

SOUTHWESTERN SOCIETY OF ORTHODONTISTS

91st Annual Session



OCTOBER
13 - 16 , 2011

Westin Galleria
Houston, Texas

*Rendezvous
at the Bayou*

Rendezvous at the Bayou



On behalf of the board of directors and the officers of the Southwestern Society of Orthodontists, it is my pleasure to invite you, your family, and your staff to “Rendezvous at the Bayou” with friends and colleagues at the 2011 SWSO Annual Session in Houston. Be sure to save the dates and plan to attend October 13th through the 16th at the Westin Galleria. Fall will be in the air, the weather will be fantastic and the camaraderie even better.

We are thrilled to have a nationally renowned list of outstanding speakers for both the doctors and staff. Dr. Bill Proffit and Dr. Terry Dischinger will share their wealth of knowledge with the doctors while Charlene White and Karen Moawad will provide motivating presentations for the staff.

The planning committee is working hard to be sure that this rendezvous will not be all work and no play. Be sure to plan to attend the Thursday evening Welcome Reception, Friday Opening Breakfast, Saturday morning Business Breakfast (during which SWSO’s new Trustee to the AAO will be elected) and the cocktail reception Saturday evening. I also encourage you to break away from the hotel and enjoy some of the vast array of entertainment options that Houston has to offer. As most of you know, the Westin sits atop the fourth largest mall in the country and boasts a long list of the finest retailers and restaurants in the world. In addition to the 375 outstanding shops inside the Galleria, many more fine dining, retailing and entertainment options are within easy walking distance and a vast array of other extracurricular activities including museums, fine arts, comedy, sports and live music venues are short drives from the Westin. The concierge staff at the hotel will be at your service to offer advice and book off-site events.

Mark your calendars, send your registration material, and make your hotel reservations now. I know you will enjoy your “Rendezvous at the Bayou.”

Mike Mizell, DDS
President, Southwestern Society of Orthodontists

Schedule of Events

THURSDAY, October 13

11:00 a.m. - 5:00 p.m. SWSO Board Meeting & Lunch
5:00 p.m. - 6:30 p.m. Registration Open
6:00 p.m. - 7:30 p.m. President's Welcome Reception

FRIDAY, October 14

6:30 a.m. - 6:00 p.m. Registration Open
7:15 a.m. - 8:45 a.m. Opening Breakfast
8:00 a.m. - 5:00 p.m. ABO Case Displays*

9:00 a.m. - Noon & 2:00 p.m. - 5:00 p.m. **DOCTOR'S LECTURE***
"Contemporary Orthodontics"
Dr. Bill Proffit

9:00 a.m. - Noon & 2:00 p.m. - 5:00 p.m. **STAFF PROGRAM***
"Creating the Peak Performance Team"
Charlene White, RDH

10:00 a.m. - 6:00 p.m. Exhibits Open*
11:30 a.m. - 2:30 p.m. Free Lunch in Exhibit Hall*
12:00 p.m. - 1:30 p.m. CDABO Luncheon
4:30 p.m. - 6:00 p.m. Reception in Exhibit Hall*
Evening Free to Enjoy Houston

SATURDAY, October 15

7:15 a.m. - 8:45 a.m. Business Breakfast
7:30 a.m. - 4:30 p.m. Registration Open
8:00 a.m. - 5:00 p.m. ABO Case Displays*
8:00 a.m. - 1:30 p.m. Educators' Meeting & Lunch
9:00 a.m. - 3:00 p.m. Exhibits Open*

9:00 a.m. - Noon & 2:00 p.m. - 5:00 p.m. **DOCTOR'S LECTURE***
"Class II Correction with AdvanSync"
Dr. Terry Dischinger

9:00 a.m. - Noon & 2:00 p.m. - 5:00 p.m. **STAFF PROGRAM***
"Performance with Style"
Karen Moawad

