FEATURES:
Honoring a Pioneer

SPOTLIGHT

IN THIS ISSUE:
Fun in PA
2011 – Las Vegas
News & Notes

The First Element of Success! p.10
3. Presidents Letter
4. Awards - 2011
5. Bio - Wanda Anderson
6. The First Element of Success
7. Spotlight - Samuel Whisenant
8. News & Notes
10. NDA Application
12. Conference Application
13. Monica Berninghaus, D.D.S., MS, FAGD & Dean Fenwick, BEd, MCP
14. Carlo Zanon, DD., LD, FCAD & Joe Manti & Shawn Murry, LD
15. Bruce Anderson, BS, D.P.D.
16. Kevin Dillon

HONORING A PIONEER - FRED GERRITY

What is a pioneer? Webster’s New Explorer Dictionary says a pioneer is one who “prepares for others to follow.” When evaluating the comments about Fred from several people who have known him, the word pioneer comes to mind. Their comments reflect his dedication to his profession and certainly confirm that his perseverance has inspired others to follow. One way to honor Fred is to share these comments…..”Fred is in this fight for denturist recognition and regulation for the long haul…he is not giving up;” ”I was inspired to go to denturist college when I saw Fred going, because I knew with his experience he could have probably written the text, but he knew it was important for the profession;” “I joined the N.D.A. when Fred was president and was impressed by his dedication and the loyalty shown him by his wife and daughter, they were right there supporting him;” ”Fred always gave 100% effort in his leadership;” ”When Fred speaks, everyone listens. We love and respect him because he loves and respects the profession. He and Connie have worked so hard for everyone’s benefit.” ”Even though Fred’s health has been compromised by a stroke, he….still attends N.D.A. meetings. ”Fred was instrumental in bringing IDEC education to the U.S. His legacy of “Education is the answer” makes me proud to be his college classmate. Graduating at the age of 68, he is a testament to lifelong learning.” So these comments are for Fred Gerrity….”the members and friends of The National Denturist Association, U.S.A. love you and appreciate your contribution to the profession.”
Hello Colleagues,

I enjoyed seeing everyone in Pennsylvania. We were honored to have our Past President, Fred Gerrity attend and participate in our board meeting. We were also pleased that he was able to see his wife, Connie, receive the Distinguished President’s Award and Erin, his daughter, receive the 2011 Denturist of the Year award. I know I speak for the entire association when I express my sincere appreciation to Fred for his dedication and leadership.

Other awards went to Paul Levassuer who received the Outstanding Denturist of the Year for 2010, and Gerry Hansen and Connie Gerrity who received honorary N.D.A. lifetime memberships. I congratulate all our award recipients for their efforts and devotion to the profession and to this association. I also want to thank our vendors and educators for their attendance and participation.

We regret to announce that Connie has decided to retire from the Executive Secretary’s position. We all wish her well and again thank her for her tireless efforts for the association. This brings me to the announcement that Wanda Anderson has accepted the position as Executive Director of the N.D.A. She and Connie have been busy transitioning the physical office to Poulsbo, WA. Also, Shawn Murray, newly appointed treasurer and Erin Gerrity, outgoing treasurer, have been working setting up the financial records on the new computer software. N.D.A. officers and Wanda have had several organizational meetings; much effort is underway to bring exciting progress to the profession.

Finally, I am very excited about our new website. I see this as the face of our association; not only a perfect public relations tool, but an avenue of communication to our members as well as presenting our profession to the world.

DeeDee and I want to personally invite all of you to our fall conference in Las Vegas, October 27th thru the 29th. Please plan to bring your ideas to help share in our efforts toward positive progress for our association and ultimately our profession.

Tad Burzynski
President
National Denturist Association, U.S.A.
Denture Teeth With A Smile

This youthful tooth displays a translucent incisor, body shade and lifelike characterization which mimics nature.

To Place Your Order for EUROPEAN made PRIMODENT® ACRYLIC DENTURE TEETH

CALL: ITC, Inc. at: 678-264-8447

The exceptionally large shade and mold selection available from PRIMODENT® DENTURE TEETH offers the denturist the resource to match the most unique need.

