

Midwestern Society of Orthodontists
Southern Association of Orthodontists
Southwestern Society of Orthodontists



Annual Session

November 3-5, 2022 Hilton Austin



On behalf of the entire meeting planning committee and our general meeting Chairwomen Dr. Adriana Da Silveira, we invite doctors, families and staff to experience a combination of fun, laughter, excitement, motivation, inspiration, intellectual curiosity and many great memories.

Three Groups, One Event!



Dr. Mark Dake
MSO President



Dr. Mark Dusek
SAO President



Dr. Jesse Teng
SWSO President



Bring your cowboy boots and prepare to have fun as we come together for a great meeting in a great location!



I'm excited to see everyone and reconnect with colleagues from all three constituencies!



Join us for exciting technology, team building activities and an amazing speaker program.

MSO
www.msortho.org
(636) 745-3008

Facebook:
@MidwesternSocietyofOrthodontists

SAO
www.saortho.org
(404) 261-5528

Facebook: @saoevents
Instagram: @saortho

SWSO
www.swsortho.org
(918) 248-6011

Facebook: @swsortho
Instagram: @swsortho

Austin Meeting Facts

Meeting Date & Location

November 3-5, 2022 at Hilton Austin
500 East 4th Street, Austin, Texas 78701

Hotel Rooms at Hilton Austin

We contracted a discounted room rate of \$259 at Hilton Austin. A link to reserve your hotel room will be provided in your registration confirmation email. Individuals *who are not registered for our meeting* will be charged the standard room rate instead of the discounted rate upon checkout.

Getting to Austin

Meeting location is just seven miles from the Austin-Bergstrom International Airport.

Exhibition Hours & Onsite Registration

Exhibits open on Thursday, Nov 3 at 4:30 pm, and on Nov 4 & 5 at 7:00 am. Registration opens daily at 7:00 am.

Badges & Event Tickets

Registered attendees will receive badges and tickets for registered social events. Badges and lanyards can be picked up onsite at the registration kiosks beginning Thursday at 7:00 am.

Dress Code

Business casual. You may want to bring boots, hats and western attire for Friday's ranch party!

CE Vouchers

CE vouchers will be available via the AAO CE platform.

Meeting App

Meeting handouts and details will be available on the MSO/SAO/SWSO Meeting App, which will be available to download in the Apple and Google Play Stores starting Sept 30.

How to Register

Register online at any of our websites — saortho.org, swso.org or msortho.org.

Early Bird Discount Registration

Available through August 1. Pre-register before October 1 to avoid late fees.



Hilton Austin

Cancellation Policy

To provide maximum flexibility with travel planning during COVID-19, cancellation requests can be made up until October 25, 2022. All requests for refunds or cancellations must be made in writing to the SAO. A cancellation fee of 15% of the registration fee applies. Refunds for special events will be considered but cannot be guaranteed due to commitments to venues. No refunds will be given onsite.

COVID-19 Policy

We reserve the right to enforce PPE requirements as required by local authority and Hilton Austin. Any person entering the event waives all civil liability against the MSO, SAO and SWSO for any injuries caused by the inherent risk associated with contracting COVID-19.

No Smoking Policy

No tobacco products, vaping, or smoking of any kind allowed.

Register Today!



Scan the QR code or visit us online at msortho.org, saortho.org or swso.org

Questions?

saoevents@saortho.org
(404) 261-5528

Schedule at a Glance



Celebrate Austin

The Fusion of Art and Technology

Registration sponsor: Henry Schein
Totebag sponsor: Align Technologies

THURSDAY, NOVEMBER 3

7:00 am – 4:00 pm	Registration	Registration Kiosks and Desks Open
7:30 am – 11:30 am	Golf Tournament*	Golf at Star Ranch*, <i>Sponsored by OrthoSelect</i>
9:00 am – 12:00 pm	Austin Activity*	Ultimate Scavenger Hunt*, <i>Sponsored by BRIUS</i>
9:00 am – 11:00 am	Austin Activity*	Keep Austin Weird Workout*, <i>Sponsored by KLOWen</i>
10:00 am – 12:30 pm	Austin Activity*	The Real Austin Tour*, <i>Sponsored by Sesame Communications</i>
3:00 pm – 4:30 pm	Ms. Denise Yohn	Opening Ceremony, Awards & Keynote Presentation, <i>Sponsored by Dental Monitoring America</i>
4:30 pm – 6:30 pm	Exhibit Hall Happy Hour	Live music and networking. <i>Sponsored by Dental Monitoring America</i>
6:30 pm – 7:30 pm	Networking	Tacos & Transitions: Networking for residents and practice owners wishing to connect with them. Free for Residents and new grads, fee for others. <i>Sponsored by uLab.</i>

FRIDAY, NOVEMBER 4

7:00 am – 4:00 pm	Registration	Registration Kiosks and Desks Open
7:00 am – 8:00 am	AAOPAC Breakfast	Breakfast meeting with AAOPAC peers
7:00 am – 8:00 am	CDABO Breakfast	Breakfast meeting with CDABO peers
7:00 am – 8:00 am	Austin Activity*	GOGA Goat Yoga*
7:00 am – 4:30 pm	Exhibit Hall Hours	Live music and networking with businesses and members
7:00 am – 8:00 am	Breakfast Tacos	Complimentary, served in the Exhibit Hall
8:00 am – 9:15 am	Dr. Jep Paschal	Leveraging 3D Printing and Sagittal First to Improve Patient Desires and Empower your Practice
8:00 am – 11:00 am	Mr. Dino Watt	Designing the Ultimate Dream Team
8:00 am – 9:00 am	Dr. Amy Jackson	Maximize Practice Profits and Stop Saying Goodbye to Your Patients
9:00 am – 10:00 am	Refreshment Break	Complimentary, served in the Exhibit Hall, <i>Sponsored by Ortho2</i>
9:45 am – 10:45 am	Mr. Charles Loretto	Financial Decisions the Orthodontist Must Get Right: Flipping Uncertainty Into Security
9:45 am – 11:00 am	Dr. Geoff Sudit	It's Not About You: The Hard Lesson to Keep Relearning While Building Your Business
11:00 am – 12:00 pm	Meeting	Southwestern Society of Orthodontists Annual Business Meeting
11:00 am – 12:00 pm	Meeting	Southern Association of Orthodontists Annual Business Meeting
11:00 am – 11:45 am	Meeting	Midwestern Society of Orthodontists Annual Business Meeting
11:45 am – 12:30 pm	Meeting	Missouri Society Meeting
12:00 pm – 1:00 pm	Meeting	Virginia Association of Orthodontists Board Meeting
12:00 pm – 1:00 pm	Meeting	Texas Association of Orthodontists Membership Meeting
12:00 pm – 4:00 pm	Austin Activity	Take a "Spin" at creating art on a record in the Exhibit Hall
11:00 am – 1:00 pm	Buffet Lunch	Complimentary, served in the Exhibit Hall
12:00 pm – 1:00 pm	Ms. Andrea Cook	The Nuts and Bolts of Office Systems
1:15 pm – 2:15 pm	Dr. Brandon Owen	Digital, Custom Braces: Unlocking the Aligner Workflow for Every Patient
1:00 pm – 2:00 pm	Ms. Shannon Patterson	Are Changing Demographics and Economics Creating a Seismic Shift in Practice Modalities?
1:15 pm – 2:15 pm	Dr. Jeannie Moody	SH!t Show to Shining Stars: How 1% Changes can Change Everything
2:30 pm – 4:15 pm	Dr. Abdal Kawaiah	Maxillary Skeletal Expansion (MSE) for Adults Assisted by TADs
2:00 pm – 3:00 pm	Refreshment Break	Complimentary, served in the Exhibit Hall, <i>Sponsored by Ortho2</i>

*additional fee

(continued on next page)

Schedule at a Glance

Midwestern Society of Orthodontists
Southern Association of Orthodontists
Southwestern Association of Orthodontists

FRIDAY, NOVEMBER 4 (continued)

