

ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS

HOTEL • RECREATION • SPEAKERS



REGISTRATION PACKET



FEBRUARY 16-17, 2012

92nd Annual Meeting

SALT LAKE CONVENTION CENTER ~ SALT LAKE CITY, UTAH

WELCOME TO THE
92nd Annual Meeting
SALT LAKE CITY, UTAH

FEATURED SPEAKERS



**JOHN R. SMITH,
DDS, MSD**
*Insignia Appliance
System and Advanced
TAD Mechanics*
Doctor Education Lecture



DARRELL CAIN
*Wealth Accumulation
& Tax Strategies for
Orthodontists*
Doctor Education Lecture



BETH LEACH
*Creating Raving Fans
with Amazing Customer
Service and Out of this
World Marketing*
~and~
*Create a Marketing
Revolution: How to Make
Your Practice Grow Even
in these Times*
Staff Education Lecture



LARRY E. SWEDROE
*Wealth Management in
Today's Economy*
Doctor Education Lecture



NEIL KRAVITZ, DMD
*Clinical Protocol and Proper
Use of
Soft-Tissue Lasers in
Orthodontics*
Doctor Education Lecture

PRESIDENT'S MESSAGE



DR. CRAIG COOMBS

ROCKY MOUNTAIN SOCIETY OF ORTHODONTISTS



I am pleased to invite you to Salt Lake City for the 92nd annual meeting of the Rocky Mountain Society of Orthodontists. We are holding the meeting February 16th and 17th, 2012 in order to hold our meeting in conjunction with the Utah Association of Orthodontists' annual meeting. Montana and Wyoming will be holding their annual meetings jointly with us. By meeting in conjunction with the Utah meeting our expenses should be lower so our registration fee is lower than normal and our hotel costs are lower than normal. With the cost to attend the meeting being less we are hoping that many of you who perhaps have never attended an RMSO meeting will take this opportunity to join with us.

We are excited about the Doctor and Staff programs this year. The Doctors Program includes lectures on clinical excellence, laser surgery, wealth accumulation, and joint doctor/staff presentations on customer service and marketing. This year there will be a choice in which lectures you want to attend.

The staff will have an all day experience with Beth Leach the CEO of "Practice Marketer". Their registration will include lunch on Thursday. Friday will be open for staff to visit our exhibitors and also the exhibitor hall of the Utah Dental Association which is being held at the same time as our meeting.

Please plan to attend the business luncheon on Thursday afternoon. We will have the opportunity to hear from our

AAO President-Elect, John Buzzatto, and our Trustee, Morris Poole. They will share with us what our association is doing for us and would love to hear from you as to how your association can serve you better. We will have reports from our council representatives including a report on the present Consumer Awareness Program.

February is a great time to visit Salt Lake. We have 9 first class resorts within 30 minutes of downtown Salt Lake City. The Salt Lake Canyons are known for their light fluffy powder and lots of it. Last year we were still skiing the fourth of July weekend (see photo). Monday, February 20th is Presidents' Day so you can bring your families and make a long weekend of it.

Within walking distance of the Salt Palace Convention Center there is great shopping at the Gallivan center and it's only a short walk to the Church of Jesus Christ of Latter-day Saints Temple Square. On Sundays you can usually listen to the Mormon Tabernacle Choir sing. There are several sports and cultural events going on this weekend that you can attend. We have included a page in this brochure on events you may want to consider.

See you in Salt Lake! We need your participation to keep our profession the greatest in the world! Be sure to thank the exhibitors who help us to make this meeting possible by their sponsorships.

SALT LAKE CITY

LODGING

The Utah Dental Association is allowing RMSO conference attendees to use their room blocks at the following hotels. Mention the UDA block of rooms for these discounted prices.



