

NADL University meets the business education needs of today's dental laboratory owners and managers.

Eligible professionals earn a **Certificate in Dental Laboratory Management** during the one-week, intensive course. Graduates leave with an understanding of the laboratory as a whole, as well as the ways in which all parts of the business fit together.

NADL University graduates transform their careers.

Participants gain a sophisticated level of knowledge about the diverse aspects of management, including strategic thinking and planning in a competitive global environment. Students take what they learn in the classroom and immediately apply it in their dental laboratory. You'll gain:

- Improved critical thinking skills.
- Tools to understand the theory behind the practice.
- Invaluable sharing and networking with other laboratory owners in an open environment.
- The ability to apply best practices.
- Perspective of global business that expands the possibilities.
- Knowledge about the business as a whole.
- Greater ability to lead and work with a team.
- Enhanced communication skills.

"It is an exceptional course for Lab owners and their admin staff, it covers real topics that will improve or assist you in implementing new management skills."

TRENDS
PRODUCT
GOALS
RELATIONS
ANALYSIS
CLIENTS
PLANS
PROFIT
INDUSTRY
PURCHASING
ANALYSIS
STRATEGY
MANAGEMENT
ADVERTISING
BUSINESS
IDEAS
MARKET
RELATIONS

2011 NADL University Schedule of Events

Friday, September 16, 2011

6:00 p.m. – 7:00 p.m. Welcome Reception

Saturday, September 17, 2011

8:00 a.m. – 11:30 a.m. **Marketing**
by Jeff Stronk

11:30 a.m. – 12:00 p.m. Group Open Discussion

12:00 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 4:30 p.m. **Quality Assurance Systems
& Good Manufacturing
Practices**
by Mary Borg

4:30 p.m. – 5:00 p.m. Group Open Discussion

Sunday, September 18, 2011

8:00 a.m. – 11:30 a.m. **Human Resource
Management**
by Jennifer McBennett

11:30 a.m. – 12:00 p.m. Group Open Discussion

12:00 p.m. – 1:00 p.m. Lunch

1:00 p.m. – 5:00 p.m. **Client Relations and
Practice Management**
By Gregory Harris

5:00 p.m. – 5:30 p.m. Group Open Discussion

Monday, September 19, 2011

6:30 a.m. – 7:00 a.m. **NADL U 2: Breakfast**

7:00 a.m. – 12:00 p.m. **NADL U 2: Production Pay
Implementation**
by Mark Jackson, RDT

8:00 a.m. – 11:30 a.m. **Evaluating & Integrating
New Technology**
*by Jerry Ragle, CDT &
Nick Ragle*

11:30 a.m. – 12:00 p.m. Group Open Discussion

12:00 p.m. – 1:00 p.m. **NADL U** and **NADL U 2: Lunch**

1:00 p.m. – 4:00 p.m. **Production Standards**
by Mark Jackson, RDT

4:00 p.m. – 5:00 p.m. **Production Pay**
by Mark Jackson, RDT

5:00 p.m. – 5:30 p.m. Group Open Discussion

Tuesday, September 20, 2011

8:00 a.m. – 11:30 a.m. **Purchasing and Inventory
Control**
by Chuck Yenkner

8:00 a.m. – 2:00 p.m. **NADL U 2: Net Promoter
Scores and Other Critical
Metrics**
by Gregory Harris

11:30 a.m. – 12:00 p.m. Group Open Discussion

12:00 p.m. – 1:00 p.m. **NADL U** and **NADL U 2: Lunch**

1:00 p.m. – 4:30 p.m. **Profitability, Operating
Ratios and Benchmarking**
by Chuck Yenkner, MBA

4:30 p.m. – 5:00 p.m. Group Open Discussion

Wednesday, September 21, 2011

8:00 a.m. – 11:30 a.m. **Big Ideas, Creativity and
Innovation**
by Tom Laughon

11:30 a.m. – 12:00 p.m. Debriefing and Closing Activities

Day One Sessions

Marketing

Jeff Stronk

Treasure Dental Studio, CDL

Learn the necessary skills to strategically grow your laboratory. By utilizing practical, integrated and measurable tools, you can develop an external marketing strategy to increase sales and profits.

