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# *The Truth About Success*

**NADL's 2009 Vision 21 Meeting**

**Jan. 25 – 27, 2009**

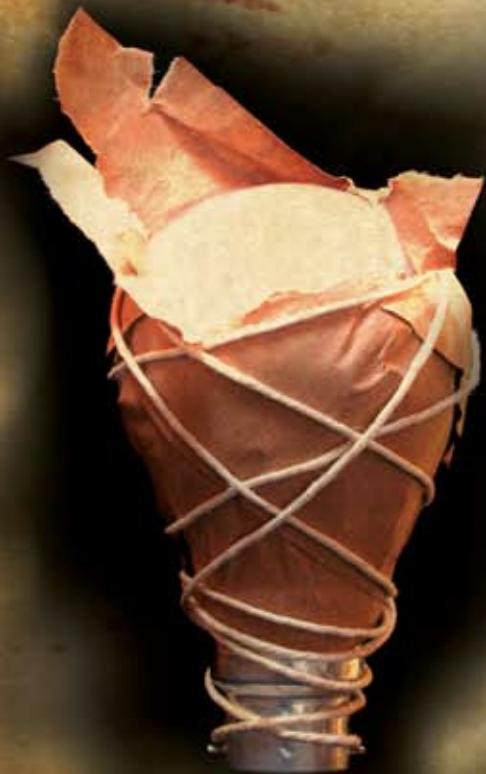
**Planet Hollywood Resort & Casino, Las Vegas**



*“Satisfaction may be the goal of the common man, but it is the enemy of greatness.”*

— Garrison Wynn, NADL Vision 21 keynote speaker

*Success* may be millions of dollars in the bank to some, while others define success as the freedom to skip out of the dental laboratory early to attend a child’s school play. The truth about success is that both definitions, and many others, are correct. Only you can define success for yourself personally and professionally. However, no matter what success means to you, NADL’s Vision 21 meeting Jan. 25-27 in Las Vegas can help reach your goal.



*“Nationwide, it’s one of the best networking meetings you’ll ever attend.”*

—Lindy Sikes, CDT  
Sikes Dental Studios, CDL, Charlotte, NC

*“It’s very valuable to have that many decision makers all together.”*

—Scott Henkel, CDT  
Arrowhead Dental Laboratory, Sandy, Utah

# The Truth About Success: Being the Best vs. Being Consistently Chosen™



**By Garrison Wynn**

Success is more than being good at what you do — it's about being consistently chosen to do it. In this keynote presentation, you'll discover why your dentist clients choose your products, services and leadership style or those of your competitors. People don't necessarily choose what's best, they choose based on comfort. Hear original research about managing expectations and emotions and learn that there really is more to success than being the best.

#### **Take Home Truths**

- You'll know how to get people to choose you and your ideas, products or services.
- You'll learn how to get buy-in by letting people see their input in your solutions.
- You'll discover how to get people to listen to you and see you as an advisor.
- You'll become aware of your true value while still being able to laugh at yourself.

# Success Goals vs. Successful Results



**By Warren H. Rogers, Knight Dental Group, CDL, DAMAS**

Warren H. Rogers shares his in-the-trenches perspective of successes and failures at Knight Dental Group, CDL, DAMAS. He'll go over his own business model to show you how to improve your sales with profitable business and demonstrate that dental laboratories make great customers. Additionally, Rogers will touch on a systematic approach to quality improvement that will keep customers loyal and proper planning for what's next in regulatory issues that will help you prepare your laboratory for the customer of the future.

#### **Take Home Truths**

- You'll learn creative methods of expanding your laboratory, substituting your lost business for profitable new business and get a template and business model showing how to become a valuable partner and resource within your local laboratory community.
- You will gain insight into a compelling strategy for self-funded quality systems and continuous-improvement processes, which support lean manufacturing goals.
- You'll walk away with a new perspective about the need for every dental laboratory to focus on methods that will drive client loyalty and profit.
- You'll get a timely explanation of legislative changes and how you can prepare for any regulatory changes in your state.

# Zirconia: Facts and Fiction

**A Panel Discussion led by Ed McLaren, DDS, MDC**



Zirconia may be one of the fastest growing materials in the dental laboratory industry, but it can be one of the most frustrating for dental laboratory owners. In this panel discussion of zirconia, you'll get the answers you seek from one of the industry's premiere zirconia experts. A group of laboratory owners will give you their unvarnished opinions about how they've implemented zirconia into their laboratories, how they've overcome the material's challenges and how you can experience similar results. In addition, you'll get an overview of the literature about zirconia including the *Journal of Dental Technology's* recent coverage of zirconia.

#### **Take Home Truths**

- You'll learn exactly what zirconia is and how it functions.
- You'll discover what you need to know about the material when using it.
- You'll get honest appraisals of the pros and cons of zirconia.
- You'll have access to unbiased explanations about the different types of zirconia.

*“The information is very pertinent to running my organization effectively.”*

—Chris Waldrop, CDT, Burdette Dental Laboratory, CDL, Birmingham, Ala.