3:00 pm – 4:00 pm	Ms. Cathy Jugovic & Ms. Angie Menendez	Make Your Office Run Like a Well-Oiled Machine
3:00 pm – 4:00 pm	Dr. Ernest McDowell	How to Sell Your Orthodontic Practice
5:00 pm	Buses Depart	Buses begin departing for Star Hill Ranch — approximately 1 hour drive
6:00 pm – 10:00 pm	Special Event*	A Taste of Austin Party at Star Hill Ranch* <i>Sponsored by Retainers for Life and Clear Correct</i>

SATURDAY, NOVEMBER 5

7:00 am – 4:00 pm	Registration	Registration Kiosks and Desks Open
7:00 am – 8:30 am	Austin Activity	Walk to the Texas State Capitol
7:00 am – 1:15 pm	Exhibit Hall Hours	Live music and networking with businesses and members
7:00 am – 8:00 am	Breakfast Tacos	Complimentary, served in the Exhibit Hall
8:00 am – 12:00 pm	Educator's Breakfast	Breakfast meeting with fellow educators
8:00 am – 9:00 am	Dr. Tom Shannon	Beyond Aligners: 3D Print Everything You Need In-Office
8:00 am – 9:15 am	Dr. Tito Norris	Alternatives for Implants in the Esthetic Zone
8:00 am – 9:00 am	Ms. Jill Allen	The Orthodontic Office of the Future
8:00 am – 12:00 pm	Dr. Abdal Kawaiah*	The Second Most Popular MSE Assisted by TADs: Hands-on From A-Z*
8:30 am – 11:30 am	Dr. Onur Kadioglu	Let's Learn Photography!
9:00 am – 10:00 am	Refreshment Break	Complimentary, served in the Exhibit Hall
9:30 am – 10:30 am	Ms. LeeAnn Peniche	Strength in Strategy
9:30 am – 10:45 am	Dr. Mark Lowe	The Evolution of Clear Aligner Therapy
9:45 am – 10:45 am	Ms. Laura Diamond & Dr. Jesse Teng	Risk Management and Patient Records — What Every Doctor Needs to Know
11:00 am – 12:00 pm	Dr. Chad Carter	Digital Nasoalveolar Molding For Cleft Lip and Palate
11:00 am – 12:00 pm	Ms. Mari Sawtelle Dunn	Maximizing Your Inventory Dollars
11:00 am – 12:00 pm	Mr. Chris Bentson & Dr. Alyssa Carter	Porch Talks with Chris Bentson: When Going All In Truly Means "All In"
12:00 pm – 1:00 pm	MSO Past Presidents	Midwestern Society of Orthodontists Past Presidents' Lunch
12:00 pm – 1:15 pm	Lunch Kiosks*	Lunch options available for additional fee*.
1:15 pm – 2:30 pm	Ms. Tracy Martin	Show Me the Money: Fee Presentations, Financial Transparency and the Changing Demands of Millennial Consumers
1:15 pm – 2:30 pm	Dr. Matthew Ng	Practice Management Considerations for the New and Younger Doctor
1:15 pm – 2:30 pm	Dr. Graham Gardner	Dr. Gardner's Invisalign Emporium
1:00 pm – 5:00 pm	CDABO Prep Course*	CDABO Prep Course – separate registration required at www.cdabo.org
2:00 pm – 3:00 pm	Refreshment Break	Complimentary, served in the Exhibit Hall
3:00 pm – 4:00 pm	Mr. Neil Harrison	Attracting New Patients: The Digital Journey
3:00 pm – 4:00 pm	Dr. Mehdi Peikar	BRIUS: Not Braces, Not aligners. Independent Mover!
3:00 pm – 4:30 pm	Dr. Rooz Khosravi	How to Establish an Efficient In-Office Aligner System
4:00 pm – 5:00 pm	Ms. Preity Bhagia	Efficiency Bootcamp For Your Ortho Practice
4:00 pm – 5:00 pm	Mr. Steven Gardner	Using Artificial Intelligence for Precision Bracket Placement: A Real-World Discussion with Doctors
4:00 pm – 8:00 pm	Football Party*	Meet up at Austin Taco Project*

*additional fee/expense

Register today!





Let's Get This Party Started!

Thursday Morning Fun in Austin

GOLF TOURNAMENT

November 3 at 7:30 am
Sponsored by OrthoSelect.

Join us at the Golf Club at Star Ranch. The \$110 fee includes: greens fees, golf cart, range balls, breakfast, boxed lunch, drink tickets, and transportation from and to the hotel. \$110 fee. Club rentals are available for an additional fee.

ULTIMATE SCAVENGER HUNT

November 3 at 9:00 am
Sponsored by BRIUS.

Discover your inner sleuth in this fast-moving, authentically-Austin team challenge. Our Austin Scavenger Hunt is part city tour, part energetic competition. Groups of 10 will board a bus and zip around town, stopping at major landmarks and offbeat spots to take photos, solve clues, decipher riddles, play games and gather items. By the end of the hunt you'll have seen many of the attractions Austin is known for, and understand what makes Austin tick. You can't find a more fun way to see Austin! \$30 fee.



KEEP AUSTIN WEIRD 80s WORKOUT

November 3 at 9:00 am
Sponsored by KLOWen.

Did you know "Keep Austin Weird" is the city's beloved tagline? What exactly makes Austin weird? Well, it's quite the tale and in this fun-filled morning event you'll learn how Austin got adopted this hilarious tagline while getting your own

weird on during an 80s style dance aerobics class! Bring your neon and legwarmers! Then use your post-workout endorphins to network and enjoy smoothies while learning keys to living your healthiest life with Melissa Metz, from Metz Nutrition Solutions. \$15 fee.

THE REAL AUSTIN TOUR

November 3 at 10:00 am
Sponsored by Sesame Communications.

Discover the best of the city in just 2 hours! This fast-paced tour offers a great snapshot of Austin: get dizzy gazing up at the Capitol's dome, indulge in decadent treats from iconic food trucks, explore cool outdoor art, snap photos at city landmarks and check out funky neighborhoods only a local would know about. By the time you're done you'll be able to say you "get" Austin — the history, people, music, culture, food and what keeps it "weird." If you're looking for a snappy quick overview of the city, or just prove to the social media universe you were in Austin, this is the event for you! \$30 fee.

Opening Awards Ceremony & Keynote Speaker

Sponsored by Dental Monitoring America

Leadership for Now & Next

Thursday, November 3 from 3:00 pm – 4:30 pm

We invite EVERYONE ... members, team, exhibitors and sponsors ... to gather together for an exciting and inspirational Opening Ceremony. We'll recognize and celebrate our peers who have served our associations and learn what separates the best from the rest during our keynote session with Denise Yohn, a leading authority on building exceptional brands and great organizations.

The new world of work in 2022 requires leaders to lead differently. Emotional intelligence, people development and engagement, and the ability to align short-term changes with long-term goals are what define the leaders of now. In this keynote address, Denise Yohn will show us how to navigate the way work and business have changed and lead our practices to greatness. Drawing upon her work with business leaders around the world through major disruptions, she has cracked the code on leadership. Denise Yohn will teach you how to be more productive now and be prepared for what is next.

About Denise Yohn

Denise Lee Yohn is the go-to expert on brand leadership for national media outlets, an in-demand keynote speaker and consultant, and an influential writer.

Denise is the author of the bestselling books *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass), *Extraordinary Experiences: What Great Retail and Restaurant Brands Do*, and *FUSION: How Integrating Brand and Culture Powers the World's Greatest Companies* (Nicholas Brealey/Hachette Books).

With her expertise and inspiring approach, Denise has become an in-demand keynote speaker on building great brands and exceptional organizations. She has addressed

business leaders around the world at corporate events such as Facebook, NFL, and Lexus, and conferences including International Consumer Electronics Show (CES), The Art of Marketing, and Sustainable Brands.

News media including CNBC, FOX Business TV, The Wall Street Journal, and NPR call on Denise when they want an expert point-of-view on hot business issues.

Denise enjoys challenging executives to think differently about brand leadership in her regular contributions to Harvard Business Review, Forbes, and Smartbrief on Leadership, and has been a sought-after writer for publications including Fast Company, Entrepreneur, and Knowledge@Wharton among others.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards. Consulting clients have included Target, Oakley, Dunkin' Donuts, and other leading companies.

