## Preview Program

WESTERN
ORTHODONTIC
CONFERENCE

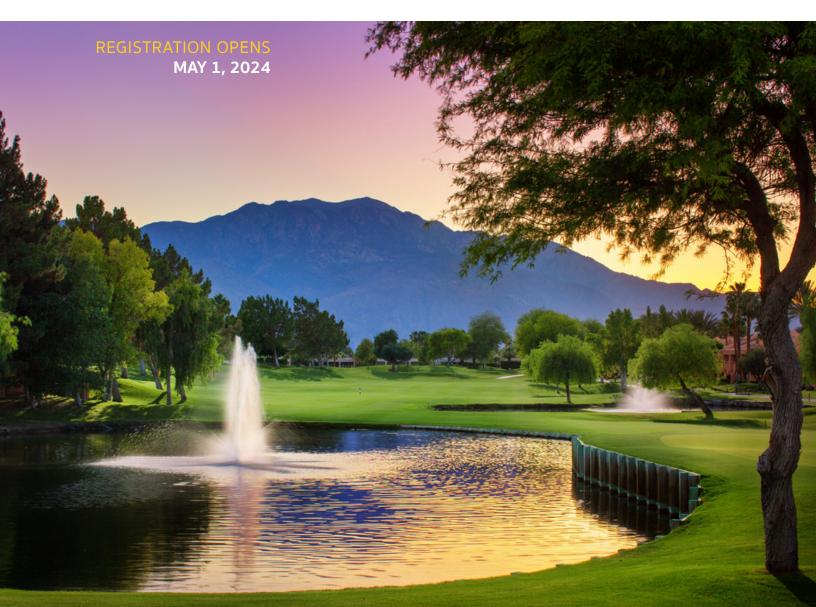
Annual NOV. 14
PALM SI
Session

NOV. 14-17, 2024 PALM SPRINGS, CA

COMBINED MEETING







# Event Schedule Scan the QR CODE TO REGISTER

Thursda	Wovember 1	4, 2024		FULL TEAM LECTURE	SCIENTIFIC LECTURE	CLINICAL LECTURE	PRACTICE SYSTEMS LECTURE	BEYOND ORTHO- DONTICS
1:00pm – 1:40pm	Industry News You Can Use*	Mr. Harrison Bagdan (Sponsored by HIP Creative)	How to Convert Digital Leads into Starts and Grow Your Practice Like the Top 10% Practices in the Nation					
1:45pm – 4:50pm	Industry News You Can Use*	TBD	TBD					
5:00pm – 6:00pm	Welcome Receptio	n						
Friday No	vember 15, 2024	l .				*Does	not quali	fy for CE
7:00am – 8:00am	Women Orthodon	tists Breakfast	Ticketed event; pre-registration required.					
7:00am – 8:00am	DentalMonitoring	Breakfast 'n Learn*	Ticketed event; pre-registration required. Limited to 50 registrants.					
8:15am – 9:30am	Lecture	Dr. Lucia Cevidanes	Al as the Game Changer in Orthodontic Decision Making					
9:45am – 11:15am	Lecture	Dr. David Sarver	Microesthetics in Orthodontic Finishing					
10:00am – 11:15am	Lecture	Dr. Heather Hopkins <sup>†</sup>	Digital Transformation: Scaling Up Your Orthodontic Practice, Scaling Down Stress					
11:25am – 12:55pm	Team Talks		Roundtable discussions for team members led b matter leaders. Ticketed event; pre-registration re		it			
12:30pm – 1:40pm	Lecture	Dr. Massimiliano Di Giosia	Temporomanibular Disorders and Orthodontics					
12:45pm – 2:15pm	Ortho Idol		Hear Drs. Jeremy Manuele <sup>†</sup> and Farnaz Younessiar and Ms. Lindsay Quinn share their message in 'Ted Talk'-like lectures. Then vote on the winner.	n <sup>t</sup>				
1:00pm – 2:00pm	Lecture	Dr. Kelton Stewart	Navigating Patient Care Calamities					
2:15pm – 3:25pm	Lecture	Dr. Tiffany Lamberton	Beyond the Bite A Physical Therapist + Dentist's Perspective on Temporomandibular Joint Disorders and Airway Health					
2:30pm – 3:40pm	Lecture	Dr. Wassim Bouzid <sup>†</sup>	Precision in Motion: Elevating Orthodontic Finishing for Aesthetic Excellence					
2:45pm – 3:55pm	Lecture	Dr. Lauren Manfred	2023 Ortho Idol Winner: Consistency is Key: 5 Systems to Increase Staff and Patient Satisfaction					
3:40pm – 4:50pm	Lecture	Dr. Michael Gunson	TMD and Orthodontic-Orthognathic Treatment - "The Pathology Is Not in the Thing"	_				
3:55pm – 5:05pm	Lecture	Dr. Lee Ann Brady <sup>†</sup>	Setting Your Restorative Dentist up for Success: Keys to Understanding Interdisciplinary Case Outcomes					
4:10pm – 5:05pm	Lecture	Mr. Cody Byrns <sup>†</sup>	From Stuck to Empowered: Maintaining Momentum through Trying Times					
5:15pm – 6:15pm	Alumni Receptions	s (select programs)	Ticketed event; pre-registration required.					

