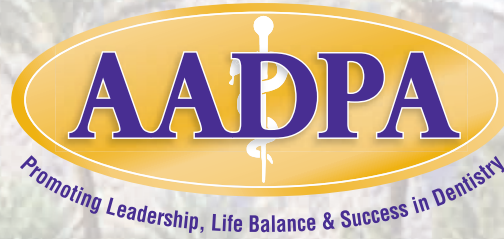




“As President of AADPA, I am excited to invite you to our extraordinary 2014 Annual Meeting in Indian Wells, Calif. Register TODAY through our Easy, Safe Online Registration at AADPA.org.”

— Dr. Phil Strevey



Proudly Presents

GR WTH 2014

INQUIRE • INFLUENCE • INSPIRE

March 5 through March 8, 2014
Hyatt Regency Indian Wells Resort & Spa
Indian Wells, Calif.

Attend this incredible learning opportunity with outstanding speakers in a fabulous Palm Desert area resort!! – Get Ready to GROW!!

AADPA2014.com or AADPA.org • 847-934-4404



Kevin Hall
Best Selling Author
of *Aspire*



Dr. Robert Cialdini
Author of NY Times best seller
The Psychology Of Persuasion



Tom Flick
Motivational speaker
on Leading to
achieve top team
performance

GROWTH 2014: Inquire • Influence • Inspire Is THE EXPERIENCE you DON'T want to miss....

Alan Rauchberg, DMD and Wendy Bach, DDS – 2014 Program Co-Chairs

INFLUENCE

• Learn to improve communication with your patients and understand their motivation.

Be *Influenced* by Dr. Robert Cialdini, *The New York Times* bestselling author and speaker to Fortune 500 CEOs. Dr. Cialdini fills our Saturday morning with knowledge and insight that we can take back and use right away — with patients, staff and family.



INSPIRE

• Learn how to REALLY say what you want to communicate.

Aspire author Kevin Hall will *Inspire* your heart. He helps us explore how word meanings and usage can affect every part of our lives. Kevin is our Thursday Keynote and also offers a breakout session on Friday.

INQUIRE

• Learn how to move forward positively and truly be the leader in all situations

Joining this top line up of keynoters is former NCAA and NFL Quarterback, Tom Flick, who goal is leader motivation — His program offers a touchdown of humor, wit, tips for “going the distance” to success in our lives and offices. . A MUST hear!!

We invite you, your spouse and your team to experience AADPA's GROWTH 2014: Inquire • Influence • Inspire, March 5-8, 2014, at The Hyatt Regency Indian Wells, Indian Wells, Calif.

AADPA promotes: Leadership, Life Balance and Success — This is THE meeting where you will take home information to apply directly in your practice to improve patient experiences. Come be a part of this valuable, innovative program.

NEW IDEAS? Of COURSE!!

Take home fresh, innovative, and progressive ideas from some of the brightest dental minds in the country. Experience superb opportunities to re-shape your office and staff success. Seize the opportunity to interact and discuss with Jay Geier on *Keys for Practice Growth*, Kirk Behrendt on *Marketing*, James Lunney on *Financial Success*,

Christine Visco on *Social Media Marketing*, plus our own sterling members Dr. Susan Maples, Dr. Mike Robichaux & Mr. Daniel Bobrow who bring us their passion for improving your practice.

SAY YES TO SOME RELAXATION AND FUN!

It wouldn't be AADPA without the camaraderie we ALL expect...

- Make time for some golf, tennis or lounging by the pool
- Participate in one of our 3 desert-specific tours: A Jeep Tour, the Palm Springs Follies or Paribas Open Tennis Tournament!
- Enjoy rejuvenating R & R at the World-Class Agua Serena Spa and the amazing talents of Dr. Richard Foxx.

Our Online Registration is Live — Register you, your colleagues, your spouse and your staff TODAY!! Those who register before November 15, 2013 will be in a drawing for a hotel gift card.



Ms. Kathy Uebel
AADPA Executive Director,



*We can't wait to share
GROWTH 2014 with
all of you!!*

*Check out all the
specifics at
AADPA2014.com*

Keynote: Thursday, March 6, 2014 • 8:00-10:00 a.m.