11:30 a.m. - 2:00 p.m. Free Lunch in Exhibit Hall*
Noon - 1:00 p.m. TAO Board Meeting
Noon - 1:30 p.m. Past President's Luncheon
1:00 p.m. - 2:00 p.m. TAO Business Meeting
5:30 p.m. - 7:30 p.m. Reception

SUNDAY, October 16

8:00 a.m. - 8:30 a.m. Devotional*
8:30 a.m. - Noon Registration Open

9:00 a.m. - Noon **DOCTOR'S LECTURE***
Conclusion of Saturday program
Dr. Terry Dischinger

*Included in registration package fee

Friday, OCTOBER 14

7:00 a.m. - 8:30 a.m.



OPENING BREAKFAST

Joan Neuhaus Schaan
(1 CEU)
Extra Ticketed Event

US Homeland Security, Terrorism and US/Mexico Border Issues

Mrs Schaan is the Fellow for Homeland Security and Terrorism at the James Baker Institute for Public Policy at Rice University. She also serves as the Director of the Texas Security Forum.

Exhibit Hall Hours

Friday, October 14

10:00 a.m. - 6:00 p.m.

Complimentary lunch, breaks and reception

Saturday, October 15

9:00 a.m. - 3:00 p.m.

Complimentary lunch and break

Visit the Exhibit Hall and show your appreciation for the support of these companies.

We could not continue to provide this meeting without them!

Special Thank You

Marc Magness, Convention Chairman

Committee Members

Randy Ellis
Kim Forrest
Michael Hagen
James Hanigan
Carrie Pisklak

9:00 a.m. – 12:00 Noon & 2:00 p.m. – 5:00 p.m.



“Contemporary Orthodontics”

William R. Proffit, DDS, PhD
(6 CEUs)

Sponsored by **3M** Unitek

Advances in our understanding of the underlying biology now make it possible to both accelerate and impede orthodontic tooth movement, and new evidence is changing orthodontists’ recommendations about third molars. Experience to date has clarified the indications for 3D imaging and the risks as well as the advantages that go with cone-beam CT. For the first time genetic analysis can be used for accurate diagnosis of an orthodontic problem, and rapid advances in this field almost surely will be used in orthodontics in the near future.

Changes in orthodontic appliances in the last few years have generated advertising campaigns beyond anything we have experienced in the past, making it difficult to sort out exactly their strengths and weaknesses. Skeletal anchorage offers great opportunities for controlling tooth movement in a way that was not possible previously, with perhaps too much emphasis now on alveolar screws and too little on applications of miniplates.

These four evolving and controversial issues will be reviewed in detail in this set of four lectures: New Biologic Considerations, 3D Imaging and Genetic Analysis, Changes in Orthodontic Appliances: Hype vs. Evidence, Skeletal Anchorage: The UNC Experience with Screws and Miniplates.

Dr. Proffit, Kenan Distinguished Professor of Orthodontics at the University of North Carolina, was chairman of that department from 1975 to 2001. He is the author of Contemporary Orthodontics, now published in ten languages, and co-author of Contemporary Treatment of Dentofacial Deformity and two other books on surgical-orthodontic treatment. Other publications include over 170 scientific papers in peer-reviewed journals and more than 50 book chapters and invited contributions. He is a diplomate of the American Board of Orthodontics, and among other awards has been recognized for excellence in clinical research with the Norton Ross award of the American Dental Association, for teaching excellence with the Jarabak Award of the American Association of Orthodontists, and for contributions to orthodontics with the Ketcham Award from the American Board of Orthodontics.

Friday, OCTOBER 14

9:00 a.m. – 12:00 Noon & 2:00 p.m. – 5:00 p.m.



