELLATIONS RECEIVED AFTER JANUARY 5, 2014 WILL NOT BE ELIGIBLE FOR A REFUND.*

**MAIL OR FAX:**

2525 E. Arizona Biltmore Cir., Suite 127
Phoenix, AZ 85016
Fax: 602.281.9188

**QUESTIONS?**

Call us at 602.281.1185
In 1974, AADGP became the first and only organization to represent the interests of group practice dentistry by advocating for the group concept within the profession, and by providing educational resources to our members. This year we celebrate our 40th Anniversary - Las Vegas-Style! This year’s Conference & Exhibition will feature internationally renowned speakers, intensive training workshops for you and your staff, roundtable discussions, numerous social opportunities for networking and fun, and more than 90 of the industry’s top dental suppliers.

Don’t delay, sign-up today AND...