Awards

Connie Gerrity, Executive Secretary
National Denturist Association, U.S.A.
Honorary Lifetime Membership

Paul Levassuer, Past President
National Denturist Association, U.S.A.
2010 Denturist of the Year Award

Connie Gerrity, Executive Secretary
National Denturist Association, U.S.A.
Distinguished President’s Award

Erin Gerrity, Treasurer
National Denturist Association, U.S.A.
2011 Denturist of the Year Award

Gerry Hansen, Chief Executive
International Federation of Denturists
Honorary Lifetime Membership

Gregory Holt
Specialty Markets

Phone: 541-543-8122
Fax: 267-543-8123
gholt@merchantproexpress.com
Wanda Anderson is not new to the denturist profession, even though, according to her own confession, she knows very little about the technical side of the profession. One would be hard pressed to recognize her without her denturist husband, Bruce. For several years she has been a strong supporter and helpmate working alongside him in his efforts toward nationwide denturist recognition and regulation. She has written several articles promoting this profession and has had an editorial published in the *New York Times*. She is also a conference speaker.

Her professional career began as an educator. She received her Bachelor of Science Degree and her Post Graduate Degree from Denver University, Denver, CO, and Illinois State University respectively. Seeing the social and behavioral needs of so many children she opted to leave the classroom as teacher and serve children and their families as a psychologist. She retired from this profession when she and Bruce decided to leave their home on the East Coast and move to Washington State where he opened a denturist practice. She has been active since serving as his office manager. However, her training as a psychologist continues to benefit as she comforts and assures many of Bruce’s patients, especially those with major dental needs.

Wanda and Bruce have been active legislatively lobbying for denturist regulation. They established the certification program for the Indian Tribal Denturist Association. They are instrumental in developing the original and recently updated DVD “The Denturist Dilemma,” and have been active researching for their latest project, writing the “History of Denturitry in the U.S.”

Wanda is humbled and appreciative to have been asked to serve as Executive Director of the National Denturist Association. She has a sincere respect for the profession and appreciation for those faithful pioneers who have risked so much seeking regulation in order to serve.

Her goal is to promote the denturist profession in the United States so every citizen who has a dental prosthetic need will have a choice in their provider.
The First Element of Success

Whether it is in marriage, friendships or establishing a business, all of our successes start with initiating relationships with the right people and then strengthening those relationships by using good people skills. We all know how it feels to have been in the presence of a “people-person”. They make us feel good about ourselves, connect with us easily, and we come away with a positive attitude about ourselves. Good people skills can help us improve our life, become more successful in our relationships and resultantly make us successful in all areas. Stanley C. Allyn says, “The most useful person in the world today is the man or woman who knows how to get along with other people.”

Our emotional preparation is the basic ability to build a healthy relationship. Some people are so focused on their needs that other people might as well not exist. Others have been hurt so badly that they see the world through a filter of pain. These relational blind spots hinder us from knowing ourselves and prohibit us from relating to others in a healthy manner. Healthy people build healthy marriages, friendships and businesses. This is where it all starts. The following are steps we can take to prepare us in building the kind of relationships that make us successful in every area:

1. Knowing who I am determines how I view others. Who you are determines what you see. For instance, a Coloradan moved to Texas. After being there a few weeks he reported to his friends that living in Texas was fine, except there was nothing to see. A Texan moved to Colorado and after a period of time reported the living in Colorado was fine except you couldn’t see anything for the mountains.” What people see is influenced by who they are. What is around us doesn’t determine what we see – what is in us does.

2. Who you are determines how you view others. The way we view others is a reflection of ourselves. If I am a trusting person I will view others as trustworthy. If I am a caring person I will view others as compassionate. Your personality comes through when you interact with others. A traveler nearing a great city asked an old man seated by the road, “What are the people like in this city?” The old man responded, “How are they in the city you just came from?” “Critical and harsh”, the traveler retorted. “That is exactly how you’ll find the people here,” the old man said.