“Creating the Peak Performance Team”

Charlene White, RDH
(6 CEUs)

Sponsored by 

There is one common denominator in successful practices. They have a happy, enthusiastic team. Through this talk, Charlene will show you how you can create team power in your office, and enjoy all the benefits that come with it. The topics include:

- The benefits of having a happy and harmonious team by:
 1. Reduced stress
 2. Increased production
 3. More patient referrals
 4. Improved efficiency
 5. Less turnover and absenteeism
 6. Happier working environment
- The importance of having a team value system and how to create your own.
- To beware of the 4 major circumstances that can cause conflict between team members.
- The different personalities of your team and how they combine to bring something unique to your practice.
- The 5 events that make your team most vulnerable to conflicts and how to prevent them from affecting your team.
- To stop the sub-grouping that breaks down office morale.
- What really keeps a team together and builds longevity in the orthodontic practice.
- 7 specific ways to build team spirit.

Charlene White's expertise and depth of knowledge in the orthodontic specialty is world-renowned. She has successfully consulted in over 700 orthodontic practices in 26 years, interviewed over 6,000 team members, presented over 300 Continuing ED courses and has written and filmed 18 training products. As a result of her knowledge and reputation she is proud to report that she has partnered with Dolphin Management to create the “Charlene White SOS” computer module. Her expertise and training is now available and ready to be installed on your computer to be accessed daily by your team.

Saturday, OCTOBER 15

9:00 a.m. – 12:00 Noon & 2:00 p.m. – 5:00 p.m.

Session concludes on Sunday



“Class II Correction with AdvanSync”

Terry Dischinger, DDS
(6 CEUs)

Sponsored by 

Are all functional appliance treatments created equal? This lecture addresses that issue based on twenty-eight years of fixed functional appliance treatment in my office, clinical Research demonstrating the orthopedic results of treatment, step-by-step consistent clinical protocol of treatment to achieve desired results, and hybrid fixed functional appliances to treat high and low mandibular plane angle patients.

A brief summary of desirability of AdvanSync Treatment in my office leads off this lecture. The clinical research and protocol used from 28 years of fixed functional appliance treatment will be shown. My step-by-step clinical sequence of treatment will be presented in great detail. Finished cases and detailed treatment plans will be shown. The presentation will be finalized by showing cases that are felt to demonstrate the Essence of Dental Facial Orthopedics in my office.

Dr. Dischinger is considered nationally as a leader in both functional jaw orthopedics and orthodontic technology and has lectured extensively throughout the United States. He has written numerous articles published in national orthodontic journals. Dr. Dischinger is a member of several national study clubs, which deal in the latest techniques in orthodontics. His training and experience also encompasses treatment of facial pain and jaw disorders (TMJ). Dr. Dischinger holds three academic degrees, including a bachelor's degree in chemical engineering from Purdue University, a dental degree from the University of Tennessee and two-year doctoral graduate training in orthodontics from the University of Oregon Health Sciences Center. Dr. Dischinger is a member of the American Association of Orthodontists. He established his orthodontic practice in Lake Oswego, Oregon in 1977. His previous career includes a U.S. Olympic gold medal in basketball, NBA Rookie of the Year, and All-Star stats during his nine-year career in the National Basketball Association. He also served his country as an officer in the U.S. Army.

9:00 a.m. – 12:00 Noon & 2:00 p.m. – 5:00 p.m.



“Performance with Style”

Karen Moawad
(6 CEUs)

Sponsored by



Exemplary decision-making is based on valid monitoring of information, an understanding of norms, and an awareness of how to achieve extraordinary results. We’ll address every aspect of management of an orthodontic practice from proper staffing, scheduling, clinical monitoring, communication, verbal skills, financial and patient tracking.

Karen Moawad is the founder and C.E.O. of Hummingbird Associates, an orthodontic management consulting firm headquartered on Bainbridge Island, near Seattle, Washington. During the past 33 years she has finely tuned her skills integrating efficient management systems with a humanistic, motivational approach to auxiliary utilization. Besides consulting in orthodontic practices, Karen lectures extensively.

She publishes the quarterly Numbers Analysis and the online Nectar Connection for orthodontists. Karen’s latest two books, Essays on Management of an Orthodontic Practice, Volumes I and II and Transforming Conflict in the Orthodontic Practice were released this year.

