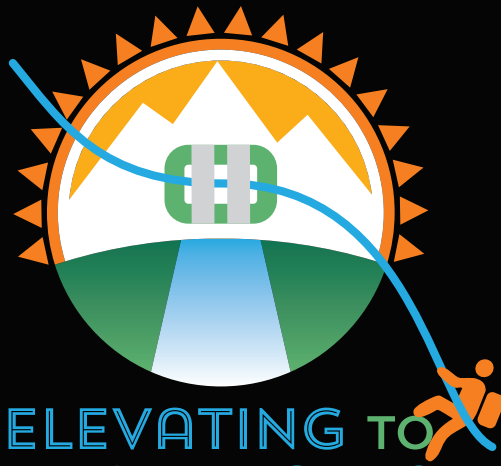




ELEVATING TO
NEW HEIGHTS
PCSO ANNUAL SESSION
RENO 2017

PREVIEW PROGRAM

RENO CONVENTION CENTER
OCTOBER 12-15 | EXHIBITS OCTOBER 13-14

REGISTRATION OPEN - APRIL 3, 2017



FRIDAY, OCTOBER 13, 2017

8:15am - 9:45am

10:30am - 12:00nn

1:30pm - 3:00pm

3:30pm - 5:00pm

DOCTOR



DR. EUSTAQUIO ARAUJO

Revisiting Developing Malocclusions: When "Early" is the Right Time



DR. HUGO DeCLERCK

Bone Anchored Midface Protraction followed by Upper Arch Distalization: Horizontal and Vertical Changes



PRESIDENT'S LECTURE



DR. MICHAEL GUNSON

Lips Rule: The Functional Esthetic Dental and Skeletal Requirements for Beautiful Lips



DR. ROSE SHEATS

Sleep Apnea: Screening and Treatment Options for Children and Adults

DOCTOR/STAFF



DR. ANIL IDICULLA

Live Life Smiling™: Elevate Your Game



MS. SHEILA BELL



MS. LORI PARKER

The POWER of One — You Make the Meaningful Difference

CLINICAL/ADMIN.



DR. DAN BILLS

Track Them, Engage Them, Start Them! Utilizing Technology to Implement an Effective Observation Program!



DR. TOM MARCEL

Now We Have All the Technology to Make Us Super-Efficient... Do We Have the Team?

CLINICAL STAFF

ADMINISTRATIVE STAFF



MS. EDWINA WOOD

Elevating Production and Lowering Overhead



MS. NANCY HYMAN

Re-ignite Dental Referrals!

BONUS DAY LECTURES FOR DOCTORS!

THURSDAY, OCTOBER 12, 2017

1:15pm - 3:00pm



MR. ANDREW TUCKER

INTRODUCTION BY: MR. CRAIG SCHOLZ
Director of Emerging Technology at Ortho2

How to Run a More Profitable Practice

SPONSORED BY: Ortho2



ORTHO2

3:30pm - 5:00pm



MR. CHRIS BENTSON

Elevating Your Practice Transition Options

CO-SPONSORED BY: 3M & PCSO



SATURDAY, OCTOBER 14, 2017

9:00am - 10:30am

11:00am - 12:30pm

2:00pm - 3:30pm

4:00pm - 5:30pm

DOCTOR



DR. MARTIN PALOMO

Clinical Applications of
3D Imaging in Orthodontics



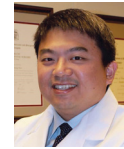
DR. WILLIAM ROBBINS

Global Diagnosis —
A New Vision of Dental
Diagnosis and Treatment
Planning



DR. CLARK COVILLE

Clear Aligner Therapy —
Managing ClinCheck —
Macro to Micro



DR. CHUNG KAU

The Need for Speed:
Separating Biology
from Biomechanics?

CLINICAL/ADMIN.