3. Who you are determines how you view life. Our personal frame of reference consists of our attitudes, assumptions, and expectations concerning ourselves, other people and life. These factors determine whether we’re optimistic or pessimistic, cheerful or gloomy, trusting or suspicious, friendly or reserved, brave or timid. Therefore, we need to look at the unsettled areas of our life, etc., and determine to be content. It is amazing how this will affect your relationships.

4. Who you are determines what you do. Our thinking and our attitude are as much a part of us as our talents and abilities.

5. There are five things that determine who we are.
   • Genetics
   • Self-image
   • Experiences in life
   • Attitude and choices about those experiences
   • Friends

Summary: The way we see others is determined by who we are. If your relationships are strained it could be a statement about ourselves, since who we are determines how we view others. This means that our viewpoint is the problem. If that is the case don’t try to change others. Don’t even focus on them; focus on yourself. If you are successful in changing yourself and becoming the person you desire to be, you will begin to view others in a whole new light. That will change the way you interact in all your relationships.

Article By: Fred Killman

Fred Killman is a nationally known motivational speaker. As an ordained minister he served as Lead Pastor for Faith Covenant Church in Charlotte, North Carolina, before retiring from this position and moving to Jefferson City, TN. Invitations to speak take him throughout the United States. He enjoys his country home, nestled in the foothills of the Smokey Mountains, where he and his wife, June, live with their dog, Ginger.
You only have to talk with Mr. Whisenant (Sam) a few seconds and hear his pleasant accent to know he is definitely a Southerner. Sam was born in Georgia where he met and married his wife Glenda. They raised seven children; two of Sam’s daughters are denturists.

Sam began his career in the dental field when at the age of 17 he worked in a dental laboratory. He enjoyed this work very much and continued to improve his technical skills and soon earned a Certificate in Dental Technology (CDT).

As his career progressed Sam began to realize he could serve the denture needs of individual’s best if he could actually see the patient rather than fabricate an appliance from a prescription. However, as a dental technician he was limited in his personal service to the patients.

Seeing this as a need he began to investigate and discovered that denturists were practicing independently in parts of the United States and all of Canada. He quickly joined the National Denturist Association and helped organize the Georgia Denturist Association. He served on the executive board of both of these associations. He entered the Denturist Program at George Brown College and received his diploma and obtained a license to practice in Maine and Washington State.

Sam moved to Kent, WA, opened a denturist office, S&W Dentures, and became active in the Washington Denturist Association. He also sat on the Washington State Health Board of Denturitry.

Sam’s practice in Kent “hit the ground running,” which is a tribute to his excellent skills and genuine patient care. However, his patients would also say a lot has to do with Anna, his front office manager. Anna, a Polish immigrant, came to the United States in 1976. As a naturalized citizen, she loves America and the opportunities it offers and is proud to say, “This is home, I am an American.” She worked 17 years as a dental assistant before joining S&W Dentures; this experience has proven invaluable to the success of the office. She reports her work is rewarding, “Seeing people being served so well by Mr. Whisenant is gratifying. When you see them come to our office with major problems with their teeth and after final treatment leave with a big confident smile, and believing I have been a small part of that is very rewarding. Mr. Whisenant is an excellent practitioner; he is honest and his goal is pleasing his patients.”

Sam Whisenant has devoted his entire career promoting denturism. Even though he remains active, in his private practice, as a member of the Washington State Denturist Association as well as the National Denturist Association and the International Federation of Denturists, Sam can be considered a pioneer in his professional field.
**Around the US:**

**Notice:**

N.D.A. bylaws ratification; October 29, 2011; General Membership meeting in Las Vegas; all members encouraged to participate.

**New Website Design:**

Jan & Andrew Taylor are busy giving a new face to the N.D.A. website. NDA members wanting to link your Denturist Practice or e-mail address, please send your information to: ndausadenturist@hotmail.com.

**Congratulations are in order:**

Congratulations to Paul Levassuer, Standish, ME, for receiving the 2010 Denturist of The Year Award and to Erin Gerrity, Towanda, PA, for receiving the 2011 Denturist of the Year award at the 2011 Spring Conference in Pennsylvania.