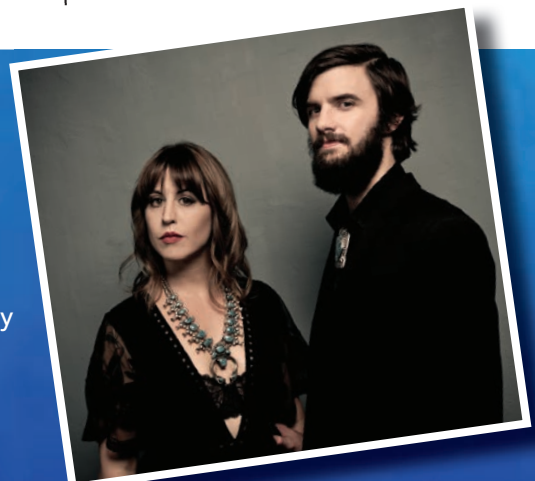
Outside of her professional roles, Denise counts hiking to Everest Base Camp, dancing with a professional ballet company, and solo-flying a helicopter as some of her greatest life experiences.



Live Music in the Exhibit Hall

Thursday, Nov 3 from 4:30 pm – 6:30 pm

After the Opening Ceremony, we'll head to the Exhibit Hall for happy hour with members of our three associations, and the many exhibitors and sponsors attending. We'll enjoy drinks and nibbles, and the amazing sound of our opening band. An acclaimed mainstay of Austin's renowned music scene, The Watters is made up of husband and wife duo Daniel and Jenna Watters, whose timeless songwriting and dynamic musicianship embodies a sound they call "Americana Soul." *Sponsored by Dental Monitoring America.*



Schedule & Session Descriptions

Friday, November 4

Leveraging 3D Printing and Sagittal First to Improve Patient Desires and Empower your Practice

Dr. Jep Paschal

8:00 am – 9:15 am | 1.5 CEUs | Doctor/Clinical

This course will provide attendees with the Why, What and How for the implementation of The Sagittal First treatment philosophy and the in-office digital workflow for manufacturing orthodontic aligners, enabling the economic delivery of multiple treatment protocols per the patient's needs and desires.

Objectives covered in this course include: the introduction of in-office digital workflows; how to implement 3D printing in your office; adapting the Sagittal First Philosophy with aligners and fixed appliances to tailor treatment to the patients needs; how to iteratively implement a digital workflow that will not overwhelm your existing systems or staff; and the various ways that in-house 3D printing can enhance your existing treatment protocols and actually decrease time in fixed appliances in a financially sound manner.

Designing the Ultimate Dream Team

Mr. Dino Watt

8:00 am – 11:00 am | 3 CEUs | Team Track

The truth is, nothing will ruin a great team member faster than watching you tolerate a bad one. The challenge is that not everyone knows what it takes to be that great team member you are looking for. Good news — there is a formula that, once learned in this course, will make you and your team unstoppable!

Tacos & Transitions

Thursday, Nov 3 from 6:30 pm – 7:30 pm

Sponsored by uLab.

What goes together like chips and salsa, or fresh lime and a bottle of aged tequila? This event gives our orthodontic residents and new grads the opportunity to meet and mingle with orthodontists that are exploring practice transitions, potentially adding an associate or considering selling their practice. And, yes, there will be delicious Tex Mex tacos! Free for Residents and recent graduates. \$25 for established doctors.

Maximize Practice Profits and Stop Saying Goodbye to Your Patients

Dr. Amy Jackson

8:00 am – 9:00 am | 1 CEU | Doctor/Management

How I improved my bottom line by reducing expenses and implementing more operational efficiencies. To survive this increasingly tight market and not drive my staff to the brink of quitting, I was able to maximize my revenue without adding one more patient to my practice. Instead of saying goodbye to my patients, now I maintain the connection and I'm the first to know when they relapse.... sorry direct-to-consumer companies, you can't have my relapse patients.

It's Not About You: The Hard Lesson to Keep Relearning While Building Your Business

Dr. Geoff Sudit

9:45 am – 11:00 am | 1.5 CEUs | Doctor/Management

In this presentation, Dr. Geoff Sudit will share the keys to growing a successful practice with a digital first mentality. By utilizing the latest technologies available in orthodontics, Dr. Sudit has built a patient centric culture that ensures the best experience and outcome while allowing unprecedented efficiency for himself and his team. Dr. Sudit will also share how he has leveraged LightForce for his bracket system to achieve improved clinical and business results that have never been possible in fixed appliances.

Financial Decisions the Orthodontist Must Get Right: Flipping Uncertainty Into Security

Mr. Charles Loretto

9:45 am – 10:45 am | 1 CEU | Doctor/Management

The volatility and confusion surrounding the last few years has impacted every dental practice. This course offers an opportunity to flip today's uncertainty into a roadmap for future financial security by sharing proven formulas behind building wealth, improving cash flow and supporting pension and retirement.

The Nuts and Bolts of Office Systems

Ms. Andrea Cook

12:00 pm – 1:00 pm | 1 CEU | Team Track

Having good systems will help your office and team run more smoothly and efficiently. Without systems we are often spinning our wheels. Working too hard, running reports that are not evaluated and not getting information to move

Schedule & Session Descriptions

Friday, November 4

your office forward are all results of a lack of systems. In this session, learn how to get your basic office system elements, the nuts and bolts, practically aligned for more effective workflow.

Digital, Custom Braces: Unlocking the Aligner Workflow for Every Patient

Dr. Brandon Owen

1:15 pm – 2:15 pm | 1 CEU | Doctor/Clinical

Aligners are quickly growing as a treatment modality because of their ability to make offices more efficient. Digital, custom braces allow us to leverage the same efficient workflow aligners, while providing even better control and a much lower lab expense. Learn more about this efficient alternative in this session.

Are Changing Demographics and Economics Creating a Seismic Shift in Practice Modalities?

Ms. Shannon Patterson

1:00 pm – 2:00 pm | 1 CEU | Team Track

In the last two years our industry has experienced dramatic change. The pandemic, recession and world crises are accelerating changes in economic trends that will impact orthodontic practices, as well as decisions of our future providers.

Orthodontic residents who started their journey in dental school six years ago saw a very different view of orthodontics than today. Will their career decisions impact our industry even more in the future? The data shows us: young orthodontists are graduating with epic levels of debt, many averaging half a million in student loans before they even start working; we are graduating more female providers than ever before who might desire more flexibility in their work schedules; and we are seeing large group practices expand with the backing of private equity money. These factors have made it more challenging to find associates, partners and buyers willing to take over established practices. This lecture will provide tangible data for doctor owners to make strategic decisions for the future of their practices whether they plan to hire an associate, create a partnership pathway or transition ownership.

The following key topics will be highlighted: trends in today's orthodontic marketplace and industry standards; resident demographic data; expansion data of OSOs; and national and state economy demographic data.



GOGA Goat Yoga

Friday, Nov 4 from 7:00 am – 8:00 am

Join us for a Vinyasa yoga class lasting 45 minutes, with adorable Pygmy Nigerian Dwarf goats walking, hopping and kissing their way around your mat! Yoga has been practiced for decades to help relieve stress, pain, high blood pressure, inflexibility and insomnia. Newcomers, however, can have their intimidation of yoga eased by these lovable, humorous, non-judgmental baby goats. Come ease your stress, and bond with these people-loving animals, who may just cuddle in your lap! \$40

#!t Show to Shining Stars: How 1% Changes can Change Everything

Dr. Jeannie Moody

1:15 pm – 2:15 pm | 1 CEU | Team Track

Does your doctor or manager set lofty goals every year or quarter, yet many go unachieved? In my office I would give direction to my team and then wonder why we didn't seem to accomplish our goals. I finally figured out the problem was lack of leadership among my team and the approach was too big. In this talk, I will share the ways small but continual changes have made a huge difference in my practice and in my life along with practical ways to make lasting changes. I will review key strategies and examples of ways that definition and leadership can be game changers for a team and turn everyone into shining stars. Course Objectives: Learn what it means to have definition and leadership in an orthodontic practice. Learn how to set measurable and attainable goals to ensure success in achieving them. Learn how small changes can add up big time. Learn some key leadership strategies and how to empower leaders to take action and move the office in the direction it needs to go.

