On behalf of the Florida Academy of Cosmetic Dentistry Board of Directors, I am pleased to invite you to the 2017 FACD Annual Scientific Session & Trade Show. It is truly the best educational value you can find in cosmetic dentistry today.

When our board gathered for our strategic planning meeting earlier this year, we all agreed that our goal was to provide our members with high quality education at an affordable price, in a convenient manner. If you are an FACD member, it doesn’t get any more affordable than FREE! or convenient since Orlando is in the heart of our great state. If you don’t currently belong to the Academy, we still offer one of the most affordable options you can find — the best speakers for only $995! I think you’ll agree that bringing together speakers like Aldo Leopardi, BDS, DDS, MS; George Mandelaris, DDS, PC; Mark Murphy, DDS, FAGD; Jason Olitsky, DMD, AAACD and Janice Hurley certainly hits the high quality education goal on the mark.

This year’s theme is, “Stayin’ Alive in Cosmetic Dentistry”. Our organization’s mission is to provide our Academy members with high quality education and further our dedication to advancing the science and art of cosmetic dentistry.

As we all know, knowledge is essential to continued success no matter. Make plans now to join us at the 2017 FACD Annual Scientific Session & Trade Show. This is an event you do not want to miss!

See you in September!

—Andrew Varga, DDS
FACD 2016 – 2017 President

FACD Mission:
The Florida Academy of Cosmetic Dentistry provides a unique forum open to specialty practices with interests in cosmetic dentistry, dental laboratory technicians and general dentists practicing high quality cosmetic dentistry.

2016 – 2017 Board of Directors:

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Jason Horwitz, DDS
Immediate Past President
THURSDAY, SEPTEMBER 21

8:00 a.m. – 5:00 p.m.  Hands-On Optional Course: Digital Photography - Beyond the Basics: From Documentation to Presentation
  by Dr. Jason Ollisky, DMD, AAACD
  (Optional– additional fees apply– Non-Members & Team Members may register as well.)

5:00 p.m. – 7:30 p.m.  Registration Desk Open

6:00 p.m. – 7:00 p.m.  FACD Past Presidents 10+ Years Member Reception

FRIDAY, SEPTEMBER 22

7:00 a.m. – 7:00 p.m.  Registration Desk Open

8:00 a.m. – 9:00 a.m.  Breakfast in Trade Show Hall

8:00 a.m. – 5:00 p.m.  Trade Show Hall Open

9:00 a.m. – 9:05 a.m.  President’s Welcome

9:05 a.m. – 5:00 p.m.  DENTIST / TECHNICIAN SEMINAR:
  Clinical Realities and Considerations for Aesthetic Zone Implant Therapy
  by Dr. Aldo Leopardi, BDS, DDS, MS

9:05 a.m. – 5:00 p.m.  TEAM MEMBER SEMINAR:
  Morning Session: Viva La Video & New Patient Interview
  Afternoon Session: Your Image - Your Brand - Your Success!
  by Janice Hurley

10:30 a.m. – 11:00 a.m.  Morning Break in Trade Show Hall

12:00 p.m. – 1:30 p.m.  Lunch in Trade Show Hall

3:00 p.m. – 3:30 p.m.  Afternoon Break in Trade Show Hall

5:00 p.m. – 9:00 p.m.  Friday Night Reception

SATURDAY, SEPTEMBER 23

7:00 a.m. – 5:00 p.m.  Registration Desk Open

7:30 a.m. – 8:30 a.m.  Breakfast in Trade Show Hall

7:30 a.m. – 2:00 p.m.  Trade Show Hall Open

8:30 a.m. – 9:00 a.m.  FACD Membership Meeting

9:00 a.m. – 5:00 p.m.  DENTIST / TECHNICIAN SEMINAR:
  Imaging from a Periodontist’s Perspective
  by Dr. George Mandelaris, DDS, MS

9:00 a.m. – 5:00 p.m.  TEAM MEMBER SEMINAR:
  The Six Drivers of Sustained Practice SUCCESS
  by Dr. Mark Murphy, DDS, FAGD

10:30 a.m. – 11:00 a.m.  Morning Break in Trade Show Hall

12:00 p.m. – 1:30 p.m.  Lunch in Trade Show Hall

5:00 p.m.  2017 FACD Annual Scientific Session Concludes

Special Offer: Register 4 team members and get the 5th one free! To take advantage of this please call the association office at (866) 608-3223.