### Saturday November 16, 2024

FULL TEAM LECTURE









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7:00am – 8:30am	Orthodontic E	ducator Breakfast	Ticketed event; pre-registration required. Limited to Residency Program Faculty only.			
7:00am – 8:00am	LightForce Breakfast 'n Learn*		Ticketed event; pre-registration required. Limited to 50 registrants.			
8:15am – 9:20am	Lecture	Mr. Dino Watt <sup>†</sup>	Own Your Role: Magnify Your Position and Ignite Your Passion			
9:50am – 11:20am	Lecture	Ms. Cyndee Johnson <sup>†</sup>	Getting it Straight: Your Patients, Your Team, & Your Practice			
10:05am – 11:40am	Lecture	Dr. Eric Phelps	President's Lecture: Three Heart Failures, Nasal Valves, and Alpha Bands			
12:20pm – 1:35pm	Lecture	Dr. Matthew Dunn	Smile-Worthy Strategies: Mastering Digital Marketing for Orthodontic Practices			
12:40pm – 1:50pm	Lecture	Dr. Rebecca Bockow	A Fresh Look at the Gummy Smile			
1:10pm – 2:20pm	Lecture	Dr. Michelle Cantwell	Navigating the Landscape of Dental Sleep Medicine: From Screening Tools to Tailored Solutions			
1:50pm – 2:50pm	Lecture	Ms. Allison Lacoursiere <sup>†</sup>	Increasing Confidence Through Personal Alignment & Self Worth			
2:00pm – 3:30pm	OrthoConnect		A mentorship pilot program open to new & younger members. Limited to ONLY 24 members.			
2:20pm – 3:20pm	Lecture	Dr. Stuart Frost <sup>†</sup>	The Gummy Smile Dilemma. What are You Going to Do About It and How are You Going to Treat It?			
2:50pm – 4:15pm	Lecture	Dr. Kasey Li	Surgical Management of OSA: A Multidisciplinary Approach			
3:20pm – 4:35pm	Lecture	Ms. Michelle Shimmin <sup>†</sup>	Flexing Up Your Financials - Rock Solid Systems for Practice Growth			
3:35pm – 4:35pm	Lecture	Dr. Brian Farrell	The "Ins and Outs (and Ups)" of Maxillary Orthognathic Surgery			
4:45pm – 5:45pm	New & Younger Member Meet & Mingle		Join fellow New & Younger Members at Pinz & Pints Game Room (on property). Ticketed event; pre-registration required.			
5:30pm – 6:30pm	California Component Happy Hour		California members will enjoy time to socialize, celebrate award winners, and transition officers. Ticketed event; pre-registration required.			
6:30pm – 8:30pm	Closing Celebr	ration	Join your component at the start of the Closing Celebration to socialize with members from your state/province. Enjoy a chip shot contest as we enjoy Rat Pack entertainment.			
			*Does not qualify for C			