Marriott Downtown

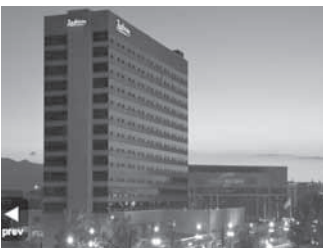
75 S. West Temple
\$149
800-228-9290 • 801-531-0800



Shilo Inn
260 S. West Temple
\$109 includes breakfast
and free parking
800-222-2244
801-521-9500



Best Western SLC Plaza
122 W. South Temple
\$89
800-366-3684
801-521-0130



Radisson
215 W. South Temple
\$114 single
\$124 double
All rates include a full
breakfast and reduced
parking rate
800-333-3333
801-531-7500



Hilton SLC Center
255 S. West Temple
\$139
877-776-4936

ATTRACTIONS

SALT LAKE CITY AND VICINITY

Information provided by the Salt Lake City Convention & Visitor's Bureau

The Gateway

90 South 400 West
Salt Lake City, UT 84101
801-456-0000

"So much to do." Open-air shopping, dining, and entertainment at over 115 shops and restaurants.

The Olympic Legacy Plaza is located at the north end of The Gateway. The dancing waters of the Olympic Snowflake Fountain are coordinated to music every 30 minutes. The names of all 28,000 Olympic volunteers are carved in rock on the wall of honor behind the fountain.

Clark Planetarium

The Gateway
110 South 400 West
Salt Lake City, UT 84101-1145
801-456-STAR (7827)

IMAX® at the Clark Planetarium

The Gateway
110 South 400 West
Salt Lake City, UT 84101
801-456-STAR
801-456-4928 fax

State-of-the-art full-dome star theatre, Utah's first 3-D IMAX® Theatre, planet fun, science store, and free admission to exhibits.

CONTINUED ON NEXT PAGE...

SPONSORS



A M E R I C A N
O R T H O D O N T I C S



PHOTO CREDITS, FRONT COVER: Large photo by Adam Barker; small photos left to right by: Jason Mathis, Adam Barker, Richard Cheski & Richard Cheski. All photos courtesy of Salt Lake City Convention & Visitors Bureau.

Gardner Village

1100 West 7800 South
West Jordan, UT
801-566-8903

Gardner Village in West Jordan, Utah contains the outlines of the once bustling early Utah mill industry and history. What remains today is a cluster of retail specialty shops located in restored cabins, houses and buildings nestled adjacent to the Gardner Mill. Now listed on the National Historic Register, the old flour mill is home to Archibald's Restaurant and Country Furniture & Gifts.

Historic Temple Square

50 West North Temple
Salt Lake City, UT 84101
801-240-2534

www.visitemplesquare.com

The centerpiece of this beautifully landscaped 10-acre plot in the heart of downtown is the 6-spired Salt Lake Temple. Also on the Square is the domed Tabernacle, home of the world-famous Mormon Tabernacle Choir; the Assembly Hall where free concerts are given most weekends; 2 visitor centers; 2 one-hour films: Legacy and The Testaments of One Fold and One Shepherd. Free tours are given daily in 30 languages, and start every few minutes at the flagpole.

The public is invited to the Tabernacle Choir rehearsals on Thursdays from 8-9:30 pm (come and go as you like) and to the Sunday morning network broadcast at 9:30 am (you must be seated by 9:15 am). Organ recitals are given Mon-Sat at noon and 2 pm (noon only in the winter) and Sundays at 2 pm. All concerts and recitals are free. Please phone 800-537-9703 for a Temple Square performances schedule and other information.

Beehive House

67 East South Temple
Salt Lake City, UT 84111
801-240-2681

Official residence of Brigham Young, built in 1854. A monument to courageous people who conquered the desert. Tours daily.

Family History Library

35 North West Temple
Salt Lake City, UT 84101
801-240-2584

800-346-6044 toll-free

www.familysearch.org

This library is the largest repository of genealogical records in the world. Open to the public. For hours, call or visit Web site. Free admission. Library orientation is available.

Daughters of Utah Pioneers, Pioneer Memorial Museum

300 North Main Street
Salt Lake City, UT 84103-1699
801-532-6479

Celebrate Utah's pioneer heritage; explore 6 floors of artifact exhibits. Open 9 am-5 pm, Monday-Saturday, also 1-5 pm Sunday during June, July, August. No admission fee.