Honorary Lifetime Memberships were awarded to Connie Gerrity and Gerry Hansen at the 2011 Spring Conference for their outstanding contribution to the profession of denturitry. Congratulations!

**Oregon State Denturist Association Fall Meeting:**

October 14 – 15, 2011; Mt. Bachelor Village Resort, Bend, OR. Contact: (503) 705-2466; oregondenturist@hotmail.com

**Practice For Sale:**

Kent, WA, practice for sale; excellent production. Call: 253-813-8000

North Bend, OR, practice for sale; beautiful area. Call: 541-756-6313

**Good News:**

Many of you are receiving *The Spectrum Denturism* magazine and have let us know how much you appreciate this informative publication. Many thanks to Denturist Carlo Zanon, Editor-In-Chief of the magazine for sending it to U.S. denturists.

**International Happenings:**

International Federation of Denturist 2011 Board Meeting; Amsterdam, The Netherlands; October 5 – 7, 2011. Contact: (204) 293-1336; ifddenturist@mymts.net

**Fun in PA - Spring Conference, Woodland Resort**

- Fun
- Fellowship
- Learning
How Often Should I See My Denturist

It is always recommended you see your denturist for yearly oral examinations. As you age your mouth naturally changes, your oral ridges shrink and denture teeth wear down, resulting in a less than perfect fit. All dentures will eventually need adjustments; an ill-fitting partial denture can cause various problems including sore spots, or damage to remaining teeth. Never try to adjust your partial denture yourself; your denturist has the professional knowledge and equipment to properly do this.

There is live tissue; with a soft-bristled brush, remember, even where there are no natural teeth brush your gums, palate and tongue as well as your natural teeth. When natural teeth are involved it is necessary to see a dentist or hygienist for regular oral examinations and cleanings.

Points To Remember

Your partial denture comes when there is a partnership. Your denturist gives the knowledge, skills and experience and you give your cooperation and determination to make your partial denture work for you.

Usually, this simply means wearing them constantly until you learn to manipulate them with comfort.

There are millions of denture wearers who have a confident smile again – thanks to their denturist.

Your denture was designed and fabricated to fit your mouth at a particular time in your life. With the passing years, your mouth changes considerably and your denture will become worn. This is why your denturist recommends a yearly oral examination and evaluation of your denture to ensure its continued effectiveness and aesthetic appearance, as well as quality oral health and greater well-being.

“Dedicated to your Denture needs.”

Polishing is a professional technique employed by your denturist to freshen your denture. Using specialized buffing tools, your denturist restores the glossy surface finish of your denture, while eliminating the tough stains that elude regular maintenance. Polishing is recommended once or twice a year and should be a regular part of your denture maintenance regimen. This is an economical step that takes just a few minutes.

Order your professional brochures, designed especially for your denturist office. Show your patients you care by providing them with helpful information. Packages of 100 for $25 available at the National Denturist Association’s Conference October 27-29, 2011, or order them from the N.D.A. Executive Office, PO Box 2344, Poulsbo, WA 98370.
NATIONAL DENTURIST ASSOCIATION

THE NDA
The N.D.A represents denturists, healthcare professionals dedicated to serve the prosthetic needs of individuals. THE NATIONAL DENTURIST ASSOCIATION exists to be the authoritative voice of denturism in the United States, to pursue advancement of the profession through education, communication among members, act as the liaison with international agencies, help legislate denturtry in the United States and encourage excellence in the provision of denturist services to all Americans. The N.D.A. provides educational opportunities, organizes national and international gatherings, sponsors trade shows and provides an avenue for camaraderie among the membership. Membership is open to interested parties with fee designations for denturists, dentists, dental laboratory technicians, student denturists, spouse, retired denturists and auxiliary personnel.

