

# 11<sup>th</sup> Annual Damon<sup>®</sup> FORUM

JANUARY 18-21, 2012

JW MARRIOTT DESERT RIDGE | PHOENIX, AZ



ASPIRE  
Quality. Technology. Growth.



*Special guest appearance by*  
world-class surfer and Damon patient  
Bethany Hamilton

# Experience MORE than DAMON

You aspire to deliver the best care to your patients each and every day. Now aspire to even greater heights through new treatment modalities, progressive technology and practice differentiation strategies.

Year after year, thousands of orthodontic professionals have attended the Damon Forum to learn the latest advancements in orthodontic treatment. And in 2012, you can expect MORE than Damon through 30-plus interactive sessions for clinicians, treatment coordinators, front office staff and chairside assistants.

From digital solutions to TADs, from phase I treatment to adult aesthetics, immerse yourself in an experience unlike any other. Aspire for the pinnacle of clinical results and practice growth. Aspire for the 2012 Damon Forum.

## SCHEDULE OVERVIEW

### Wednesday, January 18

8:00 am – 4:00 pm	Damon System Essentials Seminar – OPTIONAL* English Session – Drs. Bagden, Bogdan, Badawi Spanish Session – Dr. Espejo
3:00 pm – 6:00 pm	Early Registration
6:00 pm – 7:30 pm	Welcome Reception

### Thursday, January 19

7:00 am – 8:00 am	Breakfast & Registration	
8:00 am – 12:00 pm	General Session Aspire for Quality, Technology, and Growth A Decade of Damon Play-By-Play for Phenomenal Finishes	Mr. Matt O'Connell Dr. Dwight Damon Dr. Stuart Frost
12:00 pm – 1:30 pm	Lunch	
1:30 pm – 5:00 pm	Workshops (see chart for details)	

### Friday, January 20

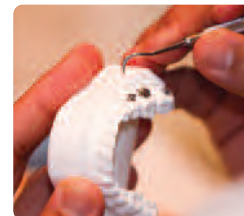
7:00 am – 8:00 am	Breakfast	
8:00 am – 12:00 pm	General Session Current Market Dynamics – What You Need to Know Embracing and Leveraging the Digital Era Smiling through Adversity	Mr. Oliver Gelles Dr. Alan Bagden Ms. Bethany Hamilton
1:00 pm – 5:00 pm	Selling to Succeed: Consultations that Convert Seminar – OPTIONAL*	
12:30 pm – 5:30 pm	Golf Tournament – OPTIONAL*	
7:00 pm – 11:30 pm	Dinner, Dance and Casino Night	

### Saturday, January 21

7:00 am – 8:00 am	Breakfast
8:00 am – 4:30 pm	Workshops (see chart for details)
11:30 am – 1:00 pm	Lunch



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## WORKSHOPS

	Speaker(s)	DR	Audience			
			CS	TC	FO/OM	
<b>Clinical Lectures</b>						
🕒 Dr. Tom Pitts' Bracket Placement – <i>Hands-on</i>	Drs. Tom Pitts, Duncan Brown & Stuart Frost	X				
🕒 Damon Bracket Placement Fundamentals – <i>Hands-on</i>	Drs. Frank Bogdan & Tom Barron	X				
Progressive Advancements in Class II Correction	Drs. Terry & Bill Dischinger	X				
Phase 1 Treatment with Damon Mechanics	Dr. Mike Mayhew	X				
Challenging Class III Cases Made Simple	Dr. John Lin	X				
Aligners and Braces - A Combined Approach	Dr. Dave Paquette	X	X	X		
Maintaining Control with the Damon System	Dr. Rafael Garcia Espejo	X				
Achieving Functional & Cosmetic Results with Damon	Dr. Juan Carlos Solorio	X				
Do This, Not That! Critical Clinical Pearls for Damon System Success	Dr. John Graham	X				
TAD Mechanics for Class II & Class III Cases	Dr. Steve Tracey	X				
TAD Treatment of Vertical Issues	Dr. Nicole Scheffler	X				
Tomorrow's Technologies Today: Becoming a 3D Orthodontist	Dr. Aaron Molen	X				
Insignia - The Double Black Diamond Course <i>Intermediate and Advanced Users</i>	Dr. Jeff Kozlowski	X	X			
Harnessing the Power of Digital Solutions	Drs. James Paschal & Jamie Reynolds	X	X			
🕒 Insignia Approver – <i>Hands-on, bring your cases</i>	Dr. Jeff Kozlowski	X	X			
Chairside Protocols – Improving your Efficiency with the Damon System	Dr. Jeff Summers		X			
Accurate Ceph Tracing in One Minute	Dr. Aaron Molen		X			
Patient Compliance for Dental Hygiene	Ms. Beth Ryerse & Dr. Dana Van Elslande		X			
<b>Practice Enhancement Lectures</b>						
		DR	CS	TC	FO/OM	
Online Marketing: Get More Patients in Your Door	Mr. Alex Miroshnichenko	X		X	X	
Converting Adult Patients with Damon Clear	Mrs. Carol Eaton	X		X	X	
Converting Adult Patients with Insignia	Mrs. Edwina Wood	X		X	X	
How to Build a Referral Network	Dr. David Seligman	X	X	X	X	
Creative Financing Strategies to Convert More Patients	TBD	X		X	X	
Boosting your Bottom Line in a Down Economy	Mr. Roger Hill	X		X	X	
30 Laser Sharp Ideas to Accelerate Your Practice	Mrs. Charlene White	X		X	X	
Total Recall - Ensuring Starts	Mrs. LeeAnn Peniche	X		X	X	
🕒 Taking Pictures Like a Pro – <i>Bring your clinical camera</i>	Mrs. Rita Bauer		X	X		
Managing Your Online Reputation	Mr. Jeff Behan	X		X	X	