Shops and Services @ Library Square

210 East 400 South
Salt Lake City, UT 84111
801-524-8219

www.slclpl.org

Inside Salt Lake's magnificent Main Library is a distinctive collection of shops and services. Discover a wonderfully unexpected shopping experience and refreshing spot to eat.

This Is The Place Heritage Park

2601 East Sunnyside Avenue
Salt Lake City, UT 84108
801-924-7502

www.thisistheplace.org

Heritage Village is a living history site within the 450-acre This Is The Place Heritage Park. In more than 40 original and replica homes and businesses you will find villagers who demonstrate crafts, trades and home-making skills typical of 19th Century Utah.

In many of the homes and businesses you will also find hands-on crafts. Some of the other highlights would be pioneer chores, school lessons and farm animals to see and pet. Do not forget the pony rides! Kids and adults alike can ride the train or horse-drawn wagons. As part of the Heritage Village experience, everyone also gets an educational glimpse into the daily life of the pioneers who settled the West.

Utah Museum of Fine Arts

University of Utah campus
410 Campus Center Drive
Salt Lake City, UT 84112-0350
801-581-7332

Utah's Hogle Zoo

2600 E. Sunnyside Avenue
Salt Lake City, UT 84108
801-582-1631

www.hoglezoo.org

Red Butte Garden

300 Wakara Way
Salt Lake City, UT 84108
801-581-IRIS (4747)
information@redbutte.utah.edu
www.redbuttegarden.org
Botanical Gardens, Gift Shop, Orangerie Indoor Garden, Outdoor Concert Series, classes, Children's Garden. Call for seasonal hours. Adults \$6, child (under 3 free)/senior \$4. Open year-round.

Utah Olympic Park

3419 Olympic Parkway
Park City, UT 84098-0037
435-658-4205
www.olymparks.com
Utah was home to the 2002 Winter Olympics. Tour Olympic venues, watch athletes in action, participate in a sporting activity, take a bobsled, zipline or Quicksilver Alpine Slide ride.

The Leonardo

209 East 500 South
Salt Lake City, UT 84111
801-531-9800
www.theleonardo.org
The Leonardo is a contemporary Sci+Tech+Art museum, where today's big ideas, questions, inventions and discoveries are connected in a whole new way. The Leonardo's unique, interactive approach to engaging visitors – an approach grounded by current experts and inspired by centuries of innovators, including our namesake – quenches curiosities, heightens intrigue, and ignites imaginations. Dive into immersive exhibits, real-life labs and community workshops that inspire a sense of wonder about the world.

Utah Museum of Natural History, Rio Tinto Center

301 Wakara Way
Salt Lake City, UT 84112
801-581-4303
www.umnh.utah.edu
The Utah Museum of Natural History is an active research institution that cares for over 1.2 million objects. The Museum provides unique natural history experiences to Utah residents and tourists through traveling and permanent exhibits, special events and other programs. The Museum also offers a variety of outreach programs to communities and schools throughout Utah, reaching every school district in the state annually.

Utah Symphony

February 17-18 | 8 PM
Thierry Fischer, Conductor
André Watts, Piano
Stravinsky - Scherzo a la Russe
Rachmaninoff - Piano Concerto No. 2
Beethoven - Symphony No. 4
One of the world's most popular concerti, played by one of its most celebrated pianists. Andre Watts returns to Abravanel Hall to perform Rachmaninoff's 2nd Piano Concerto, a lush and expansive work that highlights the abilities of both soloist and accompaniment. The season-long Beethoven symphony cycle resumes with the lyrical 4th Symphony, a piece Schumann called "a slender Grecian maiden between two Nordic giants." Stravinsky's jazz-inspired Scherzo a la Russe completes the program and continues Maestro Fischer's multi-season study of his music. Tickets available: artix.org

Pioneer Theatre Company University of Utah

EMMA: the story of a beautiful matchmaker who finally meets her match. Tickets: pioneertheatre.org

The Visit Salt Lake Connect Pass is the only all-inclusive pass to some of Salt Lake's best attractions. For one low price the Visit Salt Lake Connect Pass gives visitors unlimited sightseeing with admission to 12 attractions, as well as fantastic savings at local shops and restaurants. www.visitsaltlake.com/connectpass

Sporting Events:

Utah Jazz will be at home during our meeting. Visit www.nba.com/jazz/ for additional information.

