

**2010 IACA EVENT SCHEDULE**  
July 22 - 24

	THURSDAY, July 22, 2010	FRIDAY, July 23, 2010	SATURDAY, July 24, 2010
Sponsor	MicroDental/DTI	Williams Dental Laboratory	Aurum Ceramic Dental Laboratories
8:15a	Opening	Opening	Opening
8:30a - 10a	Realizing the Dream  <b>Dr. Steve Rasner</b>	Insurance Panel: How To Soar in an Insurance Controlled World Where They Want to Keep You Down  <b>Drs. Kurt Doolin, Jeffrey Haddad, Amy Norman, John Pawlowicz, Shahin Safarian and Ed Suh with Dr. Bill Dickerson moderating</b>	Why are Women so Strange and Men so Weird?  <b>Dr. Bruce Christopher</b>
10a - 10:30a	<b>Break ♦ Galleria</b>	<b>Break ♦ Galleria</b>	<b>Break ♦ Galleria</b>
10:30a - Noon	Synovial Temporomandibular Joint and Occlusal Prevention: The Craniovertebral Centric Relation Concept  <b>Dr. Mariano Rocabado</b>	Dr. Thomas Understood - The Signs and Symptoms of TMD  <b>Dr. Norman Thomas and Dr. Heidi Dickerson</b>	The Critical Missing Element to Complete Care: What You Need to Know About Orofacial Myofunctional Therapy  <b>Ms. Barbara Greene</b>
	Building a Practice That Fits Your Personality <b>Dr. Kent Johnson</b>	A New Practice...Now? <b>Dr. Kevin Winters</b>	Mythbusting Everything We Do <b>Dr. Brett Taylor</b>
	The Mystery of Motivation <b>Ms. Sherry Blair</b>	The 5 Ms of a Successful Practice <b>Ms. Sally McKenzie</b>	Six Steps to a Paperless Practice <b>Dr. Lorne Lavine</b>
	Heart Attack, Stroke, Obesity: Is Dentistry to Blame? <b>Dr. J. Brian Allman</b>	Investing Strategies: Making the Most of Current Market Conditions <b>Mr. David Keator</b>	Periodontal Therapy for the Laser Hygienist <b>Ms. Angie Mott</b>
	<b>WORKSHOP: MicroDental/DTI</b>	<b>SEMINAR: Williams Dental Laboratory</b>	Get Out of Your Own Way - How to Overcome Obstacles in Your Practice and Your Life <b>Mr. Ashley Johnson</b>
	<b>WORKSHOP: Ivoclar Vivadent</b>	<b>SEMINAR: BISCO</b>	Increasing Your Practice's Exposure: The Key to Success in Today's Economy <b>Drs. Kurt Doolin and Jeffrey Haddad</b>
Noon - 1:30p	<b>Lunch ♦ Galleria</b>	<b>Lunch ♦ Galleria</b>	<b>Lunch ♦ Galleria</b>
1:30p - 3p	Scan 18: Friend or Foe? <b>Dr. Anne-Maree Cole</b>	IDS - Immediate Dentin Seal - An Important Adhesion Update <b>Dr. Ron Jackson</b>	Dental Materials Update- Living in a Metal-free World <b>Dr. Mark Duncan</b>
	Neuromuscular Evaluation of the TMJ Pain Patient <b>Dr. Jay Gerber</b>		
	Eliminating Barriers and Creating Opportunities <b>Dr. Matt Bynum</b>	Internal Derangements and Hypermobility - Fact vs. Fiction <b>Dr. Gary Wolford</b>	Advanced Cosmetic Smile Design - Let's Take it to The Next Level <b>Dr. David Buck</b>
	The Neuromuscular Practice - Putting It All Together <b>Dr. Prabu Raman</b>	Perio Update <b>Dr. Dee Nishimine</b>	Implants - How to Incorporate Them into Your Practice For An Immediate ROI <b>Dr. Leo Malin</b>
	Sleep in Your Practice <b>Dr. Volinder Dhesi</b>	Have Them at Hello!™ - The Lioness Approach to Instinctively Great Phone Skills <b>Ms. Katherine Eitel</b>	Team Environments: Dramatic, Draconian, or Down-Right-Amazing <b>Mr. Tim Twigg</b>
	<b>SEMINAR: Aurum Ceramic Dental Lab</b>	<b>SEMINAR: Imaging Systems</b>	The Power of Neuromuscular Dentistry in the World of Sports <b>Dr. Anil Makkar</b>
	<b>SEMINAR: Alyn-Weiss &amp; Associates</b>	<b>SEMINAR: Cadent iTero</b>	How to Easily Avoid the Most Common Mistakes Made Using the K7 <b>Dr. Fred Gordon</b>
3p - 3:30p	<b>Break ♦ Galleria</b>	<b>Break ♦ Galleria</b>	<b>Break ♦ Galleria</b>
3:30p - 5p	Solving All Whitening Frustrations <b>Dr. Rod Kurthy</b>	3D Cone Beam CT and Neuromuscular Occlusion <b>Mr. Dick Greenan</b>	<b>The REAL Truth About Success</b> <b>Mr. Garrison Wynn</b>
	Dental Alchemy - using PrimeSpeak to transform an apathetic patient into your ideal patient. <b>Dr. Michael Sernik</b>	Being Up In a Down Economy - What One Practice Did in 2009 to Increase Collections 45% and Net Profit 160% <b>Dr. Brad Durham</b>	
	Current Trends in the Medical Management of Headaches: New theories, targets and approaches <b>Dr. Manisha Patel</b>	Marketing - Just When You Think You Know It All - The Game Keeps Changing <b>Dr. Curtis Westersund</b>	
	Not Just Surviving but Thriving in This Economy <b>Dr. Mark Braasch</b>	Controlled Studies in Occlusion and Sleep Breathing Disorders at LVI <b>Dr. Shamshudin Kherani</b>	
	<b>SEMINAR: Myotronics</b>	<b>SEMINAR: Loyal Patients (3:30p)</b>	
<b>SEMINAR: HOYA ConBio</b>	<b>SEMINAR: Compliance Services (4:15p)</b>		
5p - 6p	<b>Reception ♦ Galleria</b>	<b>Reception ♦ Galleria</b>	<b>Reception ♦ Grand Ballroom</b>

SCHEDULE IS SUBJECT TO CHANGE