A Taste of Austin

Party at Star Hill Ranch

Friday, November 4 from 6:00 pm – 10:00 pm

Sponsored by Retainers for Life and Clear Correct

Pack your boots and cowboy hat for our Ranch party!

Experience the rough and tumble life on a historic Texas ranch as we board buses and head out of Austin city limits for a party at Star Hill Ranch, a picturesque historic old west town. Austin has been crowned the “World’s No. 1 City to Move To” in global rankings, and its culinary scene contributes to its fame.

At this event, you’ll enjoy “the best of the best” Austin culinary flavors, including street tacos, award-winning barbecue, locally crafted spirits and desserts from favorite local-Austin staples!

As you explore the historic buildings, you’ll discover amusing activities and experience the sounds of Austin’s famous music scene with live performances so you can dance the night away.

Tickets: \$85

Transportation to and from the Ranch is provided with the first bus departing the Hilton at 5:00 pm.



Schedule & Session Descriptions

Friday, November 4

Maxillary Skeletal Expansion (MSE) for Adults Assisted by TADs

Dr. Abdal Kawaiah

2:30 pm – 4:15 pm | 2 CEUs | Doctor/Clinical

Maxillary Skeletal Expansion, or MSE, is an effective treatment for adult severe crowding. For adults with Class II and Class III malocclusion, MSE is used as treatment without surgery. This course analyzes MSE anatomy and biomechanics, and the use of MSE in the treatment of snoring and sleep apnea. Discussion includes the new MSE for adults with very deep and very narrow palate cases, and includes patient testimonies, tricks and activation.

Make Your Office Run Like a Well-Oiled Machine

Ms. Cathy Jugovic & Ms. Angie Menendez

3:00 pm – 4:00 pm | 1 CEU | Team Track

Are you utilizing your practice management software to its potential? Are you worried about the systems you have in place for your office to stay on track? Embrace your Practice Consultants Cathy Jugovic and Angie Menendez have mastered not only how to maneuver and work different software programs efficiently, but also how to train staff on the reporting that is needed within an orthodontic practice.

The software you use is just as important for the clinical team as it is for treatment coordinators and office managers. A more streamlined and efficient workflow is noticed when all team members are using the software proficiently.

Cathy and Angie will discuss the importance of data entry for accurate reports, uploading patient photos, using the proper verbiage when taking patient information, utilizing auto pay and electronic claim submission in order to help your team have increased same day starts and perfect reports. Your practice won't fall behind using these necessary tools to help your team succeed.

How to Sell Your Orthodontic Practice

Dr. Ernest McDowell

3:00 pm – 4:00 pm | 1 CEU | Doctor/Management

This course will provide information regarding many of the questions and decisions that should be considered when deciding how and when to either sell your practice or to partner with a DSO/OSO or private equity.

Topics include: why and when to sell; valuation and improvement; and DSO advantages.



Capitol Walk

Saturday, Nov 5 from 7:00 am – 8:30 am

Join in on a stroll through the streets of downtown to the grounds of the State Capitol building. The massive three-story Sunset Red Texas Granite structure is the largest capitol building in the United States, standing 14 feet higher than the U.S. Capitol building. This is a must-see destination while in Austin.

Saturday, November 5

Beyond Aligners: 3D Print Everything You Need In-Office

Dr. Tom Shannon

8:00 am – 9:00 am | 1 CEU | Doctor/Management

During this session, we will discuss a wide range of fixed appliances that are currently 3D printed, and why you can no longer afford to ignore it. Don't be dependent on traditional manufacturers - print everything you need in-office. See what 3D printing innovations are available today and what is coming tomorrow!

Alternatives for Implants in the Esthetic Zone

Dr. Tito Norris

8:00 am – 9:15 am | 1.5 CEUs | Doctor/Clinical

Dental implants have long been considered the gold standard for replacing missing teeth. This presentation will discuss current literature regarding dental implants in the esthetic zone and provide techniques for predictable, successful and esthetic substitutions and autotransplantations.

Schedule & Session Descriptions

Saturday, November 5

The Orthodontic Office of the Future

Ms. Jill Allen

8:00 am – 9:00 am | 1 CEU | Team Track

Historically, every aspect of an orthodontic practice was completed in-house, but the times they are a-changin'. Now newer practices are trading what was traditionally done for a technologically driven office of the future by outsourcing roles and systems. Learning objectives of this session include: understanding the risks and rewards of outsourcing key positions; identifying new emerging roles within the orthodontic office; and pinpointing the latest digital affordances and how they can positively impact your practice.

The Second Most Popular MSE Assisted by TADs: Hands-on From A-Z (additional \$300 fee)

Dr. Abdal Kawaiah

8:00 am – 12:00 pm | 4 CEUs | Doctor/Clinical

The MSE is capable of producing dramatic maxillary skeletal expansion, using TADs for fixation. During this hands-on session, attendees will learn about the varieties of MSE applications, including intrusions, mesialization, distalization and anchorage. Participants discover all about MSE cases, focusing on hands-on MSE laboratory and design, limits and risks, TADs choices, insertion, removal and other applications.

Let's Learn Photography!

Dr. Onur Kadioglu

8:30 am – 11:30 am | 3.5 CEUs | Doctors & Teams

We will be learning basics of digital photography as well as how to apply those skills in the Orthodontic Clinic.



Live Music

IN THE EXHIBIT HALL

Austin is known as "The Live Music Capital of the World," and we are bringing it right to you! Each day in the Exhibit Hall there will be live music to enjoy network with colleagues and businesses! Friday & Saturday music sponsored by LightForce.

Strength in Strategy

Ms. LeeAnn Peniche

9:30 am – 10:30 am | 1 CEU | Team Track

Join expert LeeAnn Peniche as she shares what is crucial for a practice to thrive. This discussion will include the most current practice dynamics, efficiencies and partnerships that lead to powerful referrals, streamlined starts and increased case acceptance. It's all about strategy.

The Evolution of Clear Aligner Therapy

Dr. Mark Lowe

9:30 am – 10:45 am | 1 CEU | Doctor/Clinical

Dr. Mark Lowe, a leader in the orthodontic industry, will share the effects and benefits of utilizing vertical double slits for elastics. He will discuss treatment planning for correcting Class II and Class III malocclusions with clear aligner therapy. Dr. Lowe will showcase some of his successful clear aligner therapy cases.

CDABO Prep Course • Saturday, November 5

1:00 pm – 5:00 pm | 4 CEUs | Separate Registration Required

The College of Diplomates Prep Course is designed to assist participants in preparing for the American Board of Orthodontics Scenario-based Clinical Examination to achieve board certification. The course includes tips on how to prepare and maximize your effectiveness during the ABO Virtual Clinical Examination. Attendees will be invited after the course to join the College Prep Course Facebook Study Group for continued dialogue and sample case practice. Space is limited to the first 50 paid registrants. No refund after October 1, 2022. This is a separate registration from the MSO/SAO/SWSO Annual Session. Use the QR code to register or visit www.cdabo.org.



Schedule & Session Descriptions

Saturday, November 5

Risk Management and Patient Records — What Every Doctor Needs to Know

Ms. Laura Diamond & Dr. Jesse Teng

9:45 am – 10:45 am | 1 CEU | Doctor/Management

This presentation focuses on dental record keeping requirements and common documentation oversights. It also provides practical advice for mitigating risk in your orthodontic practice.

Digital Nasoalveolar Molding For Cleft Lip and Palate

Dr. Chad Carter

11:00 am – 12:00 pm | 1 CEU | Doctor/Clinical

This session offers a review of pre-surgical orthopedics prior to lip repair for infants with cleft lip/palate. Features include a presentation of a digital workflow for this therapy with nasoalveolar molding, and a discussion of evaluating case results with extra-oral and intra-oral overlaid scans.