The **Utah Grizzlies** will be playing a home game versus the Las Vegas Wranglers on Tuesday, February 14, 2011. Visit UtahGrizzlies.com for details.



ICE SKATING AT GALLICAN CENTER ~ photo by: Jason Mathis

SALT LAKE CITY SKIING

There are 9 world class ski resorts within 30-45 minutes of Salt Lake City. Information provided by the Salt Lake Convention & Visitor's Bureau.

Alta Ski Area

(801) 359-1078, www.alta.com

Alta Ski Area is known for some of the best and most consistent snow conditions in the world. Advanced skiers (snowboarders are not allowed) rave about Alta's deep powder and steep terrain, yet there is plenty of terrain to enable beginning and intermediate skiers to develop their skills.

Brighton Ski Resort

(800) 873-5512, www.brightonresort.com

Since 1936, Brighton Ski Resort has provided skiers with incredible skiing at an exceptional value. And with the addition of the new Milly Express Quad, the tradition continues. Now, 100% of Brighton's terrain is accessible by high-speed quads. A state-of-the-art lift system, fantastic conditions, high powder, three parks and superb grooming are all reasons to come to Brighton.

Canyons Resort

www.thecanyons.com

Although there's really no place like it, we all need places like Canyons Resort. The perfect, hassle-free ski getaway lies within a mere 35-minute drive from the Salt Lake City International Airport. Once you're here, you'll find everything needed to round out the perfect ski and snowboard vacation... and a whole lot more without ever having to leave the resort.

On the mountain you'll find 4,000 acres of widely-varied terrain spread over 9 mountains, 5 bowls and 176 trails. There will be 19 lifts this season including the Red Pine 8-passenger gondola, 1 high-speed express 6 passenger, 6 high-speed quads, including the Orange-Bubble Express, 5 fixed-grip quads 2 fixed-grip triples, 2 fixed-grip doubles, 2 surface lifts and 2 cutting-edge terrain parks that combine to make us one of North America's largest resorts.

If you're looking to improve your on-mountain technique, you can take a private or group lesson with one of our 325 award-winning ski & snowboard instructors.

Deer Valley Resort

www.deervalley.com

Perfect slopes, award winning services.

Deer Valley Resort revolutionized the ski industry 30 years ago by being the first North American resort to provide the first-class service one would experience at a fine hotel. We offer luxurious amenities, such as ski valets, groomed-to-perfection slopes, on-site child care, lift ticket, lesson and rental packages and an award-winning ski school.

Exceptional customer service, consistent quality and attention to every detail are all part of the Deer Valley experience. Our six mountains: Little Baldy Peak, Bald Eagle, Bald Mountain, Flagstaff, Empire Canyon and Lady Morgan, offer a wide variety of skiing terrain, allowing our guests ample opportunity to indulge in our annual 300 inches of light, dry Utah powder. In 2002, Deer Valley Resort proudly hosted the Olympic Winter Games slalom, aerial and mogul events.

Park City Mountain Resort

www.parkcitymountain.com

Park City Mountain Resort is the place where life-long memories are born. A place that fulfills every dream on your wish list and more. Easy access. Diverse terrain. Immaculately groomed runs. Fresh powder. Adventure for all ages. A top-notch ski school. Tubing and rides. Friendly staff. Personal attention at every turn. ...It's no wonder we've been consistently ranked among the top ski resorts in North America for several years running.

It's a big place that feels intimate. Here, you'll get to know a variety of terrain on the mountain and explore a quaint historic downtown walking distance from the lift. It's a place that, by getting your kids started early with our Kids Signature Programs, you can discover your love of fresh powder is hereditary. And it's a place that offers unique Signature Runs--groomed advanced runs that let intermediate skiers and snowboarders enjoy the thrill of more challenging terrain. Plus, it's all just 35 minutes from Salt Lake City International Airport.