CS = Clinical Staff, TC = Treatment Coordinator, FO = Front Office, OM = Office Manager

🕒 Hands-on workshop with limited seating. Register today at [ormco.com/forum](http://ormco.com/forum)



## Special guest appearance by Bethany Hamilton

World-class surfer and subject of the movie *Soul Surfer*, Bethany Hamilton will share her inspirational story of survival and triumph after a tragic shark attack. Even after the unthinkable, Bethany has gone on to become an inspiration to millions due to her amazing determination and attitude...and let's not forget her Damon smile. You won't want to miss this extraordinary story.

### OPTIONAL SESSIONS\*

#### Pre-Forum Damon Essentials Seminar

Wednesday, January 18 – 8:00 am - 4:00 pm

This one-day seminar will cover the philosophy, science and principles of passive self-ligation. The seminar provides an educational foundation for doctors and staff members who have never used the Damon System as well as a valuable review for relatively new and intermediate users. This seminar is available in two separate language tracks.

English Presenters – Drs. Alan Bagden, Frank Bogdan, Hisham Badawi

Spanish Presenter – Dr. Rafael Garcia Espejo

NEW

#### Selling to Succeed: Consultations that Convert Seminar

Friday, January 20 – 1:00 pm - 5:00 pm | Mr. Jeff Behan & Mr. Jason Tabb

This mini-seminar teaches you how to immediately apply proven consultative selling and marketing strategies to drive more patients to your practice, increase consults and conversions, and grow your practice. Key takeaways include how to:

- Motivate your entire staff – from front office to treatment coordinator – to leverage proven sales tactics to increase consultations and conversion rates dramatically.
- Customize closing techniques to adapt to specific patient characteristics and connect the dots between what patients want and what you can offer.

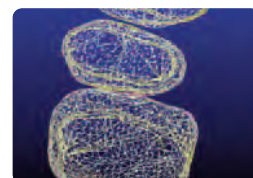
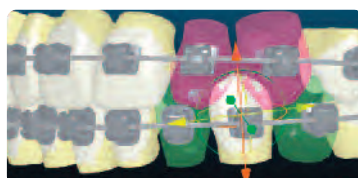
“*This was absolutely the BEST program I have attended in a very long time and I have been to hundreds! I believe I can go back and make a huge difference in my office.*”

– Deborah Thomas, Office Manager  
Tagawa & Curtis Orthodontics, Brea, California  
(testimonial from July 2011 program)

NEW

#### Digital Expo

Featuring the latest advancements in digital imaging, software and scanning technology with interactive kiosks.



## ACCOMMODATIONS

JW Marriott Desert Ridge Resort & Spa

5350 E. Marriott Drive, Phoenix, AZ 85054

www.jwdesertridgeresort.com | T: 800.898.4527 or 480.293.5000

JW Marriott Desert Ridge Resort & Spa, Arizona's premier luxury resort, is woven into the Sonoran Desert where northeast Phoenix meets Scottsdale. Offering majestic views of the McDowell Mountains, the resort is 30 minutes from the Phoenix Sky Harbor International Airport. This lavish resort offers ultimate luxury, unparalleled service and endless recreation. Enjoy 18-hole championship golf courses, a pampering spa, outstanding restaurants and five acres of shimmering pools and waterways, including the Lazy River pool. Mention Ormco Damon Forum to receive the special rate of \$309/per night single/double occupancy, before December 31, 2011.



NEW

## GOLF TOURNAMENT

Friday, January 20 – Shotgun Start, Scramble Format

Faldo Course, \$225 Fee (includes green fees, cart, driving range, box lunch and beverage)

New for 2012, we will kick off a scramble golf tournament at 12:30 pm sharp, with amazing prizes for longest drive, closest to the pin and more. Six-time major champion Nick Faldo has carved his signature into Arizona's desert with his Faldo Championship Course at Wildfire Golf Club. Every hole on the 6,846-yard, par 71 Faldo Course brings a memorable experience that golfers will not soon forget.

### Tuition

Doctor: \$975

Resident: \$600

Staff Member: \$400

Prices quoted are per person and in USD. Forum tuition includes one dinner ticket.

### Optional Sessions\*

Pre-Forum Damon Essentials Seminar – Jan 18, \$150

Selling to Succeed: Consultations that Convert Seminar – Jan 20, \$75

**Translations** – The general session and selected workshops will be translated into Spanish. Translation equipment is available at registration.

**Damon Forum DVDs** – Each doctor attending the Damon Forum will receive a complimentary DVD with key lectures captured in digital audio with synchronized slides. The DVDs will be mailed within 90 days after the Damon Forum.

### For More Information

Contact Lauren Rome at [lauren.rome@ormco.com](mailto:lauren.rome@ormco.com)

### Accreditation

Ormco is an ADA CERP Recognized Provider. 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 board of dentistry. Ormco designates the Damon Forum for up to 17 ADA continuing education credits, the Damon Essentials Seminar for 7 continuing education credits, and the Selling to Succeed Seminar for 4 continuing education credits.

**ADA CERP**® | Continuing Education  
Recognition Program