Mr. Kevin Hall

**Transforming Your Life
Through the Power of Words**

Kevin Hall is a highly sought after business consultant, speaker and coach. Kevin is Co-Founder of the Statue of Responsibility envisioned by Dr. Viktor Frankl, author of *Man's Search for Meaning*. Kevin is also credited with word-smithing, and trademarking, the original slogan for the 2002 Olympic Winter Games, "Ignite the Fire Within."

Kevin has been recognized for his groundbreaking approach to uncovering the hidden, and often secret, meanings of words. His keynote teaches you to discover the purest definitions of words and encourages you to develop a new leadership vocabulary.



Breakout Session: Thursday, March 6, 2014 • 10:30 a.m.-12:15 p.m.

Mr. Jay Geier

**The Blueprint for Doubling Your Practice —
The Key to Practice Growth!**

Jay Geier was only 18 when he started his first company. Today, he and his staff at The Scheduling Institute in Atlanta work with dentists throughout the country to increase practice growth.

Jay's presentation offers his strategies on how to take your practice and double your new patients, double production, double time off and double your income.



Thursday, March 6, 2014 • 12:30-3:00 p.m. - \$60 per person/Includes Lunch

Women Dentists' Pearls Session & Team Mastermind Session

Here is the perfect opportunity to learn and interact with like-minded dentists and team members. Dr. Ronda Van Horn will lead the Women Dentists' Pearls Session, and Team members will have their own opportunity to continue their learning experience led by AADPA members. Lunch served.

Thursday, March 6, 2014 • 12:30 p.m.

Golf Tournament & Tennis Round Robin

The Hyatt Regency Indian Wells is probably one of our finest venues for Golf & Tennis. Our golf tournament takes place on the world-class Celebrity Course, which offers playability, diversity and challenge as highlights of desert masterpiece. We'll have a shot gun start at 12:45 p.m.

The Indian Wells tennis area features three hard-surface courts. Sign-up sheet will be in the Registration Room for those who want to play as a group, beginning at 12:30 p.m.

Tours — Thursday, March 6, 2014

**The Spirit Of The Indian
Canyons Jeep Tour;
1:00-4:00p.m.**

This fascinating adventure includes a ride to our destination in open-air red jeeps to stunning Indian Canyons near Mount San Jacinto. Enjoy a guided hike and amazing scenery.



**Palm Springs Follies;
12:45-4:45p.m.**

Enjoy an amazing razzle-dazzle, song and dance vaudeville-style extravaganza showcasing music of the 1930s through 1970s. All the talented, cast members are all 55 to 83 years young!



**BNP Paribas Tennis
Tournament;
4:00-10:00p.m.**

This is one of the most prestigious men's and women's tennis events in the world, and is held at the Indian Wells Tennis Garden — considered by many as the "Grand Slam of the West". Our reserved seats allow for great views.



Keynote: Friday, March 7, 2014 • 8:00-10:00 a.m.

Mr. Tom Flick

Leading in a Changing World

Mr. Tom Flick is a former Rose Bowl Champion, Pac-10 Conference “Player of the Year” and successful NFL quarterback. Today he is a dynamic speaker who has an exceptional ability to communicate clear business solutions with humor, wit and razorsharp insight. Tom understands that people, not programs, help organizations change and grow.

The ability of leaders to successfully lead through change is paramount to fully realize opportunities and avoid the hazards—Getting it right is imperative. Leading in a Changing World equips attendees with the proper understanding of how successful change is created. Organizations that lead change effectively can take advantage of significant opportunities and create enormous value.



Breakout Sessions: Friday, March 7, 2014 • 10:30 a.m.-Noon

Mr. Kevin Hall

Influencing Others Through the Power of Words

By learning the Power of Words, each and every attendee can learn to help, encourage and influence those around us to be more powerful with words and actions. Kevin's breakout helps each person move forward to be a better, more valuable person at work and in personal.



Mr. James Lunney

How The New Economy Will Affect The Growth Of Your Dental Practice

The economy directly impacts your practice. James Lunney helps you understand what causes change in the economy, how to position your practice to take advantage of positive changes and to protect from negative changes. Learn how to "peek around corners" to see what's next!