\*Does not qualify for CE

### **November 17, 2024**

8:45am - 11:45am

Lecture

Dr. Jessica Metcalfe<sup>†</sup>

Speak Kindly, They're Listening: Building Confidence, Communication, and Culture





Mr. Harrison Bagdan



Dr. Lucia Cevidanes



Dr. David Sarver



Dr. Heather Hopkins<sup>†</sup>



Dr. Massimiliano Dr. Jeremy Di Giosia Dr. Jeremy Manuele†





Ms. Lindsay Quinn



Dr. Farnaz Younessian†



Dr. Kelton Stewart



Dr. Tiffany Lamberton



Dr. Wassim Bouzid†



Dr. Michael Gunson



Dr. Lee Ann Brady<sup>†</sup>



Mr. Cody Byrns<sup>†</sup>



Mr. Dino Watt<sup>†</sup>



Ms. Cyndee Johnson†



Dr. Eric Phelps



Dr. Matthew Dunn



Dr. Rebecca Dr. Michelle Bockow Cantwell



Ms. Allison Lacoursiere†



Dr. Lauren

Manfred

Dr. Stuart Frost<sup>†</sup> Dr. Kasey Li



Shimmin<sup>†</sup>





Dr. Brian Farrell



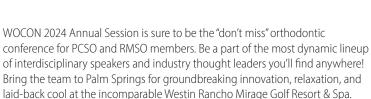
Dr. Jessica Metcalfe<sup>†</sup>





### Annual Session COMBINED MEETING

PCSO | RMSO



### What to expect at the conference

- Interdisciplinary educational sessions for Doctors and Team Members
- Up to 15.25 CE Credits
- Complimentary breakfast, lunch, and breaks on Friday & Saturday, and breakfast on Sunday
- Pre-conference learning sessions open to Doctors and Team Members (Industry News You Can Use Presentations)
- Welcome reception with exhibitors and colleagues
- Palm Springs-themed closing celebration on hotel grounds
- Networking opportunities with colleagues across the PCSO & RMSO
- Large Exhibit Hall with PosterBoard Presentations and special meeting discounts

**ADA CERP** | Pacific Coast Society of Orthodontists (PCSO) is an ADA CERP recognized provider approved by American Association of Orthodontists.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

PCSO designates this activity for 15.25 continuing education credits.

### Together we can make a difference helping kids in our communities!

Some kids don't have their own toothbrush. Help us change that! Now through Nov. 17, we are teaming up with

this uear America's ToothFairy to launch a Smile Drive campaign raising funds to provide kids with toothbrushes.

Our goal is to raise \$5,000 in order to donate 10,000 toothbrushes to kids in need.

Scan the QR code to donate directly on the PCSO team page.

Bring new toothbrushes, toothpaste, floss and mouth rinse to WOCON 2024.

America's ToothFairy



Thank you for helping provide healthy and beautiful smiles to local children

All proceeds will benefit the Boys and Girls Club in Palm Springs.



## Special Events

### Thursday November 14, 2024

### **INDUSTRY NEWS YOU CAN USE PRESENTATIONS**

#### 1:00-4:50pm

These fast-paced presentations feature five different industry leading orthodontic companies with 40-minute lectures from each. These sessions will deliver impactful and lasting takeaways for you and your practice. CE credit is not available for these sessions.

\*Contributing companies/speakers include: HIP Creative.

### WELCOME RECEPTION 5:00-6:00pm

Join your colleagues for a conference social hour to kick off the meeting with suppliers in the exhibit hall. Food and beverage available.

### Friday November 15, 2024

### WOMEN ORTHODONTISTS BREAKFAST | 7:00-8:00am **BACK BY POPULAR DEMAND**

The PCSO/RMSO invites all women orthodontists and residents to register for the Women Orthodontists Breakfast. This event will begin with a brief inspirational program and is primarily intended as a venue to bring together women from all areas of the PCSO & RMSO. Join us to share experiences and increase connections! Limited space available; pre-registration is required.



#### BREAKFAST 'N LEARN 7:00-8:00am

Rise and shine with conference attendees and hear an exclusive workshop with **DentalMonitoring**. Space is limited to ONLY 50 registrants.

### **TEAM TALKS** | 11:25am-12:55pm **BACK BY POPULAR DEMAND**

Come to the table and be prepared to share, educate, inspire, and be inspired. These powerful discussions will be led by subject leaders sharing relevant conversations in our rapidly changing profession. Limited space available for each table topic. Register early to take advantage of this extra learning and networking opportunity as these WILL sell out.