Maximizing Your Inventory Dollars

Ms. Mari Sawtelle Dunn

11:00 am – 12:00 pm | 1 CEU | Team Track

As competition for patients continues to grow, orthodontists are focusing even more on controlling costs and running their practices efficiently to increase margins and profit. Managing your inventory system and ordering is a powerful way to add to your practice's bottom line. Meanwhile, making small but critical mistakes can quickly add up to significant costs. Also critical in today's orthodontic landscape is adapting your business strategies to the rapidly changing market, particularly the growing presence of mail-order aligner companies.

Objectives for this session include learning: how to evaluate your inventory system and set your inventory person up to truly succeed; where to find great prices, save big on the little things that add up, and make sure you are getting real value for every inventory dollar you spend while still getting the best quality products and service; and strategies to be more competitive in the ever-increasing competitive orthodontic arena, especially with mail-order companies.

Porch Talks with Chris Bentson: When Going All In Truly Means "All In"

Mr. Chris Bentson & Dr. Alyssa Carter

11:00 am – 12:00 pm | 1 CEU | Doctor/Management

Join industry leader Chris Bentson along with Dr. Alyssa Carter as they discuss their journeys with DentalMonitoring, and how their practices have flourished since implementing a best-in-class remote monitoring solution.

In this session, attendees will learn: the importance of adopting a remote monitoring solution; why "going all in" is crucial for practice success; and the opportunities that arise when a practice is both efficient and profitable.

Show Me the Money: Fee Presentations, Financial Transparency and the Changing Demands of Millennial Consumers

Ms. Tracy Martin

1:15 pm – 2:30 pm | 1.5 CEUs | Team Track

Policies demanding \$1,500 down and balances paid in full before treatment ends are a thing of the past! If you're ready to move your team into financial arrangements that are not only competitive, but expected by your millennial patients, then don't miss this lecture from Tracy Martin of Straight Consulting. Not only will she break down the "WHATS & WHYS" of this generation, but also "HOW" to get them picking up what your practice is putting down!

Learning objectives include: presentation techniques; financial arrangements of 2022; and tactics for navigating the waters through financial hurdles or objections.

Practice Management Considerations for the New and Younger Doctor

Dr. Matthew Ng

1:15 pm – 2:30 pm | 1.5 CEUs | Doctor/Management

Congratulations on joining the greatest profession on Earth! Now that you've completed 10+ years of post-secondary education, now what? Whether you're working at a DSO, associating in a private practice or perhaps a new practice owner, there are many questions on your mind. Explore the questions around, "Did I make the right choice?" with Dr. Ng in this informative session.

Schedule & Session Descriptions

Saturday, November 5

Dr. Gardner's Invisalign Emporium

Dr. Graham Gardner

1:15 pm – 2:30 pm | 1.5 CEUs | Doctor/Clinical

Dr. Gardner's Invisalign Emporium will add to your Clear Aligner Therapy skills to help finish your cases more predictably by using advanced techniques. Digital wax-ups, TADs, CBCT integration, braces segments and common-sense mechanics are some of the topics that he will be reviewing.

Attracting New Patients: The Digital Journey

Mr. Neil Harrison

3:00 pm – 4:00 pm | 1 CEU | Team Track

The new patient journey has gone digital. Nearly all prospective patients engage with a practice's digital presence before becoming actual patients. This means a very positive online experience and visibility are truly necessities for all practices interested in attracting new patients.

Are you interested in learning digital marketing best practices that will appeal to prospective patients? If so, join this presentation to hear Sesame Senior Solutions Advisor Neil Harrison cover best practices for generating great online visibility. He will touch on everything from optimizing for search engines to online reviews, social media profile updates, digital advertising and more!

BRIUS: Not Braces, Not Aligners. Independent Mover!

Dr. Mehdi Peikar

3:00 pm – 4:00 pm | 1 CEU | Doctor/Management

As opposed to braces or aligners, BRIUS technology fits in a third and different category of straightening teeth called an independent mover. This course will introduce BRIUS, present patients that are treated with BRIUS and will answer the attendees' questions.

How to Establish an Efficient In-Office Aligner System

Dr. Rooz Khosravi

3:00 pm – 4:30 pm | 1.5 CEUs | Doctor/Clinical

Significant enhancements in desktop 3D printers have introduced a shift in orthodontic care, especially in clear aligner therapy. This course focuses on how to develop an efficient in-office aligner system, as well as how to implement 3D printing technology in your practice.

Efficiency Bootcamp For Your Ortho Practice

Ms. Preity Bhagia

4:00 pm – 5:00 pm | 1 CEU | Team Track

Get ready to kick your efficiency and productivity into high gear. Let's take a closer look at the systems and processes in an orthodontic practice and determine easy ways to make them more efficient. The strategies we learn will boost practice growth while making your days productive and stress-free.

Using Artificial Intelligence for Precision Bracket Placement: A Real-World Discussion with Doctors

Mr. Steven Gardner

4:00 pm – 5:00 pm | 1 CEU | Doctor/Management

Artificial Intelligence (AI) seems to be everywhere these days, but what role can it really play in orthodontics? In this discussion, we will talk with doctors who have actually implemented AI in their practice for digital case set ups, 3D printing and bracket bonding appointments. We will explore their individual experiences, as well as pros/cons and tips for successful implementation of this advanced practice technology.

Football Watch Party at Austin Taco Project

Saturday, Nov 5
from 4:00 pm – 8:00 pm

Meet up with your friends and colleagues at a special Football Watch Party at the Hilton's own Austin Taco Project, featuring colorful cocktails, uncommon tacos, and plenty of space to spread out and watch your

teams play some football and enjoy the TopGolf Swing Suite. Enjoy the popular TopGolf target game, Zombie Dodgeball, and more! We reserved the place just for us! Cash bar and special fixed menu.

Speaker Bios



Ms. Jill Allen

Jill Allen is a national orthodontic consultant with a passion for helping doctors bring their practice dreams to fruition. Jill and her team specialize in start-up practices and training doctors and team members who have been in business for eight years or less, or eight years to retirement. Her goal is to give each

team the tools to increase growth and streamline their processes. Jill's proven management solutions produce positive results in case acceptance and production, creating strong, successful practices for the years to come.



Mr. Chris Bentson

Chris Bentson is a partner of Bentson Copple & Associates, LLC based in Greensboro, North Carolina. The company serves the orthodontic community by performing practice valuations, providing recruiting services and negotiating transactions with both buyers and sellers. Chris serves as Editor-in-Chief of

the Bentson Copple reSource, an online experience and community hosted on qlark.com focused on the business aspects of running a successful orthodontic practice.

Currently, he serves as a committee member for numerous orthodontic-focused boards, including AAOFTT (American Association of Orthodontists' Future Think Tank), the AAO Bulletin, Ortho4D, and the AAO (American Association of Orthodontists Foundation). In addition, he is a frequent guest lecturer at AAO meetings, regional orthodontic society meetings, orthodontic resident programs, study clubs and orthodontic user meetings.



Ms. Preity Bhagia

Preity is the founder of Excel Orthodontic Consulting. Her Passion is to bring improved systems and efficiencies to orthodontic practices of any size. With over 15 years of in-the-trenches orthodontic experience, she focuses on finding custom solutions for your practice challenges so that

you and your team can work in a stress-free environment every day! She also dabbles in theater and creative non-fiction writing when creativity strikes and has been published in several literary journals and blogs.



Dr. Alyssa Carter

Dr. Alyssa Carter received her bachelor's degree from Oklahoma State University and her Doctor of Dental Surgery degree from Baylor College of Dentistry, both from which she graduated from with the highest scholastic honors. She completed a three-year residency program from the University of Florida College of

Dentistry, where she served as chief resident and earned numerous academic awards. Most recently, Dr. Carter was awarded the prestigious Charley Shultz Resident Scholar award, which is awarded only to one orthodontic resident in the United States, Canada, and other countries combined.