MS. LEEANN PENICHE

The View from the Top



DR. NEIL KRAVITZ

Mastering Retention



DR. SCOTT LAW

The Evolution of an
Amazing Team Culture



DR. TITO NORRIS

Elevating Difficult Situations:
Turning Complaints into
Opportunities

ADMINISTRATIVE STAFF



MS. DEBBIE BEST

The Schedule Warrior



MS. LIZ CONFORTI

Management that Makes a
Difference! A Measurement
for Success in Your Practice



MS. BETH LEACH

So You Think You Know
Social Media?

Benefits of the Annual Session

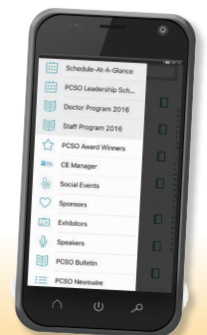
- ▲ Educational Sessions for doctors and staff
- ▲ 15 CE Credits
- ▲ Complimentary breakfast and lunch Friday and Saturday, breakfast Sunday
- ▲ Networking opportunities with colleagues
- ▲ Large Exhibit Hall with Poster Board Presentations

Download the PCSO Mobile App

The PCSO mobile app is available for download in iTunes, Google Play, and in an HTML5 web-based version for Windows on Marketplace Hub.

Find everything you need to know about PCSO:

- ▲ Annual Session schedule and information
- ▲ Links to the *PCSO Bulletin*, NewsWire, and Facebook
- ▲ Activity feeds related to lectures, activities, and topics



SUNDAY, OCTOBER 15, 2017

8:30am - 10:00am

10:30am - 12:00nn

DOCTOR



DR. SUNIL KAPILA

Orthodontics in 5D:
Optimizing Treatment
Efficiencies and Outcome



DR. DAN GRAUER

Computer Guided Treatment
Planning and Customized
Appliances

CLINICAL/ADMIN.



MS. WENDY PHILLIPS

KABOOM!: The Method
Used By Top Dentists for
Explosive Marketing Results



MS. ROSEMARY BRAY

Elevate Your Level of Care
— With 50 Shades of Bray —
Taking Your Practice to
a Top Level of Service

HOTEL INFORMATION

Atlantis Casino Resort Spa
3800 S. Virginia Street
Reno NV, USA 89502

RESORT RATES:	DELUXE	LUXURY	CONCIERGE
▲ SINGLE	\$175.00	\$195.00	\$245.00
▲ DOUBLE	\$175.00	\$195.00	\$245.00

Additional cost per person is \$10.00

ATLANTIS CASINO RESORT SPA:

Nestled at the base of the majestic Sierra Nevada, Atlantis Casino Resort Spa is proud to be recognized as a AAA Four Diamond resort—a distinction held by only the most exceptional hotels in the world. Ideally located in the heart of south Reno's entertainment, dining, and shopping district, the Atlantis' luxury hotel rooms and suites come in a wide range of types and sizes with something to satisfy every guest.

All Atlantis room and suites feature contemporary furnishings, seamless in-room technology, and floor-to-ceiling windows overlooking incredible views of the city. In addition, the Atlantis offers a generous range of complimentary perks such as free Wi-Fi and parking.

AN OASIS IN THE DESERT:

The Atlantis Casino Resort Spa is an escapist's dream in the form of an oasis in the desert. Located minutes from the Reno-Tahoe International Airport and only 10 minutes from the downtown gaming district, the Atlantis boasts both convenience and access to the destination of Reno. The resort is host to an array of experiences for attendees from gaming for those feeling "lucky" to world renowned spas for those needing extra relaxation. For the team that enjoys exciting night life, the restaurant has live music Thursday-Sunday! With 11 different restaurants on property, if you don't want to leave the resort, you will never have to eat in the same place twice.

MAKE RESERVATIONS:

You must be registered for the meeting in order to secure housing at the conference promotional rates.

Once you register, you will receive a confirmation email that includes a link to make your hotel reservations online through the PCSO OnPeak Housing Portal.

Please make your hotel reservation no later than Friday, September 1, 2017 to receive the group rates. Any reservation made after September 1, 2017 will be confirmed on a space available basis at the current rates.