## *Work On the Business, Not Just In It*



### **By E-Myth Seminars**

To achieve higher productivity, drive revenue growth, gain a competitive advantage AND get more out of life, you need to think and act like an entrepreneur. In this highly interactive session you will learn about the three key perspectives that drive business decisions — and discover how they can make or break a business. In addition, you will be introduced to E-Myth’s powerful business development model that will help you take your business to the next level.

#### **Take Home Truths**

- You’ll discover how to determine which areas of the business needs strategic attention now.
- You’ll gain insight into a new perspective that will reshape the way you approach your business.
- You’ll learn how to think like an entrepreneur — even if you are the chief technician — and why that is critical to your success.
- You’ll walk away with a powerful tool that will help you choose the most leveraged courses of action.

## *The Bigness of Smallness*



### **By John Moore**

When small businesses dream, they usually dream of becoming a bigger business. When you think about it, nearly every big business began as a small business. However, a bigger business doesn’t always equate to being a better business. At some point, big becomes bad. Big becomes a matter of being convenient, rather than being unique, such as McDonald’s. Big becomes a game of market share not customer care, such as Wal-Mart. Big becomes ubiquitous, such as Microsoft. In this seminar, you’ll learn to find the bigness of smallness.

#### **Take Home Truths**

- You’ll know how to retain your semblance of smallness no matter how big your laboratory.
- You’ll learn how to think big — even if your laboratory is small.
- You’ll gain insight into how size relates to your dentist-clients’ expectations and how to exceed those expectations regardless of your size.
- You’ll understand how to use your laboratory’s size to your advantage.



*“It’s not only about what’s learned in the meeting, but out of the meeting.”*

—Jeff Stronk  
Treasure Dental Studio, Salt Lake City, UT

**NADL's 2009 Vision 21 Meeting**

*The Truth About Success*

January 25 – 27, 2009 • Planet Hollywood Resort & Casino • Las Vegas

*Sunday, January 25, 2009*

- 8:30 a.m. – 1:30 p.m.     **Golf Tournament** — Angel Park Golf Club  
*Sponsored by Zahn Dental Company*
- 2:00 p.m. – 5:00 p.m.     **Component Leadership Meeting**
- 6:00 p.m. – 8:15 p.m.     **NADL Awards Ceremony, Installation of Officers and Reception Honoring NADL 2008 President Lindy Sikes, CDT**  
*Sponsored by Dentsply Prosthetics*  
(Open to Vision 21 Laboratory, Technician & Component Registrants, Award Winners and Sponsor Representatives Only.)

*Monday, January 26, 2009*

- 8:00 a.m. – 8:30 a.m.     **Registration and Continental Breakfast**  
*Sponsored by The Argen Corporation*
- 8:30 a.m. – 8:45 a.m.     **Welcome and Announcements**
- 8:45 a.m. – 10:15 a.m.     **OPENING KEYNOTE — Success Goals vs. Successful Results**  
By Warren Rogers, Knight Dental Group, CDL, DAMAS
- 10:30 a.m. – 12:30 p.m.     **Zirconia: Facts and Fiction**  
A Panel Discussion led by Ed McLaren, DDS, MDC
- 12:30 p.m. – 1:30 p.m.     **Luncheon Honoring CDTs**  
*Sponsored by Astra Tech Dental, Inc.*
- 1:30 p.m. – 1:45 p.m.     **NADL President's Message**  
By Lindy Sikes, CDT, Sikes Dental Studios, CDL
- 1:45 p.m. – 4:00 p.m.     **Work on the Business, Not Just In It**  
By E-Myth Seminars
- 4:00 p.m. – 5:00 p.m.     **Vision 21 Reception**  
*Sponsored by Sirona Dental Company*

*Tuesday, January 27, 2009*

- 8:00 a.m. – 8:30 a.m.     **Continental Breakfast**  
*Sponsored by Jensen Premium Dental Products*
- 8:30 a.m. – 10:15 a.m.     **The Bigness of Smallness**  
By John Moore
- 10:30 a.m. – 12:00 p.m.     **Closed Forum**  
Open to NADL Laboratory, Technician & Component Members Only
- 12:00 p.m. – 1:00 p.m.     **Lunch**  
*Sponsored by Biomet 3i*
- 1:00 p.m. – 1:15 p.m.     **NBC Chairman's Message**  
By Henry Martin, CDT, Restorative Dental Arts Lab, CDL
- 1:15 p.m. – 3:15 p.m.     **CLOSING KEYNOTE – The Truth About Success: Being the Best vs. Being Consistently Chosen**  
By Garrison Wynn

**Continuing Education Information:** NADL 2009 Vision 21 meeting participants will earn 2 hours of scientific credit and 9.5 hours of professional development credit for attending the meeting.