Lunch provided in Team Talks room. See page 7 for more details and a full list of discussion topics.

> Available later this year in the App Store and Google Play

### WOCON **MOBILE APP UPDATED FOR 2024**

Your go-to meeting resource with everything you need easy and accessible, all in one place.



Find all sorts of valuable information including schedule, session and speaker details, attendee list, sponsors, exhibitors, and more.

**AMERICA'S** TOOTHFAIRY

#### ORTHO IDOL | 12:45-2:15pm

Don't miss your chance to hear three up-and-coming speakers. Each Ortho Idol contestant will have 20 minutes to share their message. At the end, audience members will vote on the winner, to be featured next year as a speaker at the 2025 WOCON Annual Session.

#### **ALUMNI RECEPTIONS** | 5:15-6:15pm

Enjoy a reception with your fellow residency program alumni from these programs. Ticketed event for members. Pre-registration is required.

- Oregon Health & Science University (member only; no quest permitted)
- University of California Los Angeles
- University of California San Francisco
- University of Southern California
- University of the Pacific
- · University of Washington

### Saturday November 16, 2024



BREAKFAST 'N LEARN 7:00-8:00am
Rise and shine with conference attendees and this year hear an exclusive workshop with **LightForce.** Space is limited to ONLY 50 registrants.

### ORTHODONTIC EDUCATOR BREAKFAST | 7:00-8:30am

Join your educator colleagues for breakfast and discussions about current happenings in orthodontic education. Pre-registration is required; open to faculty of orthodontic residency programs.



### ORTHOCONNECT | 2:00-3:30pm

ORTHOCONNECT | 2:00-3:30pm

A mentorship pilot program open to new & younger this year members in their first 10 years out of residency. Limited to ONLY 24 members.

Are you ready to make long lasting mentor relationships in your orthodontic journey? Join us at this unforgettable afternoon of networking, guidance, and meaningful connections at the inaugural OrthoConnect Speed Dating Event! Don't miss it. Secure your spot now. Follow-up information will be requested from selected registrants.

### **NEW & YOUNGER MEMBER MEET & MINGLE** 4:45-5:45pm | Pinz & Pints Game Room (on property)

Join your colleagues for games, food, fun, and conversation at this networking event. This event is for new and younger members only. Pre-registration is required; limited space available.

### CALIFORNIA COMPONENT HAPPY HOUR | 5:30-6:30pm

California members will enjoy time to socialize, celebrate award winners, and transition officers. Ticketed event; pre-registration required.

#### **CLOSING CELEBRATION\***

#### 6:30-8:30pm | Masters Plaza (on property)

This event will feature a chip shot contest and Rat Pack entertainment. Bring your guests for an epic evening with friends and colleagues as we celebrate in classic 50's 'Old Hollywood' retro style and glitzy glamour.



Join your component (or RMSO) companions at the start of the Closing Celebration to socialize with members from your state/province. A group photo will be taken of all this year component members in attendance.

\*Admission is included for registered attendees and includes food and one drink. Tickets for non-registered meeting attendees are available for purchase.

rings is world renowned for casual style, great weather, stunning views, and mid-centurymodern architecture. The Palm Canyon Drive shopping district features vintage boutiques, interior design shops, and exceptional restaurants, many with beautiful outdoor dining patios. Offering a wide range of activities, including spas, golfing, tennis, hiking, biking, and horseback riding, Palm Springs has long been a preferred desert retreat of Hollywood legends, presidents, sun-seekers, and discerning travelers everywhere.



### Hotel Information

#### THE WESTIN RANCHO MIRAGE GOLF RESORT & SPA

71333 Dinah Shore Dr. | Rancho Mirage, CA 92270

THE SPECIAL WOCON **CONFERENCE RATE**  Plus a discounted resort fee\*\* of \$10/night. (Rate listed does not include state/city taxes or tourism fee.)