**TED Talks Lunch & Learn Choices: Friday, March 7, 2014
Noon-1:30 p.m. - \$60 per person**

1. Inquire Ways To Develop & Lead Your Empowered Dental Team

Ms. Linda Miles, Ms. Debra Engelhardt-Nash,
Ms. Linda Drevenstedt and Ms. Christine Visco

**2. Inspire Your Competitive Advantage In Dentistry
With Technology & Clinical Insights**

Dr. Paul Berson, Dr. Ryan Love, Dr. Randy Shoup and Dr. Matt Steinberg

3. Influence Your Health & Those You Serve

Dr. Sunita Merriman, Dr. Kent Smith, Dr. Barry Polansky and Dr. Cal Lau

Spouses' Lunch: Friday March 7, 2014 • Noon-1:30 p.m. - \$60 per person



“Awe-Inspiring Baubles & Beads” Luncheon & Jewelry Show

Custom Jewelry designer, Amy Anderson, brings her fabulous creations for this fun and interesting luncheon. She'll create on the spot individual custom pieces. Amy's work is available at fine boutiques, including the Aqua Serena Spa at the Hyatt! Special AADPA discounts will be available during the meeting for any purchases. Go home with your own “one-of-a-kind” treasure!

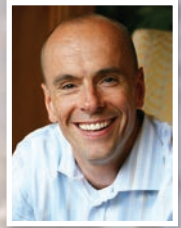
Breakout Sessions: Friday, March 7, 2014 • 1:45-3:00 p.m.

Mr. Kirk Behrendt

47 High Impact Marketing Techniques to Get More New Patients

The future of dentistry belongs to practices that grow, adapt, build value and attract new patients with the right internal and external marketing tactics. Bring your team to this valuable lecture, where we show what some of the best dental practices in the country do to attract high-quality patients with simple, effective, marketing tactics.

- Learn 47 different marketing tactics that have worked for dentists in this economy
- Examine how social media and the internet can be a valuable asset or an energy drainer
- Explode the number of new patients in your practice without breaking your bank



Mr. James Lunney

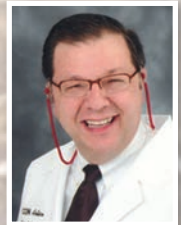
How To Use Your Patient Demographics To Grow Your Practice

Learn to easily apply what you know about your practice to make it more profitable. You know the "who, what and why" of your patient base. Look forward to leveraging up your practice growth by learning the "where, when and how".

Dr. Kelly Conway

Articular Dynamics of the Stomatognathic System

Orthodontists & restorative dentists will gain highly specific and targeted information regarding craniofacial articulation with the underlying goals being practice excellence and efficiency.



Spouse Program: Friday, March 7, 2014 • 2:00-2:45 p.m.

Dr. Richard Foxx, Medical Director at Agua Serena Spa

FARM TO FACE - The New Evolution of Skin Care and Wellness

The latest trends in wellness and aesthetic medicine, that allow Dr. Foxx and his staff to achieve better results than ever before with naturally sourced products. Also hear about effective supplements, natural hormones, and minimally invasive treatments.



Breakout Sessions: Friday, March 7, 2014 • 3:15-4:30 p.m.

Mr. Kirk Behrendt

47 High Impact Marketing Techniques to Get More New Patients (2nd chance to hear)

Mr. Bill Woodburn

The Heart of Change:

How Our Internal Story Influences Our Lives, Our Teams, and Our Patients

Our inner story charts the path of our relationships in ways more powerful than any marketing programs or team-building exercises. This workshop helps participants to know and change their inner stories to create strong lives and practices from the inside out.



Exercise Boot Camp: Saturday, March 8, 2014 • 6:30-7:30 a.m.

Ms. Jeanne St. Pierre Amstadt

Low Aerobic and Muscle Strengthening Training Through the Use of Calisthenics and Stretching

Jeanne St. Pierre Amstadt is a certified personal trainer with 35 years in the fitness industry. She is a former collegiate gymnastics champion, national bodybuilding champion and record holder in powerlifting. Jeanne owned and operated health clubs in the 1980s and strictly went into personal training in 1991. Jeanne was a featured trainer on the "Biggest Loser" show and helped hundreds of people reach their fitness goals.