Karen’s interests outside orthodontics include her volunteer work handling international collaborations for a five-campus university in India.

Sunday, OCTOBER 16

9:00 a.m. – 12:00 Noon
Conclusion of lecture



“Class II Correction with AdvanSync”

Terry Dischinger, DDS

Sponsored by



Meeting Sponsors

- Platinum Sponsors -



- Gold Sponsor -



- Silver Sponsors -



- Bronze Sponsors -



Special Events

EXHIBIT HALL

See the latest innovations displayed by over 60 exhibitors on Friday and Saturday in the exhibit hall. Share ideas and make contacts with the specialty's leading orthodontists and suppliers during these special events held in the hall: refreshment breaks and lunches on Friday and Saturday, as well as a beer and wine reception on Friday evening.

ABO CASE DISPLAYS

Members are invited to visit the ABO Case Displays. For additional information on displaying your cases, contact Jeryl English at 281-485-2828.

THURSDAY PRESIDENT'S WELCOME RECEPTION

A Thursday evening welcome reception will begin our great SWSO meeting, give us a chance to convene, share stories and fellowship, and warm up for the much-anticipated meeting ahead. An open bar and hors d'oeuvres get the party started. *Sponsored by 3M Unitek.*

FRIDAY OPENING BREAKFAST

Be sure to reserve a ticket in advance on the enclosed meeting registration form for this additional opportunity for continuing education at a separate charge.

FRIDAY CDABO LUNCH

Join your colleagues at the CDABO luncheon where newly certified diplomats are welcomed and information is provided for orthodontists who are interested in knowing more about the board certification process and College membership.

FRIDAY EXHIBIT HALL RECEPTION

The Friday reception featuring snacks, beer and wine is sponsored by Carestream/Orthotrac.

Continuing Education (CE) Hours

CE attendance forms will be in each individual registrant's packet onsite for up to 15 hours. Seminar registrants receive one CE credit for each clock hour attended. It is the responsibility of the attendee to submit continuing education documentation to his/her individual state for verification. The American Association of Orthodontists, of which the SWSO is a constituent, is an American Dental Association (ADA) CERP recognized Provider.

FRIDAY POSTER CLINICS

Come check out the future of orthodontics from 3:00 – 5:30 p.m. in the Exhibit Hall, where orthodontic residents will display their research abstracts. Three past SWSO presidents will judge the entries and prizes will be awarded for first, second and third places.

SATURDAY BUSINESS BREAKFAST MEETING

All SWSO members are invited to the Business Breakfast Meeting for awards presentations. Following an AAO update, Frans Currier will accept the 2011 Martin E. Dewey Memorial Award. All members are encouraged to attend this meeting for voting, election of SWSO's new Trustee to the AAO Board, installation of officers and announcement of the 2012 Dewey Award recipient.

SATURDAY EVENING RECEPTION

Rendezvous with friends and colleagues at this cocktail reception on the Bayou! An open bar and hors d'oeuvres will be provided. Meet for drinks, appetizers and entertainment before you head out to dinner at one of the upscale, chic dining establishments in the Galleria and the surrounding area. Be sure to visit the Westin's outstanding concierge to make dinner reservations for you and your friends! The concierge staff will also be happy to provide information and arrange for tickets to other entertainment venues in Houston. *Sponsored by 3M Unitek.*

SUNDAY DEVOTIONAL SERVICE

Dr. David Turner will lead a devotional service to be held at the hotel on Sunday morning prior to the continuing education program.

STATE MEMBERSHIP MEETINGS

While there is no charge for participation in these component meetings, as outlined on the schedule, contact the respective component leaders directly for additional information.

Continuing Education Recognition Program

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.

ADA CERP® | Continuing Education Recognition Program

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cerp.