Quality Assurance Systems and Good Manufacturing Practices

Mary Borg

SafeLink Consulting, Inc.

Master the basic concepts of quality assurance and learn how to apply these concepts in your dental laboratory. You will learn how to establish a quality system that will fulfill federal and/or state quality requirements. You'll learn about the evolution of quality, cost of quality, components of a quality system and documentation so you can achieve a greater degree of quality, compliance and operational efficiency.

Day Two Sessions

Human Resource Management

Jennifer McBennett

Seay Management Consultants

Explore labor laws and learn practical human resources tips that you can use in your dental laboratory. Gain insight into basic laws and regulations, such as harassment policies and unemployment compensation. Discover how you can, recruit and retain good employees and develop an employee handbook.

Client Relations and Laboratory Management

Gregory Harris

The Harris Group

By understanding your clients, you can strategically customize your products, processes and services to develop a relationship that is less susceptible to competitive pressures and is more profitable. You will learn the value of moving from a commodity-based business model to a service-based model. Best of all, you will walk away with solutions to common dentist-laboratory problems and concerns.

“This experience was intense and immediately useful.”

INVENTORY CONTROL
INVESTMENT
PLANS
INDUSTRY
QUALITY SYSTEMS
SALES
WEB
PLANS
PRODUCTION
GOALS
POLICES
TRENDS
INTEGRATION
CREATIVITY
PROFIT
CREATIVITY
INTEGRATION
TRENDS
POLICES
INVENTORY CONTROL

QUALITY SYSTEMS
CLIENT RELATIONS
PROFITABILITY
PROFIT
BUSINESS
CLIENTS
PURCHASING
ANALYSIS
CREATIVITY
BUSINESS
PLANS
SALES
MEDIA
GOALS
GOALS
BRAND
BENCHMARKS
PROFITABILITY
“It was an eye opener.”

Day Three Sessions

Evaluating and Integrating New Technology

Jerry Ragle, CDT & Nick Ragle
Ragle Dental Laboratory, Inc., CDL

This course will teach you tools to analyze what technology is right for your laboratory. You will be able to identify the market and laboratory needs for technology investment, explain the purpose of the investment, create a plan and track results as it relates to your laboratory's vision and market niche.

Production Standards and Production Pay

Mark Jackson, RDT
Precision Ceramics Dental Laboratory, DAMAS

Understand the rationale for establishing production standards, gain methods for tracking technician productivity and learn to utilize production standards when evaluating employee performance. Additionally, you will learn about production incentives, evaluating new products and the effect that CAD/CAM systems have had on technician productivity.

Day Five Session

Big Ideas, Creativity and Innovation

Tom Laughon
Catch Your Limit Consulting

You can foster creativity and innovation at your laboratory for the benefit of your bottom line. Learn powerful techniques you can take back to your laboratory to capture the imagination of your employees.

Day Four Sessions

Purchasing and Inventory Control

Chuck Yenkner, MBA
Business Development Associates

Take the mystery out of precious metals, consumables and equipment purchasing, and inventory control. Discover how to evaluate and acquire capital equipment. These principles and their application will help you reduce costs and improve operational efficiency at your dental laboratory.

Profitability, Operating Ratios and Benchmarking

Chuck Yenkner, MBA
Business Development Associates

Determine, analyze and compare the financial data from your dental laboratory so you can identify what you are doing well and what needs fixing. You will develop a set of key financial measurements for your laboratory and gain a basis to judge how well you are doing compared to industry averages. When you return to your laboratory you will be able to identify the areas where improvement is needed and have the tools needed to get the job done.