Dr. Emory-Carter has also been selected to participate in clinical and FDA trials for innovative orthodontic products. She is a member of multiple study groups including Ormco Insiders, Shulman Study Group, OrthoprenuersRD, and NPG Mastermind. In addition to her educational accomplishments and experiences, Dr. Carter places emphasis on community involvement. She frequently engages in local events and enjoys the many benefits of small towns and close-knit communities.



Dr. Chad Carter

Dr. Chad B. "Forrest" Carter is the Chief of Orthodontics at Offutt Air Force Base (Omaha), Nebraska and an Assistant Professor with Uniformed Services University. He completed dental school at the University of Oklahoma and is a graduate of the Tri-Service Orthodontic Residency Program (TORP), Joint Base

San Antonio-Lackland, Texas.

His amazing and beautiful wife, Amy, has stood by him for over 21 exhilarating years of marriage. They also have two teenage boys, Noah and Benjamin, who are incredibly talented in diverse ways. More importantly, they are young men of high character. In addition, he loves walking fields and hunting with his bird dog, Boone.

Speaker Bios



Ms. Andrea Cook

Andrea Cook's "clinical pearls" are polished from 20 years experience as a chair side assistant with outstanding orthodontic practices. She works as a clinical consultant and trainer for premier orthodontic offices across the country.

Since effectively training clinical team members is a critical portion to the advancement of clinical productivity and profitability, Andrea works with teams to increase efficiency, improve communication and guides the office to a new level of excellence.

Her years of experience include working in single, double, and multi doctor practices. She has extensive experience as clinical coordinator for a multi doctor practice seeing over 120 patients per day. Andrea's expertise provides her unique insight to solutions for the multitude of challenges faced everyday by orthodontic clinical teams.



Ms. Laura Diamond

Laura Diamond is an administrative and healthcare law attorney with experience representing healthcare providers in administrative proceedings. Ms. Diamond's practice focuses on assisting individuals and businesses to defend their occupational licenses. She represents physicians, dentists, nurses,

mental health professionals, skilled nursing facilities, home health agencies, and hospice companies.

Ms. Diamond represents clients at the agency level (complaint, investigation, and informal settlement conference) as well as before the State Office of Administrative Hearings (SOAH).

Ms. Diamond is a founding partner in the firm of Dalrymple, Shellhorse, Ellis & Diamond, LLP. Ms. Diamond received a Bachelor of Arts in Behavioral Sciences from Concordia University at Austin in 1995 and her law degree from Baylor University School of Law in 2004. She has practiced law since 2005.



Dr. Graham Gardner

Dr. Gardner loves creating smiles! His passion is figuring out how to treat people more effectively and efficiently with Invisalign clear aligners, and then sharing these techniques with others. In 7th grade, he did his high school science fair project on orthodontics. His interest in biomechanics and

excellence in orthodontics has exponentially increased since then, making him a certified Invisalign nerd. After attending Wake Forest University, he attended dental school at VCU and then finished his orthodontic residency at NYU in 1998. Dr. Gardner has been teaching at the VCU Orthodontic Residency as adjunct faculty every Thursday morning since 2000. He is certified with the American Board of Orthodontics. He enjoys testing new materials and helping Align with pilot studies. His lecturing has taken him throughout the United States as well as to Canada, Europe, South America and Asia, which is great because he loves learning about new cultures. Dr. Gardner's favorite topic to discuss is clinical excellence, especially complex interdisciplinary cases and digital treatment planning. When you meet him, it will become obvious that he has the energy to incite passion with his creative and novel ideas.



Mr. Steven Gardner

Steven Gardner is an industry leader with 28 years of experience in orthodontics and has successfully started and run three orthodontic companies. His largest company, OrthoSelect, LLC was founded in 2004. He transitioned OrthoSelect into a fully digital organization in 2009.

In 2013, Steven began initial software development for the Digital Indirect Bonding System (DIBS) and continues to head the company's software development team. During this time, he also led a four-year research and development initiative exploring optimal ways of implementing 3D printers and print resins in digital bonding applications. This effort resulted in multiple advancements in resins and printing techniques, as well as critical progress in AI-driven software. Under Steven's direction, OrthoSelect recently launched the all-new

Speaker Bios

DIBS AI platform, which features 44 unique algorithms to automate, simplify and decrease the time needed for full case setups and 3D printed transfer trays.

Steven enjoys time away from work with his wife Deborah and their 4 children. He is an avid mountain climber, summiting all 54 Colorado "Fourteener" peaks, along with Mt. Kilimanjaro and many others.



Mr. Neil Harrison

Neil has been matching practices with business growth solutions for over 16 years. As a Senior Territory Manager with Sesame for 8+ years, he uses experience, data, and strategic questions in order to understand each practice's unique needs and challenges in the digital space.



Dr. Amy Jackson

Dr. Amy B. Jackson is a Board Certified Orthodontist in private practice for over fifteen years, and runs four practices in San Antonio, Texas. She began her dental career in Houston where she attended The University of Texas Health Science Center. During her time there, she was recognized by the UT Health Science

Center with the Dental Public Health Award for community service and was awarded a Summer Research Fellowship from the AADR and the Barnard G. Sarnat Award in Craniofacial Biology from the IADR.

Dr. Jackson continued her specialty training for orthodontics at The University of Texas where she completed a master's degree through the periodontal department and was awarded the AAED's research grant for her work with mid-palatal implants.



Ms. Cathy Jugovic

Cathy, a meticulous and detail-oriented individual, brings quite a few years of experience in the orthodontic/dental fields to Embrace your Practice. Skilled in operations, front desk management, budgeting, accounts receivables, collection, and insurance billing, she offers highly

detailed reports meant to steer any practice in the right direction by coaching front of the house team members on how to run and analyze weekly and monthly reports.

Together with Angie, they come together as a powerhouse that travels nationwide maintaining and teaching doctors, managers, and staff the benefits of working together toward a common vision. Every department receives in depth training!



Dr. Onur Kadioglu

Dr. Kadioglu is an Associate Professor, Ram S. Nanda Endowed Chair, and the Chair of the Orthodontic Program at the University of Oklahoma. He received his dental degree from Istanbul University. He received his certificate and Masters degree in Orthodontics from the University of Oklahoma.

Aside from his academic duties, he is currently serving as the Vice President of the Southwestern Society of Orthodontists, SWSO representative on the AAO's Council on Scientific Affairs, Section Editor and Examiner for the American Board of Orthodontics, and as an instructor at the Tweed Course in Tucson, AZ.

He has published over 20 articles in peer-reviewed journals, six book chapters and co-authored an orthodontic textbook on 3D imaging. He has served on over 40 graduate thesis committees. He also continues to serve on the editorial review board of the American Journal of Orthodontics and Dentofacial Orthopedics and the Angle Orthodontist. In addition to the above-mentioned duties, he has been honored as an invited speaker at many national meetings including the Joe D. Peak Memorial Lecture of the SWSO. His research interests include TADs, 3D imaging technologies and

Speaker Bios

various other areas of clinical translational research. He maintains his private practice with the Orthodontic Specialists of Oklahoma.



Dr. Abdal Kawaiah

Dr. Abdal Kawaiah completed his first DDS in Algeria and his second DMD at the University of Montreal in Quebec Canada. He went on to pursue his Orthodontic Education (University Diploma of Orthodontics) at Toulouse University in France (1988). Then, Dr. Kawaiah pursued his Advanced Clinical Training in

Orthodontics at the University of California in Los Angeles. He has treated over 700 cases of MSE and Sleep Apnea. Dr. Kawaiah has helped develop a new MSE for very deep and narrow palates, with and without piezectomy or perforations.

Dr. Kawaiah owns a private practice in Aruba where he sees 60-80 patients daily. He is also a member and fellow of the Syrian Orthodontist association, World Federation of Orthodontist, and International Association of American Orthodontists. Dr. Kawaiah is humble to have lectured at a number of Orthodontic residencies at the University of Montreal, University of New York, and Nevada University. As a well known speaker, he is delighted to meet Orthodontists all over the world, including in the United States, Japan, South Korea, Jordan, Syria, Egypt, Romania, Qatar, Dubai, Curaçao, and San Maarten. He looks forward to continue offering lectures. Additionally, he is a visiting professor at the American University of Medicine in Aruba.