Snowbird Ski and Summer Resort

(800) 232-9542, www.snowbird.com

Snowbird Ski and Summer Resort is only 29 minutes away from Salt Lake City International Airport, making it Utah's most accessible resort. North America's first skier tunnel at the top of Snowbird's Peruvian chairlift connects skiers and riders to Snowbird's back bowl, Mineral Basin.

Solitude Mountain Resort

(800) 748-4754, www.skisolitude.com

It's not about skiable acres and chairlifts – it's where they take you. With hardly any lift lines and terrain for the whole family – from miles of corduroy to the endless challenge of Honeycomb Canyon, you won't have to wait to find Solitude. And with a charming European-style village offering world-class accommodations, ice-skating, snowshoeing, as well as gourmet and casual dining options, it's easy to discover what's in your nature.

Snowmobiling – there are thousands of acres available for snowmobiling in Utah. Visit Utah.com/snowmobile/Wasatch_mtn.htm, thousandpeaks.com or danielssummit.com for additional information.

SPEAKERS



**THURSDAY,
FEBRUARY 16, 2012
8:30AM - 5:00PM**

***Insignia Appliance
System and Advanced
TAD Mechanics***

JOHN R. SMITH, DDS, MSD

Doctor Education Lecture

Dr. John R.(Bob) Smith received his dental degree from Emory University in 1975 and his master's degree in orthodontics at the University of Washington in 1977. He was the recipient of the 1978 Milo Hellman Research Award presented by the American Association of Orthodontists. His research verified, histologically, that implants could be used for stable anchorage. Bob is best known for his work with the lingual orthodontic appliance as an original member of Ormco's Lingual Task Force.

He has lectured extensively throughout the world on many orthodontic topics. He has published numerous articles on lingual orthodontics, Herbst appliance therapy, practice management, improving staff relations, treatment protocols and enhancing clinical efficiency utilizing the Variable Torque Orthos (VTO) and Insignia Technology (Individualized computer generated brackets, wires and indirect bonding jigs).

Currently, Bob helps certify and educate doctors on the use of Ormco's Insignia Technology and advanced mechanics used with the Vector TAD System. His lectures give the doctor and staff a thorough understanding of the theory and use of the Insignia and Vector TAD systems.

LECTURE DESCRIPTION:

Dr. Smith will explain the theory and application of the Insignia Digital Appliance System. In addition to reviewing the benefits of digital appliance therapy, he will discuss how the use of temporary anchorage devices and advanced mechanics can treat the more complicated cases with improved efficiency and efficacy.

EDUCATIONAL OBJECTIVES:

- How and why to use the Insignia Appliance system
- The mechanics used with TADs to address the more common orthodontic challenges
- How to structure and explain TAD fees
- How to use Insignia and TADs to treat the more complicated malocclusions
- How to vary the torque prescription of brackets to enhance treatment efficiency and efficacy children



ALTA / SNOWBIRD ~ photo by: Richard Cheski

Sponsored by:

Ormco
Sybron Dental Specialties

SPEAKERS



BETH LEACH

Staff Education Lecture

Beth graduated from USC in Journalism in 1987. She started her career with KTLA TV in Los Angeles and then moved to Houston where she was a journalist for the Houston Post. Comparing the salaries of ad reps and journalists, Beth quickly moved into the sales end of the newspaper business.

Working in the ad department for the Houston Post, Beth learned the print ad business. California was calling, so she took a job with the Yellow Pages where she spent a few years learning that business as well.

Finally Beth found her niche in healthcare, where she spent 2 years working as an account manager for Practice Builder and then was promoted to managing editor of their five healthcare marketing magazines. In 1996 Beth opened her own healthcare marketing firm, the Professional's Ad Agency, where she has helped thousands of clients succeed. Beth is the founder of Practice Marketer, the online solution for your marketing needs.

Creating Raving Fans with Amazing Customer Service and Out of this World Marketing

LECTURE DESCRIPTION:

Building a great orthodontic practice begins with a phenomenal staff – a staff that takes part in marketing every day of the week. In this program, we'll discuss the latest techniques to create a customer focused practice from the first call to the final recall.

