

Brought to you by



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*Seven steps to creating your laboratory's destiny.*

**NADL 2010 Vision 21 Meeting • Las Vegas, Nev. • Jan. 21 – 23, 2010**

**T**he dental laboratory profession is not a playground for the lazy and the gutless. It is a proving ground for entrepreneurs who have a passion to make vision a reality. You know this. You've lived this. And you know that sometimes circumstances make that vision turn a bit hazy. On occasion, you've looked out at the laboratory and questioned **where do I go from here?** Wonder no more. At NADL's Vision 21 meeting you'll clarify your plan for your laboratory and learn the seven steps to creating your laboratory's destiny.



As Donald McGannon, former president and chairman of the board of Westinghouse Broadcasting Corporation, once said, **"Leadership is an action, not a position."** Now is the time to act. It's time to lead or be left behind. We look forward to seeing you in Vegas.

"It is the **best management meeting** in the laboratory industry."

— Billy Drake, CDT,  
Drake Precision Dental  
Laboratory, CDL, DAMAS



## Step One:

### A Legendary Leader

Shahid Khan, owner of Flex-N-Gate, an original equipment manufacturer for the automotive industry, shows you how to identify leadership styles that work, discover key elements driving success and engage your workforce in your leadership vision. His company currently employs over 15,000 people with 57 manufacturing, product development and engineering facilities worldwide.

## Step Two:

### Command or Demand: Leading Your Team

Tom Keller, of Keller Investment Partners, LLC, teaches you the difference between leadership and management when it comes to empowering your employees and increasing productivity.

## Step Three:

### Being the Vision

Steve Killian, CDT, owner of Killian Dental Ceramics, CDL, opens the inner world of his laboratory to you. Killian outlines his business model, challenges he's overcome and the unique aspects of his laboratory that keep him driven.

## Step Four:

### Where You Make Your Money

Chuck Yenker, MBA, of Business Development Associates, shows you where laboratories make money, which helps you build systems for inventory control, and identify standard costs of a restoration and profitable products.



## Step Five:

### Leading Your Clients

Jerry Ragle, CDT, owner of Ragle Dental Laboratories, CDL, explains the ways that he's driven more internal sales through current customers by aligning his laboratory's profit centers to his customer's needs and learning from them.

## Step Six:

### Develop Your Competitive Edge

Mark Jackson, RDT, owner of Precision Ceramics Dental Laboratory, CDL, DAMAS, helps you sharpen your competitive edge by building quality systems. Improve quality and improve your profits, it's that simple.

## Step Seven:

### Take It Home

Warren Rogers, president and CEO of Knight Dental Group, CDL, DAMAS, wants you to strive for greater leadership at your laboratory because if you don't apply what you learned, then your time in Las Vegas was wasted. And we all know life is too short for that.

**"It was awesome.**  
I look forward to attending  
for many years."

— *Shaun Keating, CDT,*  
*Keating Dental Arts, CDL*

## Thursday, Jan. 21

### **Golf Tournament**

(8:30 a.m. – 1:30 p.m.)

— Sponsored by Nobel Biocare, Inc.

### **Component Leadership Meeting**

(2 p.m. – 5 p.m.)

### **NADL Awards Ceremony,**

installation of officers and reception honoring 2010 NADL President Chris Waldrop, CDT

— Sponsored by Dentsply Prosthetics, Inc.

## Friday, Jan. 22

(8 a.m. – 4 p.m.)

### **Breakfast**

— Sponsored by PREAT Corp.

### **Welcome and announcements**

— NADL Visions Host and President Chris Waldrop, CDT

### **Step One: A Legendary Leader** — Shahid Khan

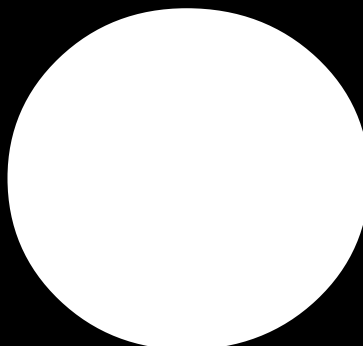
### **Step Two: Command or Demand: Leading Your Team**

— Tom Keller

### **Applying the Idea Lunch**

— Mark Murphy, DDS

— Sponsored by AstraTech, Inc.



### **Step Three: Being the Vision** — Steve Killian, CDT

### **Eat, Drink and Discuss Reception**

— Sponsored by Zahn Dental Company, Inc.

## Saturday, Jan. 23

(8 a.m. – 4 p.m.)

### **Breakfast**

### **Step Four: Where You Make Your Money**

— Chuck Yenkner, MBA

### **Step Five: Leading Your Clients**

— Jerry Ragle, CDT

### **Lunch**

— Sponsored by The Argen Corp.

### **Step Six: Develop Your Competitive Edge**

— Mark Jackson, RDT

### **Step Seven: Take It Home**

— Warren Rogers

## Continuing Education

2010 NADL Vision 21 meeting participants earn 12.5 hours professional development credit and 1.5 hour regulatory standards credit for attending the meeting.