### **HOTEL ROOMS MUST BOOK BY 10/21**

Just a short drive from downtown Palm Springs, The Westin Rancho Mirage Golf Resort & Spa boasts a prime 360-acre setting with luxurious accommodations. Golfers of all skill levels will enjoy one of Golf Digest's Top 50 Golf Resorts in North America. The resort also features three pools with dual waterslides, three lighted tennis courts for casual or competitive play, and an indulgent spa experience to soothe and rejuvenate mind and body.

Rooms must be booked through the dedicated WOCON link provided upon registration confirmation to receive rate listed. Please note there is a 1-night deposit required at the time of booking.

\*\*All rooms booked with the WOCON link receive high speed wi-fi access in guest room; shuttle for 2 to Agua Caliente Casino; access for 4 to Little Links miniature golf course; access to Pete Dye golf practice facility; golf bag storage at Pet Dye Clubhouse (2 bags); shuttle to Gary Player Golf Course; access to Villas Paradise Pool; two welcome beverages at any resort bar.

Plus, WOCON attendees receive a 15% discount on golf (reference WOCON when reserving tee time to get the discount).



THANK YOU TO OUR

## Sponsors

As of April 8, 2024

Platinum



Gold



### **DentalMonitoring**

Smarter Orthodontics





Silver



### WOCON 2024 RECORDED LECTURES ARE AVAILABLE FOR PURCHASE

Individul lectures or the complete WOCON 2024 lectures bundle are available 2-4 weeks after the event. Scan the QR code below for details and to place your order now.



INDIVIDUAL LECTURES \$99 \$149

COMPLETE LECTURES BUNDLE \$299 \$399 non-member





#### **REGISTRATION CANCELLATION/REFUND POLICY**

The PCSO/RMSO must receive written notice of cancellation no later than October 15, 2024 to info@pcsortho.org. Requests for full cancellation will be refunded less a \$50 administrative fee per registrant. Cancellations or no-shows after this date are not eligible for a refund. This policy covers registration and ticketed events. Cancellation requests should include attendee name, registration confirmation number, AAO member number (if applicable).

Please allow up to four weeks for delivery of refund. In most cases, fees will be refunded the same way they were paid to the PCSO/RMSO. No refunds will be processed on site during the course itself.

The PCSO/RMSO is not responsible for monies registrants may have spent on penalty or non-refundable airline tickets or hotel deposits in the event the course is canceled or sold out. If a program is canceled by the PCSO/RMSO, every effort will be made to notify registrants at least 30 days prior to the first day of the course and registration fees will be refunded.

### WOCON DISCLAIMER, INDEMNITY, & PHOTOGRAPHY POLICY

In consideration for my being allowed to participate in the 2024 Western Orthodontic Conference (WOCON) Annual Session, a joint meeting of the PCSO and RMSO, the PCSO/RMSO and any authorized agents are hereby released from any damages caused or incurred in connection with these activities. I grant permission to all of the foregoing to use any photographs, motion pictures, or any other record of my/our participation in this event.

By registering for and attending the 2024 WOCON Annual Session in Palm Springs, CA, I agree to abide by and engage in any necessary health-and-safety measures necessitated at the time of the event. I further agree to forgo attending the in-person event should I become ill or have been recently exposed to COVID-19.

Additionally, by registering for and attending the 2024 WOCON Annual Session, I further acknowledge and understand that my voluntary attendance at this event may cause me to be exposed to another individual who is carrying or otherwise contagious with respect to COVID-19. I acknowledge and agree that the PCSO/RMSO is not legally liable or responsible should I be exposed to an individual carrying or contagious with COVID-19 while at the 2024 WOCON Annual Session, and I further agree and hereby release the PCSO/RMSO from any and all legal liability, responsibility, or other claim for damages should I be exposed to and/or contract COVID-19 while attending the 2024 WOCON Annual Session.

### **REGISTRATION FORM**

To register multiple attendees from one office, please use online registration or call 833-621-7276.