EDUCATIONAL OBJECTIVES:

You will learn how to:

- Convert the orthodontic shopper from call to initial consult, motivate second opinions to choose you
- Create an orthodontic experience every patient will want to be a part of, establish a monthly plan for contests that involve kids and teens
- Understand and take control of your internet presence with great patient reviews
- Build a raving fan base on Facebook
- Get more referrals from great relationships with referring dental offices
- And much more!

Create a Marketing Revolution: How to Make Your Practice Grow Even in these Times

LECTURE DESCRIPTION:

Become the orthodontic marketing leader in your town using the right combination of online and offline marketing tools to take your practice to the next level. You'll learn the most effective strategies to market your practice and bring new patients in the door all year long.

EDUCATIONAL OBJECTIVES:

- Planning your marketing year, how to design a plan that you can follow all year long
- Your practice brand – building the value of your name and practice differentiation
- Building stronger relationships with referring dentists and their staff
- Going customer direct – getting new patients from advertising and web marketing
- Word of mouth marketing in a digital world – how to get more reviews and improve your new patient numbers
- Social media that produces real results – make the most out of your online interactions on Facebook, Youtube, etc.
- Google's new offerings – how to capitalize on Plus One, Google Circles, Google apps and more

**THURSDAY,
FEBRUARY 16, 2012
8:30AM - 12:00PM**

***Creating Raving
Fans with Amazing
Customer Service
and Out of this World
Marketing***

~ and ~

**THURSDAY,
FEBRUARY 16, 2012
2:00PM - 5:00PM**

***Create a Marketing
Revolution: How to
Make Your Practice
Grow Even in these
Times***

Sponsored by:



SPEAKERS



NEIL KRAVITZ, DMD

Doctor Education Lecture

Dr. Kravitz is a Diplomate of the American Board of Orthodontics, and clinical faculty and research advisor at the University of Maryland and Washington Hospital Center. Dr. Kravitz is a graduate of Columbia University, received his D.M.D. from the University of Pennsylvania, and his orthodontic training at the University of Illinois, and maintains two practices in South Riding, Virginia and White Plains, Maryland. Dr. Kravitz is a prolific writer and passionate editor for numerous journals. He lectures throughout the country and internationally on treatment planning and lingual orthodontics, quickly building a reputation as one of the country's most dynamic speakers.

LECTURE DESCRIPTION:

Soft-tissue lasers have numerous applications in orthodontics, including: gingivectomy, frenectomy, operculectomy, papilla flattening, uncovering temporary anchorage devices, ablation of aphthous ulcerations, exposure of impacted teeth, and even tooth-whitening. As an adjunctive procedure, laser surgery has helped many orthodontists enhance the design of patients' smiles and improve treatment through soft-tissue laser surgery. The audience will understand the history and science of laser surgery, architecture and smile design, surgical techniques, as well as insurance and billing codes. Various detailed case reports will be shown with serial records walking the clinician through each step. Dr. Kravitz promises to share his passion for teaching with a fast-paced presentation that is sure to inform, motivate, and inspire.

EDUCATIONAL OBJECTIVES:

- Overview of Diode versus Erbium Lasers
- Review of proper Gingival Architecture and Esthetics
- Case by case protocol of common procedures, including Gingivectomy, Papilla Flattening, Frenectomy, and Canine Exposure
- Proper understanding of Consent & Risks

**FRIDAY,
FEBRUARY 17, 2012
8:30AM - 12:00PM
2:00PM - 5:00PM**

***Clinical Protocol and
Proper Use of
Soft-Tissue Lasers in
Orthodontics***

Sponsored by:

RMO[®]
rocky mountain[®] orthodontics

SPEAKERS



DARRELL CAIN

Doctor Education Lecture

Mr. Cain is President of CAIN, WATTERS & ASSOCIATES, P.L.L.C. a “fee only” certified public accounting firm located in Dallas, Texas. Previously, Mr. Cain was an audit manager with the international public accounting firm Peat, Marwick and Mitchell Company. In 1985, with one dental client and after national speaking exposure to dentists, Mr. Cain founded the current firm. He has since provided personalized and comprehensive financial plans for approximately 1,400 individuals in the dental community.