FACD will offer Florida Board of Dentistry, AGD and CDT credits at the 2017 Annual Scientific Session & Trade Show.

Approved PACE Program Provider
FAGD/MAGD Credit
Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement.

Dental Laboratory Technicians
The 2017 FACD Annual Scientific Session & Trade Show courses have been approved by the National Board for Certification in Dental Laboratory Technology for CDT/RG credits.

Courses have also been approved through the State of Florida Board of Dentistry for Dental Laboratory continuing education credit.

FACD is an Affiliate of the American Academy of Cosmetic Dentistry®
www.aacd.com / 800-543-9220

Orlando World Center Marriott

Register online at www.FLACosmeticDentistry.com
Topics include:

• Basic and advanced dental photography continuing education, clinical, standardized views, doctor and patient positioning, equipment review and utilizing images. Emphasis on communication to capture the best standardized views and utilizing the images in communication, education and marketing your practice.

• Portrait photography on a basic and advanced levels for dentists obtain practical knowledge to implement portrait photography into their practices. Emphasis on camera settings, communication, lighting techniques and practical studio set up for dental offices.

• DSLR video basic instruction to capture stunning video testimonials and create promotional movies. Learn equipment necessary to implement video into your practice as well as basic lighting and video editing.

Dr. Olitsky brings timely, innovative and insightful messages to the stage that leaves the audiences fully engaged and motivated to implement basic and advanced digital photography and video into their practices.

NOTE: Additional registration fees apply. Only FACD Members may attend the workshop. You must also register in advance by August 29, 2017. The workshop has limited capacities for 25 each and is available on a first-come, first-served basis.
The era of in-office Cone Beam Computed Tomography (CBCT) is transforming not only periodontology, but interdisciplinary dentofacial therapy (IDT). While in-office CBCT imaging may be the latest technological breakthrough expanding our opportunities, it is diagnosis that has remained the constant variable critical for predictable patient outcomes. Today’s restorative dentist and IDT team members have expanded opportunities offer patients which largely are determined from advanced imaging diagnostic inquiry. This presentation will cover three exciting arenas that the contemporary periodontist has in his/her armamentarium to improve patient outcomes: (1) Imaging and computer guided implantology, (2) Tissue engineering, and (3) Surgically facilitated orthodontic therapy. Treatment planning and execution of therapy will be demonstrated based on IDT analysis and 3D CBCT diagnostic inquiry.

**Learning Objectives:**
- To discuss how CBCT imaging improves periodontal diagnosis and prognosis
- To review case type patterns and how they can be used in computer guided implantology
- To discuss tissue engineering and its application for bone reconstruction in future implant site development
- To discuss the pivotal role of CBCT imaging and explore the role of surgically facilitated orthodontic therapy in interdisciplinary dentofacial therapy

Understanding and applying sound business principles, strategies and metrics will help you and your team; Retain More Patients, Improve Case Acceptance and Maximize New Patient Referrals. Mark’s fresh perspective on practice management, his expertise as Lead Faculty for Mercer Advisors and 25 year of involvement with the Pankey Institute make this a unique learning opportunity. This workshop will utilize lecture, group and individual exercises for team and self-development, easy spread sheets to evaluate gaps, a survey of behavioral choices to close those gaps and various take home training constructs to use. Improving your practice means doing more of the dentistry you know your patients need, having less stress and being in absolute balance; clinically, financially and behaviorally.