EXECUTIVE DIRECTOR
Wanda Anderson

EXECUTIVE BOARD
President
Tad Burzynski
Past President
Paul Lavassuer
President Elect
Bruce Anderson
Treasurer
Shawn Murray
Secretary
Bill Wirth
Corporate Registered Agent
Henry Babichenko

Membership Application

Standard Membership Annual Fee - - - - - - - - - - - - - - - - $150.00
(Fee includes subscription to The National Denturist magazine)

Associate Membership Annual Fee - - - - - - - - - - - - - - - - $ 75.00
(Associate memberships are for students and retired denturists fee includes subscription to The National Denturist magazine)

Exclusive Membership Annual Fee - - - - - - - - - - - - - - - - $600.00
(Fee includes Spring and Fall National Denturist Association conferences and subscription to The National Denturist magazine)

Name ________________________________      Business Name______________________________
(Address #1)        (Address # 2)
Address (line 1) ________________________      Address (line 1) ______________________________
Address (line 2)_________________________     Address (line 2)_______________________________
Address (line 3) _________________________    Address (line 3) ______________________________
Telephone:_____________________________     Telephone: _________________________________
Facsimile: _____________________________      Facsimile:  __________________________________
E-Mail: ________________________________     E-Mail: _____________________________________
Website Address: _____________________________________________________________________
Name of Institution (Students Only): ______________________________________________________________

Mail or fax completed Membership Application to:    National Denturist Association
Executive Office
P. O. Box 2344
POULSO, Washington 98370
Facsimile: (360) 779-1566

Make Checks Payable to: National Denturist Association
Credit Card Payment: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card Number ___________________________ Expiration ____________
Signature

Please send correspondence to: ☐ Address # 1 ☐ Address # 2

Telephone: (360) 232-4353   E-Mail: ndausadenturist@hotmail.com    Website: nationaldenturist.com
National Denturist Association Conference

October 27–29, 2011

Hotel Reservations:
800.675.3267
Reservation ID for Special Rates for NDA Conference: 1DENC10
Hotel’s Website: www.orleanscasino.com/groups
Deadline for special group rates: September 25, 2011

Conference Registration Fee Includes:
• Cocktail Hour
• Lunches
• Snacks
• Continuing Education
• Trade Show
• Banquet (Banquet Guest – $50)

$275.00 for NDA Members: Before 9/24/2011
$450.00 for Non-Members: Before 9/24/2011

After 9/24/2011 registration:
Members = $325.00  Non-Members = $500.00

*Special Fee for Office Auxiliary Personnel = $125.00 (includes all activities and banquet) (Front/Back office personnel; receptionist; denturist/dental assistants, office managers, etc. (excludes laboratory technicians, students, denturists, dentists))

To register, call 360.232.4353, fax 360.779.6879, or email ndausadenturist@hotmail.com
Canadian practice management expert for denturists, Dean Fenwick, BEd, MCP, is a sought after speaker and educator on practice management for denturists throughout North America. As the founder of Specialized Office Systems, Inc., he has focused exclusively on providing specialized practice management software for the denturist office.

As a practice management expert for denturists, Dean will present Revolutions in Technology to manage your business. This state of the art technology will advise denturists how the paperless office is now practical; why networks are no longer an issue. He will be introducing to the class participants information on tablets, visual charting and managerial techniques that work for the largest denturist clinics in Canada.

October 27-29, 2011

NDA Registration Form:

Mail Completed form to: National Denturist Association, Executive Office, P.O. Box 2344, Poulsbo, WA 98370
Fax Completed form to: (360) 779-6879
Email Completed form to: ndausadenturist@hotmail.com
Questions? Call: (360) 232-4353

Registration Information:

Mr. Ms. (circle one) First Name Last Name

Company: ________________________________

Address: ________________________________

City: ____________________________ Prov.: __________ Postal Code: __________

Phone: ____________________________ Email (mandatory): ____________________________

Are you a National Denturist Association Member (NDA)?  □ Yes  □ No

Join NOW and save $175.00 on the NDA Conference. Call (360) 232–4353 for more information on NDA membership.