Keynote: Saturday, March 8, 2014 • 8:00 a.m.-11:30 a.m.

Dr. Robert Cialdini

Moments of Power

What does scientific research tell us about the persuasive approaches that make people most likely to say yes to requests? Dr. Robert Cialdini, author of the ground-breaking book, *Influence*, guides you through scientific research into practical business applications. Weaving compelling stories with evidence-based statistics makes this program memorable and immediately applicable. Dr. Cialdini identifies and explains the six universal principles of persuasion.

- *What to do to shorten the time required to develop and deepen relationships*
- *Effectively establish authority and trustworthiness with those we meet for the first time*
- *After we give, what words significantly increase likelihood that we will receive in return*
 - *Principles of persuasion most likely to spur those "sitting on the fence" to act*
 - *Learn the most underused, yet most effective, principle of persuasion*



Breakout Sessions: Saturday, March 8, 2014 • 1:45-2:45 p.m.



Dr. Susan Maples

Case Acceptance in Dentistry:

Dramatically increase your opportunity to perform the dentistry you propose.

- *Discover the curiosity that helps patients uncover and ask for what they really want.*
- *Learn additive & reductive mockups to help patients visualize desired aesthetic outcomes*
- *Integrate compelling dialogue to ensure the patient's clinical choices are clear.*
- *Learn to present financial options for the entire case that support value and flexibility.*

Dr. Mike Robichaux

Dentistry for the Soul

Hear critical insights on how we can come to our patients in ways that eliminate stress, promote trust, and lead to unbelievable case acceptance. Learn principles and take the mystery out of composites and minimally invasive dentistry that you can use right away.



Mr. Daniel Bobrow

Master The Art of First Impressions

Lead Your Patients, Your Team, and Yourself into the Third Era of Oral Medicine by implementing a collaborative, patient-centered approach to care:

- *Cultivate a robust Professional & Patient Referral Network unlike anything yet imagined*
- *Reach out to the Media and Local Community with a Value-Added Offering*
- *Lead By Example to share secrets to achieving optimal health*

Breakout Sessions: Saturday, March 8, 2014 • 3:00-4:00 p.m.

Dr. Susan Maples

Strategic Target Marketing in Private Practice:

Choosing your best patients before they choose you!

Say hello to a brand new strategy for quality, new-patient attraction. Discover how building influential partnerships with the "right" patients — those you serve predictably, enjoyably and profitably — will magnetize your practice for new patients just like them.



Ms. Christine Visco

Social Media Marketing

Understanding Your WHY: In this economic climate, don't perform tasks that you don't need to do. Learn reasons for making essential marketing strategy decisions, building websites and social media campaigns, that fit YOUR individual & business needs.

Social Media Marketing — Looking Beyond Facebook: New networks ARE available and successful marketing is based on identifying trends and looking forward. Session highlights emerging networks where efforts may be of a greater importance.

***If you have any questions on any fees or categories, please call us at 847-934-4404 or 970-223-1743.
For room selection and materials planning, please indicate 1st and 2nd choices for breakout sessions.
Course tickets transferable whenever space allows.***

1st/2nd Choice Speaker/Topic

WEDNESDAY, MARCH 5, 2014 — 4:00-5:30 P.M.

(16) _____ **Members Only Business Meeting:** *Mandatory meeting for all members of AADPA*

THURSDAY, MARCH 6, 2014 — KEYNOTE OPENING SESSION, 8:00-10:00 A.M.

(17) _____ **Mr. Kevin Hall:** *Transforming Your Life Through the Power of Words*

THURSDAY, MARCH 6, 2014 — THURSDAY A.M. BREAKOUT, 10:30 A.M.-12:15 P.M.

(18) _____ **Mr. Jay Geier:** *The Blueprint for Doubling Your Practice — The Key to Practice Growth!*

THURSDAY, MARCH 6, 2014 — MASTERMIND PROGRAMS, 1:30-3:30 P.M.