Finally, he is a father of 6 children and a husband to his lovely wife Seba. Three of his children are medical school graduates and another in undergrad looking to follow her father's footsteps.



Dr. Rooz Khosravi

Dr. Rooz Khosravi is a clinical assistant professor at the University of Washington. He also practices at PORTH, a modern orthodontic clinic with two locations in Bellevue and Sammamish, WA. In addition to private practice and academic life, Dr. Rooz is an orthodontist-scientist consultant in various companies expanding the

boundaries of digital orthodontics. In 2019, Dr. Rooz established the Digital Orthodontic Hub (DOH) where he has trained numerous orthodontists and their team on integration of 3D printing technology in their office.



Mr. Charles Loretto

Charles joined CWA in 2001 and became partner in 2016. He plays a critical role in growing the firm's client base as the director of business development, marketing and new client services.

He travels the country speaking at dental schools and residency programs, study clubs, dental symposiums and state and national dental meetings on strategies to reach financial freedom. Since 2004, Charles has presented to over 30,000 dentists and over 50 dental schools. He is a published author, and host of the top-ranking dental podcast, Transition Talk.

Charles oversees the practice transition department for CWA, and is founder of its affiliate company, National Dental Placements (NDP), that assists doctors in the buying, transitioning and valuation of a practice. He and his team help hundreds of dental professionals with their transition goals annually.

Using his insight and experience from almost two decades in the dental industry, his passion is helping diagnose the financial support dentists need and then connecting them with someone who will then help them achieve their financial goals.



Dr. Mark Lowe

Dr. Lowe received a Bachelor of Science in Biology and Bachelor of Arts in Economics from Stanford University and his Doctor of Dental Surgery degree from the University of California at San Francisco where he also completed his orthodontic residency.

Dr. Mark Lowe is a teacher, speaker, and orthodontic specialist. He is the Attending Orthodontist for the General Practice Residency at Community Regional Medical Center, UCSF – Fresno. The GPR is one of the only programs that certifies its residents in the use

Speaker Bios

of Clear Correct and Invisalign. He maintains both a private practice and a pediatric group practice in Fresno, California. As an orthodontist, Dr. Lowe strives to provide outstanding treatment with exceptional customer service.

Dr. Lowe's smile transformations have been recognized for award winning clinical excellence. Many results have been published in books and used in instructional lectures and videos.

Dr. Lowe has been providing orthodontic treatment to Central Valley patients for over 25 years. In 1999, Dr. Lowe began providing clear aligners to Central Valley patients. He was the first certified aligner orthodontist in the Central Valley and has been involved with several aligner companies in product research and development. Dr. Lowe regularly lectures and teaches general dentists and orthodontists, nationally and internationally, on the use of aligner therapy.

In his spare time, Dr. Lowe coaches volleyball at the high school, college and professional levels.



Ms. Tracy Martin

Tracy Martin is the founder and lead consultant of Straight Consulting. Growing up in ortho, having held every position over the course of 16+ years, in offices ranging from start-ups to multi-practice/multi-doctor and DSO, Tracy is passionate about the business of orthodontics. When she is not speaking at regional and

national conferences, interviewing ortho luminaries on her Straight Talk series, or hosting Straight Consulting's signature TC and Marketing Mastery Courses, she can be found on the road, in offices throughout the U.S. and Canada.

Tracy's mission is to put a millennial twist on traditional practice consulting and lead the development of next generation ortho teams.



Dr. Ernest McDowell

Ernie McDowell, DMD, was born and raised in St. Petersburg, FL. Immediately after high school, he attended the University of South Florida from 1977-1981 and earned a BA in Biology. Next, came the University of Florida from 1981-1985 for his DMD degree, and then the University of Louisville from 1985-1987 for his Certificate in Orthodontics.

Dr. McDowell has been in private practice since 1987, ABO Board Certified since 1997, and is a Diamond plus provider of Invisalign. He has an expanding group practice of 6 locations, with additional locations being added in early 2023. Dr. McDowell has been involved in the DSO space since 2015, through both private consultants, as well as participation in DSO meetings and organizations.

Ernie McDowell loves to travel with his wife Katie, and their three daughters Naomi, Milan, and Natalia.



Ms. Angie Menendez

Orthodontics has been Angie's passion for the majority of her life, she got her start in Miami, Florida and then moved to Boca Raton, Florida, where she was a lead in a very upscale practice. She has cultivated her clinical skills through working with exceptional doctors, she is well versed in the art of bending wires, maneuvering

computers and x-ray machines, scanners, and sales amongst other things. Angie trains the clinical team and Treatment Coordinators on scanning, photography, new technology and proper communication techniques. Case acceptance is improved tremendously with the one-on-one training EyP brings.

Together with Cathy, they come together as a powerhouse that travels nationwide maintaining and teaching doctors, managers, and staff the benefits of working together toward a common vision. Every department receives in depth training!

Speaker Bios



Dr. Jeannie Moody

Dr. Jeannie Moody was voted “most likely to be convicted” in her high school graduating class and had no intentions of going to college, let alone pursuing a career in orthodontics. Despite her rebellious youth growing up in small town Colorado, she went on to earn her undergraduate and dental degree from

the University of Florida and her master’s degree and orthodontic certificate from the University of Colorado.

In 2011, Dr. Moody started her first orthodontic practice in Austin, Texas. In 2015, she opened a second start up in nearby Dripping Springs. She focuses her practice on ideal smile aesthetics, and airway-centered orthodontics. Dr. Moody is a thriving single mother to 6-year-old twin daughters and an 8-year-old son. Dr. Moody enjoys coaching and speaking to women and dental professionals about accountability, mindset, and leadership. She is passionate about personal growth, leading a fulfilled life and becoming the best leader and person one can be.



Dr. Matthew Ng

Dr. Matthew Ng completed his undergraduate (BSc) and dental education (DMD) at the University of Manitoba in Winnipeg, Canada. He went on to pursue his orthodontic education (MSD) at Saint Louis University in St. Louis, Missouri. Dr. Ng is a Diplomate of the American Board of Orthodontics and a Fellow

of the Royal College of Dentists in Canada. Dr. Ng is an active member in the profession as a Past President of the British Columbia Dental Specialists Society and the Texas Association of Orthodontists. He currently serves as the RMSO/SWSO Councilor for the College of Diplomates of the American Board of Orthodontics and a long-time Board member of the SWSO. He is also a proud member of the Southwest Component of the Edward H. Angle Society of Orthodontists. Dr. Ng is humbled to lecture at

a number of orthodontic residencies and serves as Adjunct Clinical Faculty at Saint Louis University. He enjoys meeting orthodontists all over the world as a Key-Opinion Leader for American Orthodontics. In his spare time, he is an active member of his local church and spending time with his lovely wife, two young sons and baby girl. Dr. Ng maintains his private practice in Cypress and Katy, TX.



Dr. Tito Norris

Dr. Robert (Tito) Norris received his bachelor’s degree with honors from the University of Texas at Austin in Biology with a minor in Mechanical Engineering. His unique background in engineering provides him with a distinct advantage in mastering the forces, vectors and movements inherent in performing orthodontic

treatment. His background in material science allows him to stay on the leading edge of the latest technological advances in orthodontic techniques and products.

Dr. Norris was the salutatorian of his dental school class at the University of Texas Health Science Center at San Antonio Dental School. He completed a General Practice Residency at the V.A. Hospital in Washington, D.C., followed by a residency in Orthodontics at Howard University. He graduated from this residency program as the valedictorian with the highest-grade point average in the Orthodontic Department’s 25-year history.

After completing his orthodontic specialty training, Dr. Norris joined the United States Air Force and served as Chief of Orthodontics at Misawa Air Base, Japan for three years. He and his wife, Simone, returned to San Antonio in 1998 where the vision of Stone Oak Orthodontics came to be.

Dr. Norris is a resident of San Antonio, Texas. He enjoys snow skiing, cycling, swimming, strength training, boating, hiking, and kayaking. Dr. Norris has lectured throughout the United States, Europe, and Asia. His scientific papers have been published in the American Journal of Orthodontics and Dentofacial Orthopedics, Seminars in Orthodontics, Clinical Impressions, Orthodontic Products, and OrthoTown. He is the creator of the Norris 20/26 Bracket system.