**Learning Objectives:**
- Develop a Vision Driven Practice Model
- Discuss Team Work, Alignment and Behavior
- Define Leadership, Management and Strategic Business Planning
- Measure and Manage Patient Retention, Case Acceptance and New Patient Flow
If you are not a current member of FACD member and register for the 2017 FACD Scientific Session, you will receive complimentary membership for the remainder of 2017. This is our way of giving you a taste of being a part of THE cosmetic dentistry organization of Florida. Membership is limited to 225 members, we currently have a few open memberships available. Once these are full you may attend the meeting but the benefits below will not be included. Reserve your membership position today. Additional outstanding benefits you will receive as an FACD member include:

- **Complimentary Subscription to Dental XP** (Premium Edition) (full access to www.dentalxp.com)
- **Member Only Access to the FACD Website** (FACD members have access to the exclusive FACD Member-only Forum, interviews and articles from industry leaders, discounts on education materials and patient books and more.)
- **FACD Membership Directory** (Online resource available for patients to locate a FACD cosmetic dentist in their area)
- **Other Member Discounts and Resources** – Only Offered on FACD Website
- **Prestige in belonging to THE cosmetic dentistry organization of Florida**

**FACD offers yearly memberships for:**
- Dentists
- Dental Laboratory Technicians
- Manufacturers who support cosmetic dentistry
- Students enrolled in Florida dental schools

### 2017 Activities

#### FACD Past Presidents 10+ Years Member Reception

**THURSDAY, SEPTEMBER 21**

**NEW THIS YEAR! (BY INVITATION ONLY)**

An exclusive event for those that have been a member of the Florida Academy of Cosmetic Dentistry for more than 10+ years you will receive an invitation cordially inviting you to attend the reception being hosted by the FACD Past Presidents.

#### Friday Night Reception

**FRIDAY, SEPTEMBER 22**

Shaking things up a bit this year, we will be having Casino night but this year we are taking it poolside. Attendees and guests will be the center of attention at this year’s Friday night event. Take your chance at the tables and increase your chances of winning it big with the 50/50 raffle and some other great prizes. We encourage you to bring your family there will be activities for all ages. Join us for cocktails, hor d’oeuvres, dancing and after dark the hotel laser light show and nearby fireworks. Afterwards you can even keep the night going by relaxing in the pool watching a movie on the big screen, enjoying the poolside bar or one of the hotels many restaurants.

#### Meet & Greet in the Hotel Lobby

Pick up your name badge at the FACD Registration Desk on Thursday, September 21st (open from 5pm - 7:30pm) then head over to the lobby bar and network with old friends and meet new ones!

#### Lunch in the Trade Show Hall

Breakfast and Lunch is included for all attendees both days in the Trade Show Hall allowing additional networking time and interaction with speakers and the FACD Board.
2017 FACD Annual Conference & Trade Show • Sept. 21 – 23, 2017 • Orlando World Center Marriott
Register online at www.FLACosmeticDentistry.com • ALL MEMBERS MUST PRE-REGISTER to avoid onsite registration fees.

Name: ___________________________________________  □ DMD □ DDS □ CDT □ RDH □ CDA □ Other _____

State License Number/CDT Number: ________________________________

Organization Name: ____________________________________________________________

Address: _________________________________________________________________

City: _________________________ State: ________________ Zip: _______________________

Telephone: _________________________ Fax: ____________________________ Email: ____________________________

Choose Registration Type:
□ FACD Member □ Non-Member Dentist □ Non-Member Lab Technician □ Dental Office Team Member □ Lab Team Member □ Guest/Spouse

1. SESSION REGISTRATION OPTIONS:
FACD MEMBERS
For FACD members or individual attending as a Team/Guest/Spouse of a current FACD Member.
FACD Dentist or Lab Technician ........ FREE! $350* $450*
Dental Office or Lab Team Members /
Guest / Spouse $350* $450* (Hygienist, dental assistant, patient coordinator, office personnel, laboratory auxiliary and guest/spouse that is non-dental professional only)

NOTE: A dentist must be an FACD member in order for the Dental Office Team Member rate to apply for his/her office staff, and a Laboratory Technician must be an FACD member in order for the Laboratory Team Member rate to apply for additional laboratory staff. The Laboratory Team Member rate is intended for laboratory technicians who work in a specialized area such as waxing, model & trim, etc.