"We herd sheep, we drive cattle, we **lead** people. Lead me, follow me or get out of my way."  
— Gen. George S. Patton

"The quality of leadership, more than any other single factor, determines the success **or** failure of an organization."  
— Fred Fiedler and Martin Chemers

"Inventories can **be** managed but people must be led." — H. Ross Perot

"Things may come to those who wait, but only things **left** by those who hustle." — Abraham Lincoln

"The final test of a leader is that he leaves **behind** in other men the conviction and the will to carry on."  
— Walter Lippmann



**"It attracts the most experienced and knowledgeable owners/managers in the industry."**

The lectures are first rate and well worth my time."

— David Nakanishi, CDT,  
Nakanishi Dental Laboratory, CDL



## Join us in Paris Las Vegas

Experience everything you love about Paris, right in the heart of Las Vegas. It's all the passion, excitement and ambiance of Europe's most romantic city, in the entertainment capital of the world.

**Paris Las Vegas** brings the spirit, excitement and savoir-faire to the Las Vegas Strip and is modeled after the famous Hotel de Ville in Paris. The hotel tower soars 34 stories and is a landmark on the Las Vegas Strip.

Call (877) 603-4389 and refer to group code SPNADO to receive the special NADL rate of \$149 plus tax. Reservations must be made by Jan. 6 in order to receive this rate. This special NADL rate is available for hotel stays between Jan. 17 and Jan. 26, subject to availability of guest rooms at the time of reservation.

"The meeting is a great chance to meet with others and **get a pulse for what is going on in our industry**. The sessions provide great tidbits which everyone can take home and utilize."

— Bill Neal, CDT, AMG Creative, Inc.

"The vision 21 meeting is an **excellent management tool for all size labs**. It provides the lab owner with insight on how to determine your goals and how to achieve them. The NADL has taken laboratory management to the highest level."

— Grant Day, CDT, Zahn Dental Company



## 2010 Vision 21 Golf Tournament

Get into the swing with NADL and Nobel Biocare, Inc., at the 2010 Vision 21 Golf Tournament at **Rio Secco Golf Course**.

Named the number one public course in Nevada by Las Vegas PGA, Rio Secco, a Rees Jones designed course, is set among the rolling foothills of the Black Mountain range, combining stunning scenery and challenging play just twelve minutes south of the Las Vegas Strip.

The tournament includes:

- Breakfast
- Transportation to the course
- Golf cart
- Unlimited range balls
- Longest drive and closest to the pin contests
- Lunch on the course
- Trophies for top three teams

Learn more about the course at [www.riosecco.net](http://www.riosecco.net).

# NADL 2010 Vision 21 Registration Form



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

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

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

## NADL Member Full Registration

*Includes Thursday Awards Ceremony and President's Reception (for laboratory, technician and component registrants only), all presentations, breakfast and lunch on Friday and Saturday, and the Friday Night Reception.*

**Before 12/11/09:**  \$575 – First Member  \$475 – Each Additional Member

**After 12/11/09:**  \$600 – First Member  \$500 – Each Additional Member

## Non-Member Full Registration

*Includes Thursday Awards Ceremony and President's Reception (for laboratory, technician and component registrants only), all presentations, breakfast and lunch on Friday and Saturday, and the Friday Night Reception.*

**Before 12/11/09:**  \$700

**After 12/11/09:**  \$725

## Friday Only Registration

*Includes Thursday Awards Ceremony and President's Reception (for laboratory, technician and component registrants only), all presentations, breakfast and lunch on Friday and the Friday Night Reception*

**Before 12/11/09:**  \$325 – Member  \$400 – Non-Member

**After 12/11/09:**  \$350 – Member  \$425 – Non-Member

## Saturday Only Registration

*Includes all presentations, breakfast and lunch on Saturday and the Friday Night Reception*

**Before 12/11/09:**  \$325 – Member  \$400 – Non-Member

**After 12/11/09:**  \$350 – Member  \$425 – Non-Member

## Additional Registration Options

\$175 – Golf Tournament at Rio Secco – Handicap/Ave. Score \_\_\_\_\_ Foursome Request \_\_\_\_\_

\$45 – NADL Awards Ceremony & President's Reception Only (Only spouses of award winners and full registrants)

\$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 along with a check to:** NADL Meetings, 325 John Knox Rd, #L103, Tallahassee, FL 32303. You may also **register online** at [www.nadl.org](http://www.nadl.org).

**Cancellation/Refund Policy:** Written notification for all cancellations and refund requests must be received by the NADL office no later than Jan. 8, 2010. Written cancellation and refund requests received by Jan. 8, 2010 will receive a check for the refund minus a \$25 administrative fee. No refunds will be issued for requests made after Jan. 8, 2010. 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. 10.

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



## Our Sponsors

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



**Rely On Us**