FAX: 913-845-4527

Name	Company/Practice Name					
	ddress City/State/Zip					
Phone	Email Company					
Post-Grad	uate Orthodontic Program					
Constitue	nt (if applicable)					
CATEG	Please indicated desired qualeft for all options you are choosing.  Please check the applicable circles at left for all options you are choosing.			PAY AFTER 7/31	PAY ON SITE	
O All	AAO Members		\$598	\$648	\$698	
Re	tired Members		\$398	\$448	\$498	
Re	sident/Student Members		\$50	\$50	\$100	
Re	sident/Student Non-Members		\$100	\$100	\$150	
No	n-AAO Members		\$958	\$1,008	\$1,058	
Tea	am Members (Staff) Benefits Include: lectures, exhibit hall, meals/snacks/refreshments, Closing Celebration		\$468	\$518	\$568	
O Sp	ouse/Guest Benefits Include: exhibit hall, Closing Celebration		\$175	\$225	\$275	
$\bigcirc$ w	omen Orthodontists Breakfast		\$40	\$40	\$40	
O De	entalMonitoring Breakfast 'n Learn		\$0	\$0	\$0	
Li	ghtForce Breakfast 'n Learn		\$0	\$0	\$0	
<u>O</u>	rthodontic Educator Breakfast (ticketed event; limited to Residency Program Faculty only)		\$0	\$0	\$0	
<u> </u>	rthoConnect (ticketed event for New & Younger Members only; space is limited)		\$0	\$0	\$0	
CI	osing Celebration Tickets (for non attendees)		\$99	\$99	\$99	
CI	osing Celebration Tickets (12 and under)		\$55	\$55	\$55	
Ca	alifornia Component Happy Hour (ticketed event for members; sponsored by CAO)		\$30	\$30	\$30	
1. 2. 3. 4. 5. 6. 7. 8. 9.	Retainers for Life: Implementing a Retainer Program  Navigating the World of Insurance and Billing: Tips, Tricks, and Pearls  First Impressions Matter: How to Create the Wow Factor from the Second They Walk in the Door  Creating Practice Utopia: Cultivating the Culture You Want for Your Team Members in the Workplace  Impress Them with Perfect Records: Tips and Tricks for Taking Good Photos, Scans, and X-rays  Marketing 101: Maximizing Social Media for the Office and Patient  Tricks and Tips for Aligner Attachment Delivery  The TC Only Exam — Words, Who, & When  From Phobic to Fearless: How to Triumph Over Dental Anxiety in Your Younger Patients  You're One of Us Now: Efficient and Effective Training of New Team Members		\$40 \$40 \$40 \$40 \$40 \$40 \$40 \$40 \$40 \$40	\$45 \$45 \$45 \$45 \$45 \$45 \$45 \$45 \$45 \$45	\$50 \$50 \$50 \$50 \$50 \$50 \$50 \$50 \$50 \$50	
Uni Uni Uni Uni Uni Uni	University of California San Francisco (ticketed event for members; sponsored by UCSF)  University of Southern California (ticketed event for members; sponsored by USC)  University of the Pacific (ticketed event for members; sponsored by UOP)  University of Washington (ticketed event for members; sponsored by UW)  PAYMENT INFORMATION  Check enclosed (payable to PCSO) in U.S. Dollars only.  Please mail to: Pacific Coast S  Attn: Registrat		If you will attend an Alumni Reception, write the number of guests in your party in the corresponding box at left.  st Society of Orthodontists tration Department 7th St., #267, Lenexa, KS 66219		New & Younger Member Meet & Mingle Will you attend the New & Younger Member Reception?  Yes  No How many?	
Visa Cardholder	Name	, 1120/ , LC			_	
Credit Card	Number Expiration Date		$C \setminus V \setminus$			

PCSOrtho.org | 15621 W 87th St., #267 | Lenexa, KS 66219







MAY 1, 2024

### Enjoy the Vintage Vibe of Old Hollywood in Retro Palm Springs Style

# Closing Celebration

Where: Masters Plaza (on property)
When: Saturday, Nov. 16, 2024

Time: 6:30-8:30pm

Bring your guests and start the evening as friends and colleagues gather beneath majestic palms overlooking spectacular golf course views. Ahhhh.... Relaxation at its finest. Enjoy a chip shot contest for fun and a little friendly competition. Then, chill to the sounds of retro 'Rat Pack' entertainment served up in classic 'Old Hollywood' style.



It's sure to be an epic evening of laid-back fun for everyone.







Annual Session
COMBINED MEETING
PCSO | RMSO