Mr. Cain received his Bachelor of Business Administration and his Master’s in Professional Accounting from Baylor University in Waco, Texas. He is a member of the Texas Society of Certified Public Accountants and is a registered investment advisor with the Securities and Exchange Commission. Additionally, he is a Certified Valuation Analyst.

**FRIDAY,
FEBRUARY 17, 2012
8:30AM - 12:00PM**

Wealth Accumulation & Tax Strategies for Orthodontists

LECTURE DESCRIPTION:

This lecture topic reflects the Cain Watters motto of accumulating, preserving, and perpetuating wealth, and illuminates the three distinct phases of your financial life cycle. We have performed this presentation over two hundred times during the past twenty years and we are constantly refining it to incorporate the most recently updated laws and opportunities. The purpose of the presentation is to educate you so that you can determine where you stand on the path to financial freedom, while being able to recognize new opportunities.

The scope of the lecture ranges from graduating dental school to preparing your estate for your heirs. The Accumulation Phase consists of your practicing career, in which you spend approximately 30 years accumulating enough assets to retire financially free. The Preservation Phase starts prior to your retirement, encompassing everything from the transitioning of your practice and your life as a working individual to making sure that your accumulated assets will be able to sustain your lifestyle for at least 30 more years. Throughout the Preservation years, you are constantly monitoring your estate plan, which is the Perpetuation Phase of your financial life cycle. This phase consists of your ability to creatively leave money to your heirs and the charities of your choice.

Therefore, we will teach you: the proven math behind wealth accumulation, which tax strategies will further your plan, what the most beneficial investment environments are, and how to maximize your cash flow. Furthermore, we will update you on the current pension laws, tax strategies for a dentist, and how to come up with the money to fund for your retirement.

EDUCATIONAL OBJECTIVES:

By the end of this lecture you will be able to:

- Set the foundation to define what your most advantageous pension plan is
- Understand the math proving the advantage of tax-deferred growth
- Explain the tax benefit of particular investments
- Set realistic goals for your personal financial plan
- Explain how to find the balance between debt reduction and wealth accumulation

SPEAKERS



**FRIDAY,
FEBRUARY 17, 2012
2:00PM - 5:00PM**

***Wealth Management in
Today's Economy***

LARRY E. SWEDROE

Doctor Education Lecture

Larry Swedroe is principal and director of research for Buckingham Asset Management, LLC, a Registered Investment Advisor firm in St. Louis. He is also principal of BAM Advisor Services, LLC, a service provider to investment advisors across the country, most of whom are affiliated with CPA firms. Previously, Larry was vice chairman of Prudential Home Mortgage. He has held positions at Citicorp as senior vice president and regional treasurer, responsible for treasury, foreign exchange and investment banking activities, including risk management strategies. Larry holds an MBA in finance and investment from NYU, and a bachelor's degree in finance from Baruch College.

LECTURE DESCRIPTION:

There are many myths out there regarding the winning investment strategy. Some would have you believe that you can identify in advance the few fund managers that will consistently outperform the market. Some would have you believe that investing in instruments such as hedge funds and high-yield bonds is one of the best ways to achieve your financial goals. Some would even have you believe that they can see and profit from things the rest of the market can't see.