Hotel Accommodations

The **Westin Galleria Houston** is newly transformed and offers a warm welcome upon arrival. This AAA 4-Diamond hotel overlooks Uptown Houston and is connected to the Galleria Shopping Center—the city’s top attraction and the fourth largest shopping center in North America with over 350 stores. Complimentary covered self-parking is available for all guests

The new hotel lobby includes reception pods to provide a more personal check-in experience. And you can indulge your palate in one of their three restaurants: Daily Grill, Zucchini’s Farm-to-Market or Shuckers Sports Bar. Guest rooms and suites include updated technology, flat-screen televisions and a well-designed work area.



Reserve hotel room(s) with the Westin Galleria ASAP by calling 1-800-228-3000. Request the discounted “Southwestern Society of Orthodontists” rate of \$187 single/double, per night, plus tax. An additional charge of \$15 per person applies for triple or quadruple rooms. You can also make your reservation online at www.starwoodmeeting.com/Book/ssj09.

While rooms are available on a first-come, first-served basis, the hotel will only hold rooms in our block through September 9, 2011. The Westin Galleria allows individual attendees to cancel the guest rooms/suite reservation without penalty up to 24 hours prior to each attendee’s scheduled arrival date. The Westin Galleria will charge the individual’s credit card one night’s room rate plus tax for cancellations within 24 hours of arrival or for failure to show for a reservation.

Westin Galleria Hotel
5060 West Alabama
Houston, TX 77056
800-228-3000

Airport Transportation Services

Super Shuttle (800-258-3826)
www.supershuttle.com/webrez/update.aspx

Reservations have to be made in advance.
Round trip from/to Bush Intercontinental to the hotel is \$48.
Travel time to the hotel is about 1 hour.

Round trip from/to Hobby Airport to the hotel is \$46.
Travel time to the hotel is about 30 minutes.

Rental Cars and Taxi cabs are also available

The above information was current at the time of publication and is for informational purposes only.



On Your Own

Fun in the Bayou City is easy to find. Houston's downtown has been revitalized with numerous clubs, professional sports facilities and musical entertainment that has helped bring nightlife back to downtown. And that's in addition to the rest of the City's attractions, shopping and restaurants to fit all budgets.



Don't know where to begin? Start with the Concierge Desk at the Westin Hotel and the City of Houston Visitors Center at City Hall for hundreds of ideas on enjoying your time in Houston. The staff can help you plan your visit, suggest new things to do with your evenings and weekends (even to City residents.)

Call the Greater Houston Convention and Visitor's Bureau at 1-800-4-HOUSTON or contact them online at www.visithoustontexas.com.

Registration

Registration Deadline Information

Registrations **MUST** be postmarked / faxed by September 2 in order to avoid late fees. Registrations postmarked / faxed on September 3 through September 23 will be subject to a \$50 late fee per person. Registrations postmarked / faxed after September 23 will be subject to an additional \$50 late fee per person. Do not mail or fax registration forms after September 30. Please bring the completed form to the meeting and register onsite. **REGISTRATIONS WILL NOT BE ACCEPTED BY TELEPHONE.**

Paid registration package includes

- Lunches and breaks on Friday and Saturday
- Friday exhibit hall reception
- Admission to general educational sessions and exhibits

You must have a paid doctor or staff badge to gain admittance to the educational sessions. Spouse (not attending seminars) / family registration gains access to the exhibit hall. A name badge is required for admission to the exhibit hall.

Tickets must be purchased on the enclosed SWSO registration form. Tickets will be in each individual's registration packet onsite and assigned on a first-come, first-served basis, if space is limited.

ALL attendees must pay a registration fee to attend SWSO-related events

CANCELLATION/REFUND POLICY

ALL cancellations / refund requests **MUST** be in writing. Full refund, less a \$50 per person administrative fee, will be issued for cancellations received on or before September 30. A 50% refund will be made if received October 1 through October 7. No refunds will be issued for cancellations received thereafter. Refunds will be processed and sent within 30 days following the meeting.