Payment Information:

□ Cheque (Payable to the National Denturist Association)  □ VISA  □ MasterCard  □ Amex  □ Discover

Amount Authorized: ____________________________

Card Number: ____________________________ Exp. Date: ____________________________

Card Holder Name: ____________________________ Signature: ____________________________

The Orleans Hotel & Casino Las Vegas
4500 W. Tropicana Avenue, Las Vegas, NV 89103

Accomodations:

The Orleans proudly offers 1,886 beautifully appointed rooms and suites featuring the ultimate in luxury and comfort. Spectacular views face the glittering Las Vegas Strip or the sweeping mountain panoramas surrounding the Las Vegas Valley.

Amenities:

The flair and flavor of the famed “Big Easy” meet the fun and dazzle of Las Vegas at this unique property. Visitors at The Orleans Hotel & Casino can celebrate Mardi Gras 365 days a year. To relax, guests can visit Spa Orleans or lounge poolside with a frozen cocktail. Spectacular views from the hotel face the glittering Las Vegas Strip or the sweeping mountain panoramas surrounding the Las Vegas Valley. Hotel amenities include a bowling alley, provided child care with a great playroom, a children’s arcade room, and a multi-screen movie theatre.

Mail Registration to: National Denturist Association, Executive Office, P.O. Box 2344, Poulsbo, WA 98370
Fax Registration to: (360) 779–6879  •  Email Registration to: ndausadenturist@hotmail.com
Questions? Call: (360) 232–4353  •  Email: ndausadenturist@hotmail.com
Dr. Berninghaus is a graduate of The Ohio State University where she earned a B.S. degree in pharmacy and a D.D.S. degree. She served in the U.S. Navy Dental Corps for 21 years. While in the Navy she completed a General Practice Residency at Camp Pendleton Naval Hospital, as well as a two-year Comprehensive Residency program at the National Naval Dental Center in Bethesda, Maryland, and received a Master’s Degree in Dental Science at George Washington University. During her 21 years as a Naval Dental Officer she served as Staff Dentist, Dental Department Head, Clinic Director, Division Officer, and General Dentistry Director and served from Alaska to Mississippi to Maryland to Washington to California, and afloat the USS Bridge and USS John C. Stennis.

This class is one that is most important to the denturist in that it describes the undesirable side effects resulting from medications the patient may be taking. It behooves the denturist to be aware that very often medications the patient is taking may affect the success of the treatment plan. Dr. Berninghaus will discuss the various medications and the possible negative ramifications to the denture wearer. She will emphasize the importance that denturists must be aware as healthcare providers that they are part of the “whole person” team, responsible for assuring patients enjoy not only quality oral health but overall well-being.
PRESENTER - SHAWN MURRAY CDT, LD

CLASS - PROPER CHARTING

Shawn Murray will be presenting the class on proper charting. It is vitally important to have a complete health history of patients in order to serve their individual prosthetic needs. It is also important to note that the patient and the practitioner understand and agree on the necessary treatment and record that the patient was professionally served. Accurate and thorough charting will protect the patient as well as the practitioner.

Shawn Murray has been a practicing denturist for 21 years. Originally from Washington State Shawn now calls Oregon home. Shawn began her dental career as a dental laboratory technician which made her transition into her ultimate profession, denturism logical. She has two successful offices in Florence, Oregon and Eugene, Oregon. She was graduated from the Oregon Denturist College and the denturist program at George Brown College. She has been an active member of the National Denturist Association and The Oregon State Denturist Association; she sits on the executive board of each of these groups. She also sits on the Oregon Health Licensing Agency. She is a member of the International Federation of Denturists. Shawn has been active legislatively and was instrumental in helping to expand the scope of practice for Oregon denturists. Shawn’s experience in her clinics, her dedicated participation in her professional associations, and in her legislative efforts dealing with laws pertaining to the profession will certainly bring credibility to her presentation.

PRESENTER - CARLO ZANON – DD, LD, FCAD

CLASS - SNORING AND SLEEP APNEA

As baby boomers age, the incidence of Snoring and Sleep Apnea continues to increase. Six out of ten males over the age of 50 snore and two of those six suffer from Sleep Apnea. This course presented by Carlo Zanon will examine the increased incidence of these conditions and their effects on patients whose lives become compromised because of their lack of sleep. This introductory course is designed for those who are interested in learning more about oral appliances and how to implement them into their practices.