EDUCATIONAL OBJECTIVES:

Larry Swedroe will discuss the failure of active management and why a passive investment strategy gives you the best chance of reaching your financial goals. During this talk, you'll learn:

- How the markets really work
- How the prices of investments are set
- What the academic literature from peer-reviewed journals has to say



TRAM AT SNOWBIRD – photo by: Richard Cheski

SCHEDULE OF EVENTS

WEDNESDAY, FEBRUARY 15, 2012


5:00pm – 10:00pm RMSO Board of Directors Meeting

THURSDAY, FEBRUARY 16, 2012

7:00am – 5:00pm Registration

7:30am – 8:00am Continental Breakfast in the Exhibit Hall


7:30am – 4:00pm Exhibit Hall Hours

8:30am – 12:00pm **Doctor Educational Program**
Dr. John R. (Bob) Smith
Insignia Appliance System and Advanced TAD Mechanics
Sponsored by 

8:30am – 12:00pm **Staff Educational Program**
Beth Leach
Creating Raving Fans
Sponsored by 

12:00pm – 1:30pm RMSO Annual Business Meeting/Luncheon

2:00pm – 5:00pm **Joint Doctor/Staff Educational Program**
Beth Leach
Create a Marketing Revolution
Sponsored by 

2:00pm – 5:00pm **Doctor Educational Program**
Dr. John R. (Bob) Smith
Insignia Appliance System and Advanced TAD Mechanics
Sponsored by 

5:15pm


Transportation to Opal Reception/
Facility Tour/Dinner

FRIDAY, FEBRUARY 17, 2012

7:00am – 5:00pm Registration

7:30am – 8:30am Continental Breakfast in the Exhibit Hall

7:30am – 4:00pm Exhibit Hall Hours


8:30am – 12:00pm **Doctor Educational Program**
Dr. Neil Kravitz
Clinical protocol and proper use of soft-tissue lasers in Orthodontics
Sponsored by 

8:30am – 12:00 pm **Doctor Educational Program**
Darrel Cain
Wealth Accumulation & Tax Strategies for Orthodontists

12:00pm – 1:30pm Utah Association of Orthodontics Business Meeting

12:00pm – 1:30pm Montana Association of Orthodontics Business Meeting

12:00pm – 1:30pm Wyoming Association of Orthodontics Business Meeting

2:00pm – 5:00pm **Doctor Educational Program**
Dr. Neil Kravitz
Clinical protocol and proper use of soft-tissue lasers in Orthodontics, Continued...
Sponsored by 

2:00pm – 5:00pm **Doctor Educational Program**
Larry E. Swedroe
Wealth Management in Today's Economy



SNOW BOARDER KID, CHAIR LIFT, SNOW BOARDER IN AIR - photos by: Richard Cheski

CONTINUING EDUCATION CREDIT

The Rocky Mountain Society of Orthodontists (RMSO) 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 taken at your own risk, and you further agree to hold the RMSO harmless from any and all liability in relation to the same. The RMSO 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.

CE attendance letters will be mailed to each individual seminar registrant for up to 12 hours based on seminar attendance. Seminar registrants receive one CE credit for each seminar hour attended. It is the responsibility of the individual attendee to submit any necessary continuing education credit documentation to their individual state for verification.

The Rocky Mountain Society of Orthodontists is an ADA CERP recognized provider approved by the American Association of Orthodontists.

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.



The Rocky Mountain Society of Orthodontists designates this activity for 12 continuing education credits. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cerp.

RMSO CANCELLATION & REFUND POLICY

The Rocky Mountain Society of Orthodontists Board of Directors has approved the following policy regarding refunds and/or cancellations at all RMSO meetings:

No cancellation will be accepted and no refunds will be issued for any RMSO meeting registration fees that are received in the RMSO office seven (7) full business days or less in advance of the Annual Session. No cancellations will be accepted and no refunds will be issued for any ticketed event (including those involving food and beverage) unless received at least seven (7) full business days in advance of the first day of the meeting. No cancellations will be accepted and no refunds will be issued on-site for any fees or any ticketed events at any RMSO meeting. Exceptions to the cancellation and refund policy may be made only by the RMSO Board of Directors, in case of documented medical or personal emergency and then only upon written request. The RMSO office will process all approved refunds within thirty (30) full business days after the completion of the meeting. A \$25.00 administrative fee will be deducted from all approved refunds.

SPECIAL NEEDS

If you have any special needs, please contact the RMSO office so we may accommodate you during the conference. Please send your request in writing via email, fax or mail no later than February 1, 2012.

FOR ADDITIONAL INFORMATION

Should you require additional information, please feel free to contact:

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