For additional information, contact the Southwestern Society of Orthodontists

10032 Wind Hill Drive

Greenville, IN 47124

Phone: 812-923-2700

Fax: 812-923-2900

Email: michelle.e.jacobi@gmail.com

Website: www.swso.org

The Southwestern Society of Orthodontists does not review or approve of, or necessarily agree with, the topics, speakers and presentations set forth in this program. As such, by virtue of your attendance at this program, you acknowledge that any and all actions taken by you based upon such topics, speakers and presentations are undertaken by you at your own risk, and you further agree to hold the SWSO harmless from any and all liability in relation to the same. The SWSO encourages you to make your own independent judgment as to the topics, speakers, and presentations, and to rely on the advice of professionals, as appropriate, in making decisions in relation thereto.

2011 SWSO Annual Session Registration Form

October 13-16 • Westin Galleria Hotel (800-228-3000) • Houston, Texas

Please Print

Doctor's Name: _____

Address: _____

Phone: _____ **Email:** _____

Mail form with payment to:

Southwestern Society of Orthodontists
10032 Wind Hill Dr., Greenville, IN 47124

Fax with credit card payment to 812-923-2900

Phone with questions to 812-923-2700

No phone registrations accepted.

ALL attendees must pay a registration fee to attend SWSO-related events. Ticketed events are first-come, first-served.

Doctor Registration: Badge Names (Please Print)		PROGRAM FEE			THURS Welcome Recep	FRI Opening Breakfast	FRI CDABO Lunch	SAT Business Breakfast	SAT Evening Reception	Sub Totals
		Thru Sept. 2	Sept. 3 - 23	After Sept. 23						
SWSO Member		\$250	\$300	\$350	\$10	\$30	\$50	\$33	\$10	
AAO Ret. Mem.		\$50	\$50	\$100	\$10	\$30	\$50	\$33	\$10	
Res./Dent. Student		\$0	\$50	\$100	\$10	\$30	\$50	\$33	\$10	
.5 FTE+ Faculty		\$0	\$50	\$100	\$10	\$30	\$50	\$33	\$10	
Military		\$150	\$200	\$250	\$10	\$30	\$50	\$33	\$10	
Non-Member		\$500	\$550	\$600	\$10	\$30		\$33	\$10	
Other WFO/ AAO Member		\$250	\$300	\$350	\$10	\$30	\$50	\$33	\$10	

Staff Registration:

Photocopy this form for more registrants.

Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	
Staff		\$160	\$210	\$260	\$10	\$30		\$33	\$10	

Spouse/Family Members Registration:

Photocopy this form for more registrants.

Spouse (Attending Seminars)		\$160	\$210	\$260	\$10	\$30	\$50	\$33	\$10	
Spouse or Family Without Seminars		\$50	\$100	\$150	\$10	\$30	\$50	\$33	\$10	
		\$50	\$100	\$150	\$10	\$30	\$50	\$33	\$10	

Check here if you are interested in volunteering to participate in your constituent organization.

Total \$ _____

Payment Information:

I have enclosed check # _____ as payment.

Please charge my VISA MASTERCARD DISCOVER (circle one)

Card # _____ Expiration Date: _____

Security Code (on back of card): _____ Signature: _____

DO NOT mail or fax this form after September 30. Please bring the completed form to the meeting and register on-site.

Cancellation Policy: All refund requests must be in writing. Full refund, less a \$50 per person administrative fee, will be issued for cancellations received by September 30, 2011; a 50% refund, less the administrative fee, between October 1 and October 7. No refunds will be issued for cancellations received after October 7. Refunds will be processed after the meeting.

Southwestern Society of Orthodontists
10032 Wind Hill Dr.
Greenville, IN 47124

ADDRESS SERVICE REQUESTED

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SOUTHWESTERN SOCIETY OF ORTHODONTISTS

REGISTRATION FORM
ENCLOSED

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at the Bayou*