Speaker Bios



Dr. Brandon Owen

Brandon Owen the CEO and founder of KLOWen Braces and is a practicing orthodontist at Owen Orthodontic Center in Lakeway, TX. He is the winner of the 2019 OrthoInnovator Award from the American Association of Orthodontists and has 8 original patents as well as dozens of continuation patents. He is an ABO Board

Certified Orthodontist and is a member of the prestigious Angle Society. He is also a consultant to more than a dozen companies in the digital orthodontic space. He also does research at the U. of Alberta on the OSIM where he is an adjunct faculty member. His company, KLOWen Braces, is named after his oldest son, Keller Logan Owen, who passed suddenly in 2011.



Dr. Jep Paschal

Dr. Jep Paschal is a proud husband, father of three, a solo practitioner, a technologist, and an orthodontic futurist. He has had the privilege of lecturing all over the world helping Orthodontists learn the value of digital orthodontics, In-Office Aligner Design and Manufacturing, the Sagittal First treatment philosophy,

the Passive Self Ligation treatment philosophy, and the merits of the solo practitioner in an increasingly corporate ecosystem. He received his BS from Emory University and his DMD from the Medical College of Georgia. Completed residencies in Prosthodontics, then a General Practice Residency and his Master of Science degree in Biomaterials & Prosthodontics at the University of Texas Health Science Center at San Antonio. Dr. Paschal maintained a private practice in Prosthodontics and Implant Dentistry before returning for a residency in Orthodontics at the University of Rochester Eastman Dental Center.

Dr. Paschal has served on the Board of Directors for the American Association of Orthodontists Foundation, as President of the Georgia Association of Orthodontists, as a member and Chairman of the Council on Communications for the AAO, and as a member and Co-Chair for the AAO Future Think Tank. Dr. Paschal currently

practices in Madison and Lake Oconee, Georgia, USA. His interests include family, computers and technology, reading, skiing, and travel.



Ms. Shannon Patterson

Shannon Patterson, a partner with Bentson Copple & Associates is a recruitment leader in the orthodontic industry, specializing in placement and retention of doctors by engaging in a proactive recruitment strategy. She helps place candidates where they will be a successful fit, not only for

the practice, but also the community. She is also a Kolbe Certified™ Consultant and expert in the Kolbe suite of assessments for selection of the ideal candidate match, focusing on strength-based relationships for both doctors. She specializes in comprehensive talent management, candidate sourcing, candidate lead generation and strategic placement planning. Shannon has earned certifications in High Impact Recruiting (CPR) and Certified Medical Staff Recruiting (CMSR), and is a Certified Kolbe Consultant and member of the American Academy of Medical Management (AAMM). Shannon is a frequent lecturer at industry meetings and orthodontic residency programs, and contributes to numerous orthodontic journals.



Dr. Mehdi Peikar

Dr. Mehdi Peikar is the inventor of BRIUS and the founder of BRIUS Technologies, Inc. Dr. Peikar is a practicing orthodontist who graduated from the UCLA School of Dentistry. He also holds a Master's degree in Quantum Mechanics and Condensed Matter from the University of Illinois and a Ph.D in

Biomechanics from Johns Hopkins University. Dr. Peikar's unique background in academia has been instrumental in the design of BRIUS and continues to drive success in achieving superior biomechanical results. The first BRIUS was first tested on a wax model and has since received FDA approval with numerous successful treatments and satisfied patients.

Speaker Bios



Ms. LeeAnn Peniche

Through innovative, proven and proprietary Systems, LeeAnn Peniche has consistently brought smiles to orthodontists for more than 30 years. As the founder and President of Peniche & Associates, she has earned a reputation as one of the country's premier orthodontic consultants who specialize

in case acceptance, scripting, marketing and practice systemization. Over 3,000 practices have experienced first-hand her creative outlook, years of expertise and proven track record of success. LeeAnn's life has been committed to providing Orthodontists and their practices with the tools and Systems for their continued success through lectures, in office training as well as her trademarked Treatment Coordinator Intensive Workshop, Office Management Academy, YES Academy and Millennial Marketing Academy.



Ms. Mari Sawtelle Dunn

Over her 30-year career as an award-winning sales rep and trainer for four of the largest orthodontic companies, Mari Sawtelle became a master of organization and inventory systems, and learned the ins and outs of manufacturers and distributors. She was recruited by a 12-doctor multi-practice orthodontic group to serve as

Director of Business Development and Purchasing, where she saved the company over \$1 million dollars in the first year. Mari wanted every orthodontist to be able to benefit in the same way, so she took her experience and founded Mari's List®. Mari's List is now the largest orthodontic buying group in the country, focused on helping doctors save both money and time through effective inventory management.



Dr. Tom Shannon

Dr. Tom Shannon is a board certified orthodontist and a graduate of the University of Michigan (DDS), the University of North Carolina (AEGD), as well the University of Tennessee (MDS, Orthodontics). As a leader in orthodontic simulation design, Dr. Shannon has been at the forefront of in-office

aligner production, 3D printed fixed appliances, and hybrid treatment options. Currently in private practice in Southwest Michigan, Dr. Shannon is also a co-founder of Braces On Demand and holds multiple patents in the 3D printing space.



Dr. Geoff Sudit

Geoff Sudit attended The University of Texas for his undergraduate studies where he graduated summa cum laude with a Bachelor of Science degree in Psychology. He then attended the highly regarded dental school program at the University of Minnesota. While there, he earned his DDS and was

awarded the American Association of Orthodontists Senior Student Award upon graduation.

Dr. Sudit practiced general dentistry in the Minneapolis area before completing his post-graduate training in orthodontics, along with a Master's Degree in Dentistry. After working with Dr. Randy Kunik for a few years and earning a reputation for quality care, exceptional work and a top-notch ability for connecting and relating to his patients, he is proud to be out on his own, doing what he loves, and returning to the city that he loves – Minneapolis.

Mint Orthodontics blends cutting-edge research and tools with traditional, tried-and-tested orthodontic techniques to provide patients with world-class care every time, including LightForce. Dr. Sudit began using LightForce in 2019 and has treated over 300 patients with LightForce. Moreover, Dr. Sudit serves on the LightForce Clinical Education Board, is a KOL and provides testing and feedback supporting product development.

Speaker Bios



Dr. Jesse Teng

Dr. Jesse Teng is a Board-certified orthodontist and owner of JT Orthodontics, with 2 locations in El Paso, TX. Dr. Teng serves on the AAO Council of Communications. He is also the current president of the Southwestern Society of Orthodontists and past president of the Texas Association of Orthodontists.

Dr. Teng received a Bachelor of Science degree in biomedical engineering from The Johns Hopkins University, a Doctor of Dental Surgery degree from Columbia University College of Dental Medicine, and a certificate in Orthodontics and Dentofacial Orthopedics from the University of Rochester Eastman Dental Center.

Dr. Teng was appointed by Texas Governor Greg Abbott to the Dental Review Committee of the Texas State Board of Dental Examiners in 2018. This committee serves on informal settlement conference panels to determine whether an informal disposition of a case against a license holder is appropriate, and to make recommendations for the disposition of the complaint or allegation.



Mr. Dino Watt

First and foremost, Dino Watt is a P.H.D. A Passionate Husband and Dad. He also just happens to be one of the most exciting business relationship trainers in the world and the author of the #1 International Best-Selling book, *The Practice Rx*.

As the CEO of Our Ripple Effect, Inc. Dino is an award-winning mentor, trainer and coach. His programs focus on helping high performing business leaders Make Love & Business Work™. His goal for all his clients is for them to have more passion for what they do, get more productivity from their team and create more profit in all areas of their life. As *The Relationship Expert*, his passion for what he does stems from the belief that no success in your business can compensate for failure in your relationships.

Dino's unique ability to help high performers have the greatest success in both their personal and professional relationships has been featured on ABC, NBC, CBS, FOX News and TEDx.

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