

# MIDWESTERN SOCIETY OF ORTHODONTISTS

## Top Ten Takeaways from the 2024 MSO Annual Session

Rosemont, Illinois, October 25-26, 2024

1. We welcomed nearly 260 people to the 2024 MSO Annual Session in Rosemont, Illinois, October 25-26. It was a very full two-day conference featuring both a clinical track of learning along with a practice management track. Thank you to MSO President Dr. Spencer Pope and Annual Session Chair Dr. Bronwen Richards (*pictured left to right*) for all their hard work securing speakers and overseeing the event. A full year of work goes into planning the conference including securing speakers (21 speakers at the conference), confirming exhibitors and sponsors (2 sponsors and 39 exhibitors), handling all the hotel logistics (the Loews Hotel was a perfect venue) and encouraging members to come and bring their teams! We were very pleased with the outcome! Attendees, be sure to fill out the evaluation form by November 22<sup>nd</sup> to better inform next year's Annual Session.



2. The MSO Annual Business Meeting was held on Saturday, October 26<sup>th</sup>, and featured the installation of MSO's 2024-2025 President, Dr. Michael LaFerla. Dr. LaFerla's term will run through to the next MSO Annual Business Meeting. Congratulations Michael!!

(*Pictured left to right: 2023-2024 MSO President Dr. Spencer Pope and 2024-2025 MSO President Dr. Michael LaFerla*).

3. The Annual Business Meeting also saw the presentation of the 2024 Earl E. Shepard Award for Distinguished Service to Dr. Patrick Foley (*pictured right with Dr. Pope*). Dr. Foley honorably served the Illinois Society of Orthodontists as its president, receiving the ISO's highest honor, the Merit Award, and the American Board of Orthodontics, representing the MSO and serving as ABO president last year. To read the full description of Dr. Foley's illustrious career, link [HERE](#). Congratulations again to Dr. Foley!!





4. The MSO welcomed AAO President Dr. John Callahan and AAO CEO Trey Lawrence to the Annual Session and the Annual Business Meeting. Dr. Callahan had the honor of installing the new MSO officers. (Pictured left to right: Dr. Mike Durbin, MSO Trustee to the AAO Board and 2024-2025 AAO Secretary-Treasurer; Dr. John Callahan, President AAO Board of Trustees; Dr. Michael LaFerla, 2024-2025 MSO President; Dr. Spencer Pope, 2023-2024 MSO President). To help promote the AAO's spring Annual Session in Philadelphia (April 25-27), AAO prepared a 1:30 minute "sizzle" video to get everyone excited to come to Philly. Be sure to check out the video here: <https://vimeo.com/1012894830>.

5. The MSO 2024-2025 Board of Directors also met during the Annual Session and welcomed two new directors to the board: Dr. Heather Horton representing Minnesota and Dr. Katherine Kazak representing Manitoba. The entire board is pictured from left to right: Dr. Melissa Bernhardt (Iowa); Dr. Keri Barrow (South Dakota); Gwen Berlekamp, CAE (Executive Director); Dr. Estee Wang (Secretary-Treasurer); Dr. John Firth (Missouri); Dr. Michael LaFerla (President); Dr. Bronwen Richards (Illinois); Dr. Emily Willett (President-Elect); Dr. Emerson Ehlis (North Dakota); Dr. Sumit Yadav (Nebraska); Dr. John Kittleson (Wisconsin); Dr. Katherine Kazak (Manitoba); Dr. Mike Durbin (MSO Trustee to the AAO Board); and Dr. Heather Horton (Minnesota).



6. The MSO Past President's luncheon was also held during the Annual Session. Joining the luncheon included (pictured left to right): Dr. Virginia Mennemeyer; Dr. Deb Lien; Dr. Spencer Pope; Dr. Lee Graber; Dr. Jim Klarsch; Dr. Nellie Kim-Weroha; Dr. John Crawford; and Dr. Scott Arbit. Thanks again for all you did (and do) on behalf of the MSO.

7. We also held the inaugural Women Orthodontists reception, sponsored by Henry Schein. Thank you to all the women (and men) who joined our reception. We're definitely planning for this reception again next year.

8. Networking with colleagues is a big reason why members come to the Annual Session. Thanks to those who brought their teams, too!



9. A huge thank you to our 2024 Annual Session Sponsors and Exhibitors! Simply put, we cannot produce this event without the support of these companies. Without them, none of this would have been possible. Thank you again for your generous support.



**MSO 2024**  
MEMBERSHIP SOCIETY OF ORTHODONTISTS  
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10. Save The Date for the 2025 MSO Annual Session. September 12-13! We hope to see you there!

*Save The Date*

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**TOPICS WILL INCLUDE ADVANCEMENTS IN CUSTOM BRACES TECHNOLOGY, 3D PRINTED ALIGNER ATTACHMENTS, THE USE OF MRI IN ORTHODONTICS, AND MORE!**

**MARK YOUR CALENDAR! SEPTEMBER 12-13, 2025**