ADVENTURES FOR ONE AND ADVENTURES FOR ALL



Whether you enjoy the exciting nightlife of an urban environment laden with restaurants, clubs, and live music or you seek the relaxations of spas or the great outdoors, the Reno/Tahoe area has the perfect escape to **ELEVATE YOU TO NEW HEIGHTS!** Within minutes of the resort, you will find a variety of cuisines to satisfy every taste, art museums galore, gaming centers, and national sports arenas. You will also find the trails and natural beauty of Lake Tahoe a mere 40 minutes away. Participate and interact with our thought leaders at the 2017 PCSO Annual Session and find the adventure that best fits you!



REGISTRATION FORM

REGISTER ON LINE AT WWW.PCSORTHO.ORG ▲ FAX: 314-997-1745

TO REGISTER MULTIPLE ATTENDEES FROM ONE OFFICE, PLEASE USE ONLINE REGISTRATION OR CALL 888-242-3925.

Name	Organization
Address	City/State/Zip
Phone	Email

CATEGORY	ON OR BEFORE JULY 15	AFTER JULY 15	ON-SITE	TOTAL FEE
PCSO Member	\$330	\$380	\$450	
PCSO Retired	\$280	\$330	\$405	
Resident/Student	no fee	no fee	no fee	
AAO Member <i>(not PCSO)</i>	\$390	\$440	\$510	
Non-AAO Member	\$660	\$710	\$780	
Staff	\$270	\$320	\$395	
Spouse/Guest	\$175	\$225	\$300	
Additional Exhibitor	\$175	\$225	\$300	
Welcome Party Tickets for Non-attendees	\$75	\$75	\$75	
Welcome Party Tickets <i>(12 and under)</i>	\$30	\$30	\$30	
Component Breakfast <i>(ticketed event)</i>				
▲ Arizona	\$35	\$35	\$35	
▲ California	no fee	no fee	no fee	
▲ Nevada <i>(sponsored by NSOS)</i>	no fee	no fee	no fee	
▲ Washington <i>(sponsored by WSSO)</i>	\$20	\$20	\$20	
Staff Roundtable <i>(ticketed event)</i>	\$40	\$40	\$40	
New & Younger Member Lunch <i>(ticketed event)</i>	no fee	no fee	no fee	

PAYMENT INFORMATION

☐ Check enclosed (payable to PCSO) in U.S. Dollars only; mail to: Pacific Coast Society of Orthodontists
401 N. Lindbergh Blvd.
St. Louis, MO 63141-7816
Attn: Registration Department

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Cardholders Name		
Credit Card Number	Expiration Date	CVV

REGISTRATION CANCELLATION/REFUND POLICY

Registration cancellation must be received no later than August 11, 2017. A \$25 cancellation fee per registrant will be deducted from the refund. Submit your cancellation in writing to the PCSO headquarters via email to lhertlein@aaortho.org. Your cancellation/refund request should include your name, registration confirmation number, AAO member number and the reason for the refund. All refund requests are subject to approval by the PCSO. All approved refunds will be processed within 30 business days after the approval. Registration cancellations, registration fee refunds and ticketed event refunds will not be processed on site during the Annual Session.

In consideration for my being allowed to participate in the 2017 PCSO Annual Session, the PCSO and their authorized agents are hereby released from any damages caused or incurred in connection with these activities. I agree to indemnify and hold the PCSO and their authorized agents harmless against any liabilities, including reasonable attorney's fees, arising from, or 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.



PACIFIC COAST SOCIETY OF ORTHODONTISTS

401 North Lindbergh Boulevard
St. Louis, MO 63141-7816

www.pcsortho.org

CASINO ROYALE

PCSO *Welcome Party 2017*

Reno Sparks Convention Center
Friday, October 13, 2017
6:00pm - 10:00pm



ENJOY AN EVENING OF DINING, GAMING, DANCING AND MORE

Featuring several casino games (complimentary to all attendees), photo booth
and a DJ showcasing top 40 hits and 50 years of James Bond singles.

*Admission is included for registered attendees.
Extra tickets and tickets for non-registered attendees will have an additional cost.*

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Applied to Life.™