Carlo Zanon is a well know conference presenter having taught classes throughout Canada and the U.S. He operates two practices in Ontario, Canada, and is licensed to practice in Canada and in the U.S. state of Maine. He is an active member of the Ontario and Canadian Denturist Associations as well as the International Federation of Denturists and the National Denturist Association, USA. He is a recipient of the Ontario and Canadian Denturist of the Year Awards and an Honourable Member of the Brotherhood of Sterkenburgres and is a Fellow of the Canadian Academy of Denturists. He is a prolific writer and is the Editor-in-Chief of the Spectrum Denturism magazine.

PRESENTER - JOSEPH MANTI

CLASS - INNOVATIVE SYSTEMATIC ROUTINE

Joe Manti’s class will deliver instructions on using familiar tools in an innovative systematic routine to create more personalized successful dentures. Methods presented may provide increased predictability and efficiency for your complete denture fabrication and assure patients’ satisfaction.

Joseph Manti is certified as an Ivoclar director of training and education in complete denture technology. He has 21 years of experience in the field of dental technology. He spent the majority of his laboratory career in Western New York utilizing many of Ivoclar techniques. He relocated to San Diego and joined Ivoclar Vivadent as a Prosthetic Specialist in 2002. He now stays busy as Ivoclar’s Key Account Manager for their Technical Products as well as being a frequent presenter and instructor at professional conferences.
Bruce Anderson’s heart and soul is dedicated to his profession. He began as a teenager working in his father’s dental laboratory and eventually owning his own business. Wanting to work independently he enrolled in the American Denturist Academy and was one of the first graduates; he was also instrumental in starting the Indian Tribal Denturist Association, and is a graduate of the George Brown College Denturist program. He has a Bachelor’s Degree from Covenant College, Chattanooga, TN. He has been a practicing denturist for over 40 years and has a thriving private practice in Washington State. He has welcomed student interns and they report his skills and training were invaluable.

Tips & Tricks in the laboratory will be a class that welcomes input. Bruce will share many of the skills he has learned and used over the years that have made his service to his patients successful. Participants are encouraged to come prepared to share Tips & Tricks they have developed and found useful in their experience. Some Tips & Tricks cannot be found in text books, but only from trial and error and several years’ experience in the laboratory. This class should be fun and give the participants ideas they will find useful.
**COMMUNICATION: TIPS ON GETTING THE MOST OUT OF YOUR PRACTICE**

**Communication** is as an effective marketing tool as any other. Most people think of marketing as websites, advertisements, direct mail, web blasts, brochures, commercials, etc. These are all effective tools but can be expensive, time consuming, and take time before seeing results. Effective communication within your practice can be as, or more effective than all the other tools. The art of communication is a taught skill, just like learning any other technical skill.

In this one-hour lecture you will learn...

- how to understand your patients needs, wants, and desires in order to achieve treatment acceptance
- recognize & overcome natural barriers that exist in order to uncover their needs and match their needs to your treatment options
- we will touch on some nuances of communication, such as Neuro-linguistic programming, and techniques on opening up the communication for both you (and your staff), and the patient
- learn how to put your audience at ease, empowering them to make an informed and educated decision based on their health care needs

Expect to learn useful skills and techniques to market your practice directly to your audience, grow and differentiate your practice from a commodity oriented market, and grow your practice through third party referral.

---

**Join Kevin Dillon, Jr. at the NDA Meeting in Las Vegas, and learn how to communicate with your patients more effectively...and watch your practice grow!**

**Course:** COMMUNICATION: Tips on Getting The Most Out Of Your Practice, by Kevin Dillon, Jr.

**Dates:** Fri. & Sat., Oct. 28 & 29, 2011

**Where:** NDA Meeting in Las Vegas, Nevada
The Orleans Hotel & Casino

**Times:** Fri. 9:45 a.m. - 10:45 a.m. - and -
Sat. 8:30 a.m. - 9:30 a.m.