(19) _____ **Women Dentists' Pearls Session**

(20) _____ **Staff Mastermind Session**

FRIDAY, MARCH 7, 2014 — KEYNOTE OPENING SESSION, 8:00-10:00 A.M.

(21) _____ **Mr. Tom Flick:** *Leading In A Changing World*

FRIDAY, MARCH 7, 2014 — FRIDAY A.M. BREAKOUTS, 10:30 A.M.-NOON

(22) _____ **Mr. Kevin Hall:** *Influencing Others Through the Power of Words*

(23) _____ **Mr. James Lunney:** *How The New Economy Will Affect The Growth Of Your Dental Practice*

FRIDAY, MARCH 7, 2014 — TED TALKS LUNCH & LEARN, 12:00 NOON-1:30 P.M. (Indicate on the Registration Page As Well)

Please indicate 1st and 2nd choice in the space in front of the session number. Tickets issued on a first-come, first-serve basis. All sessions open to all attendees. Make selections early. You must have a reservation and a ticket to attend. Cost for session is \$60

___ 1. Ms. Linda Miles, Ms. Debra Engelhardt-Nash, *Inquire Ways To Develop And Lead Your Empowered Dental Team*
Ms. Linda Drenstedt and Ms. Christine Visco

___ 2. Dr. Paul Berson, Dr. Ryan Love, *Inspire Your Competitive Advantage In Dentistry With Technology*
Dr. Randy Shoup and Dr. Matt Steinberg *And Clinical Insights*

___ 3. Dr. Sunita Merriman, Dr. Kent Smith, *Influence Your Health And Those You Serve*
Dr. Barry Polansky and Dr. Cal Lau

FRIDAY, MARCH 7, 2014 — FRIDAY P.M. BREAKOUTS, 1:45-3:00 P.M.

(24) _____ **Mr. Kirk Behrendt:** *47 High Impact Marketing Techniques To Get More New Patients*

(25) _____ **Mr. James Lunney:** *How To Use Your Patient Demographics To Grow Your Practice*

(26) _____ **Dr. Kelly Conway:** *Articular Dynamics Of The Stomatognathic System*

FRIDAY, MARCH 7, 2014 — FRIDAY P.M. SPOUSE PROGRAM, 2:00-2:45 P.M.

(27) _____ **Dr. Richard Foxx:** *FARM TO FACE: The New Evolution in Skin Care and Wellness*

FRIDAY, MARCH 7, 2014 — LATE FRIDAY BREAKOUTS, 3:15-4:30 P.M.

(28) _____ **Mr. Kirk Behrendt:** *47 High Impact Marketing Techniques To Get More New Patients*

(29) _____ **Mr. Bill Woodburn, MEd, LPC, LMFT:** *The Heart of Change: How Our Internal Story Influences Our Lives, Our Teams, and Our Patients*

SATURDAY, MARCH 8, 2014 — EXERCISE BOOT CAMP, 6:30-7:30 A.M.

(30) _____ **Ms. Jeanne St. Pierre Amstadt:** *Low Aerobics and Muscle Strengthening Training Through Use of Calisthenics and Stretching*

SATURDAY, MARCH 8, 2014 — MORNING KEYNOTE, 8:00 A.M.-11:30 A.M.

(31) _____ **Dr. Robert Cialdini:** *Moments Of Power*

SATURDAY, MARCH 8, 2014 — AFTERNOON BREAKOUTS, 1:45-2:45 P.M.

(32) _____ **Dr. Susan Maples:** *Case Acceptance in Dentistry: Helping Your Target Market Choose Your Finest Care*

(33) _____ **Dr. Mike Robichaux:** *Dentistry for the Soul*

(34) _____ **Mr. Danny Bobrow:** *Master The Art of First Impressions*

SATURDAY, MARCH 8, 2014 — LATE AFTERNOON BREAKOUTS, 3:00-4:00 P.M.

(34) _____ **Dr. Susan Maples:** *Strategic Target Marketing in Private Practice: Choosing your best patients before they choose you!*

(35) _____ **Ms. Christine Visco:** *Social Media Marketing — Looking Beyond Facebook & Understanding Your WHY*