FACD NON-MEMBERS
For non-members or individuals attending as a Team/Guest/Spouse of a non-member of FACD. (Meeting registration includes membership through 12/31/2017. First-come, first-served basis; if membership seats are available.)

Dentists $995 $1095
Laboratory Technicians $995 $1095
Recent Graduate / Resident $385 $485 (First two years after graduation only; then regular membership rates apply)

Dental Office or Lab
Team Members / Guest / Spouse $395* $495* (Hygienist, dental assistant, patient coordinator, office personnel, laboratory auxiliary and guest/spouse that is not dental professional only)

2. ADDITIONAL REGISTRANT:
Please type or print names as they should appear on name badges. Make copies for additional registrants.

Registration Type:
□ FACD Member □ Non-Member Dentist □ Non-Member Lab Technician □ Dental Office Team Member □ Lab Team Member □ Guest/Spouse

Name: ___________________________________________  □ DMD □ DDS □ CDT □ RDH □ CDA □ Other _____

Registerant Email Address: ______________________________________________________

3. ADDITIONAL THURSDAY REGISTRATION OPTIONS:
NOTE: You must register in advance by July 28, 2017 for all Thursday sessions. Sessions have limited capacities and are on a first-come, first-served basis. Please type or print names as they should appear on name badges. Make copies for additional registrants.

□ Digital Photography - Beyond the Basics: From Documentation to Presentation
$595 each FACD Member Dentist/Technician = $______________
Dentist/Technician Name: ____________________________________________

$995 each Non-Member Dentist/Technician = $______________
Dentist/Technician Name: ____________________________________________

$125 each Team Member = $______________
Team Member Name: ____________________________________________

4. PAYMENT INFORMATION:
1. Registration Amount Due: $

2. Additional Registrant Amount Due: $

3. Thursday Options Amount Due: $

TOTAL AMOUNT DUE: $

□ Check enclosed (payable to FACD) Check #: __________ Amount: $__________
□ Credit card (complete the following): □ Visa □ MC □ Amex
Charge Amount: $__________

Card #: __________
Exp.: ________________ CVVCode:* __________

Name on Card: ____________________________________________

Signature: ____________________________________________

Billing Address & Zip Code: ____________________________________________

*This is the 3 digit number found next to the signature panel on the back of the card.

Return with payment to:
Florida Academy of Cosmetic Dentistry (FACD), 325 John Knox Rd, Ste L103, Tallahassee, FL 32303 OR Fax to (850) 222-3019

Cancellations may be refunded through July 28, 2017, less a $25 administrative fee. Any cancellations after July 28, 2017 will NOT be refunded.

ADA: If you have special needs that require accommodations, such requests must be made to FACD by email / mail no later than July 28, 2017.
Discover a world of possibilities when staying at Orlando World Center Marriott. As one of the most convenient resorts in Orlando, we offer amazing on-site amenities as well as a shuttle service to Walt Disney World®. Stop by Falls Pool Oasis, featuring two 200-foot waterslides, a 90-foot speed slide, kid’s splash park and nightly laser light show, or enjoy a round of 18 holes at our championship golf course. Travelers also have the option to dine at our ten restaurants and lounges, make an appointment for a massage or facial at the full-service spa, or take advantage of our state-of-the-art fitness center. Enjoy a piece of paradise at Orlando World Center Marriott.

Make your reservations directly with Orlando World Center Marriott by calling (888) 789-3090. Be sure to mention you are with the FACD and make your reservation for the meeting before Tuesday, August 29 to receive the reduced room rate of $165.00 per night for single/double occupancy.