# Hotel Information

## **Vision 21 is moving back to the strip!**

NADL's Vision 21 Meeting is moving into the house that fame built. Hip, modern, decidedly dramatic, and the centerpiece of the Las Vegas Strip, Planet Hollywood Resort & Casino is more than the newest hotel in town. It's the shopping, dining and meeting destination of choice for the city that celebrates success.

Planet Hollywood Resort & Casino has all the action you can handle with three acres of gaming and 170 stores and boutiques at the Miracle Miles Shops. When the day is done, you can dine at one of eight extraordinary and already famous restaurants, including Koi from Los Angeles and Strip House from New York. See the world of Planet Hollywood Resort & Casino at [www.planethollywoodresort.com](http://www.planethollywoodresort.com).

Call (877) 244-9474 (toll free) or (702) 785-9455 (direct) and mention that you are attending the NADL 2009 Vision 21 Meeting to receive the special NADL rate of \$169 plus tax. Reservations must be made by Dec. 24, 2008 in order to receive this rate.

This special NADL rate is available for hotel stays between Jan. 20, 2009 and Jan. 31, 2009, subject to availability of guest rooms at the time of reservation.

*"It's about the opportunity to interact, learn from  
and share with my peers."*

*—Jim Gorgol, CDT, Distinctive Dental Studio, CDL, Naperville, IL*

## *2009 Vision 21 Golf Tournament*

Get into the swing with NADL and Zahn Dental Company at the 2009 Vision 21 Golf Tournament at Angel Park Golf Club.

The tournament includes:

- Breakfast
- Transportation to the course
- Golf cart with GPS
- Unlimited range balls
- Longest Drive and Closest to the Pin contests
- Lunch on the course
- Group photos
- Trophies for top 3 teams

Learn more about the course at [www.angelpark.com](http://www.angelpark.com).



# NADL 2009 Vision 21 Registration Form

Name \_\_\_\_\_  CDT  RG  DMD  DDS  Other \_\_\_\_\_

Company \_\_\_\_\_  CDL  DAMAS

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

What topics would you like discussed during the Closed Forum? \_\_\_\_\_

How many employees are in your laboratory? \_\_\_\_\_

## Full Registration

*Includes Sunday Awards Ceremony & President's Reception (for Laboratory, Technician & Component registrants only), all presentations, breakfast and lunch on Monday & Tuesday and the Monday Night Reception.*

NADL Members: Before 12/12/08:  \$575 – First Member  \$475 – Each Additional Member  
NADL Members: After 12/12/08:  \$600 – First Member  \$500 – Each Additional Member  
Non-Members: Before 12/12/08:  \$700  
Non-Members: After 12/12/08:  \$725

## Monday Only Registration

*Includes Sunday Awards Ceremony & President's Reception (for Laboratory, Technician & Component registrants only), all presentations, breakfast and lunch on Monday and the Monday Night Reception*

Before 12/12/08  \$325 – Member  \$400 – Non-Member  
After 12/12/08:  \$350 – Member  \$425 – Non-Member

## Tuesday Only Registration

*Includes all presentations, breakfast and lunch on Tuesday and the Monday Night Reception*

Before 12/12/08:  \$325 – Member  \$400 – Non-Member  
After 12/12/08:  \$350 – Member  \$425 – Non-Member

## Additional Registration Options

- \$170 – Golf Tournament at Angel Park Golf Club – Handicap/Ave. Score \_\_\_\_\_  
Foursome Request \_\_\_\_\_
- \$45 – NADL Awards Ceremony & President's Reception Only (Only available to spouses/guests of award winners and spouses/guests of full registrants. This event is included with a Full or Monday Registration.)
- \$150 – Spouse Meals

**Payment Information** Total Amount Enclosed: \$ \_\_\_\_\_

- Check enclosed (Please make checks payable to the "National Association of Dental Laboratories")  
 Credit Card:  Visa  MC  Amex

CC# \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code\* \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Name on CC \_\_\_\_\_

Credit card billing address: \_\_\_\_\_

\* This is the 3 digit number that appears on the reverse side of your credit card. For Amex cards only, this is the 4 digit number on the front of your card.

**Please fax your registration** with credit card information to (850) 222-0053, **or mail** with check payment to NADL Meetings, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303. You may also **register online** at [www.nadl.org](http://www.nadl.org).

**Cancellation/Refund Policy:** Written notification is required for all cancellations and refund requests, and must be received by the NADL office no later than Jan. 9, 2009. Written cancellation and refund requests received by Jan. 9, 2009 will receive a check for the refund minus a \$25 administrative fee. No refunds will be issued for requests made after Jan. 9, 2009. Registrations are transferable.

**Special Needs Policy:** If you require special accommodations or assistance due to a disability, please call the NADL Meetings Department at (800) 950-1150 by Jan. 9, 2009.

**Questions?** Contact the NADL Meetings Department at (800) 950-1150 or by e-mail at [meetings@nadl.org](mailto:meetings@nadl.org).

# Our Supporters

NADL would like to thank the companies who support both the success of the Vision 21 Meeting and the success of our attendees. Truly, this meeting would not be possible without their generous support.

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