Hotel Information & Accommodations

The CURTIS a Doubletree Hotel

1405 Curtis Street • Denver, Colo., 80202 • (303) 571-0300 • www.thecurtis.com

NADL University will be held at The CURTIS located across from the Denver Center for Performing Arts and just blocks from the bustling 16th Street Mall. The CURTIS a Doubletree Hotel is the place to “Stay Happy” in the downtown Theater District. There are 40 restaurants within five blocks of the hotel and plenty of shopping and entertainment to keep guests busy.

Hotel Reservations

The special NADL room rate for this hotel is \$119 per night. To make your reservations at The CURTIS, call (303) 571-0300 or (800) 525-6651 no later than Aug. 10 and ask for the National Association of Dental Laboratories’ room rate. Reservations made after Aug. 10 will be subject to availability.

Attendance

The NADL University program requires a commitment of one week away from the laboratory (Friday evening to Wednesday afternoon). Please read the attendance policy carefully before submitting the NADL University application.

NADL University Attendance Policy

Participants attending NADL University must attend all classes. Students should be on time and cannot leave early. Only illness, family emergency or business emergency will be considered excuses for absences. Each absence will be handled on a case-by-case basis.

Travel convenience is not considered to be an emergency. Travel arrangements should not be made that require a student to leave class before noon Wednesday.

Attire for NADL University

Business casual is recommended. Shorts and sandals are not permitted.

Meals

NADL University

NADL provides breakfast and lunch Saturday through Tuesday and breakfast on Wednesday. Each participant is responsible for dinner. No formal NADL University events are scheduled for the evenings, with the exception of the Friday evening Welcome Reception.

NADL U 2

NADL provides breakfast and lunch Monday and Tuesday. Each participant is responsible for dinner.

Refund Policy and ADA Accommodations:

If a participant cancels for any reason before Aug. 12, a full refund, minus a \$25 administrative fee, will be provided. Cancellations occurring between Aug. 12 and Sept. 1 will receive a 50 percent tuition refund. If a student cancels after Sept. 1, no refund will be given except in case of illness, family emergency or business emergency. Registrant may request transfer to a future NADL University session or give his or her to spot another qualified technician from the same laboratory.

If you have a disability requiring accommodation, you must inform NADL no later than Sept. 1.

2011 NADL University Guidelines and Important Information

Minimum Eligibility Criteria

In order to participate in NADL University or NADL U 2, applicants must meet these criteria:

NADL University

(one of the following)

- Graduated from a dental laboratory technology program and worked in the dental laboratory field for at least one year.
- Worked in the dental laboratory industry for at least three years.
- Worked in a related health care field for at least five years.

NADL U 2

- Applicants must have previously participated in and completed NADL University.

NADL University Application Requirements

The following items must be attached to your submitted application:

1. Separate sheet of answers to the questions found below.
2. For non-laboratory owners, a typed letter from your employer with an original signature stating that you are approved to participate in the program, which will require one week away from the business.
3. A check made payable to NADL or credit card information. Tuition is \$2,000 for NADL members and \$2,900 for non-members. To receive the NADL member price, your NADL Laboratory Member number must be on the application.

Please type your answers to the following questions on a separate sheet and include it with your application:

1. How long have you been with your current employer or owned your laboratory?
2. List any previous work experience in the dental

Deadlines to Remember

Aug. 10

Hotel reservation deadline (see page 6 for details).

Sept. 1

Deadline for application and attachments to be submitted to NADL at 325 John Knox Rd, Ste L103, Tallahassee, FL 32303.

Sept. 1

Final date to receive a partial refund on cancellations. Registrant may transfer to a future NADL University session or give his or her spot to another qualified technician from the same laboratory.

Notification of any disabilities requiring special accommodations due.

Sept. 16 – 21

NADL University in Denver, Colo.

laboratory industry (employers, positions and dates) or attach a copy of your resume.

3. Briefly state your present job responsibilities.
4. Briefly state some of the contributions that you have made in your position.
5. List any dental technology management courses you have attended (dates, topic and sponsoring organization).
6. List your membership in and service to any local, state, regional or national dental laboratory associations.
7. What are your future goals and career aspirations in the dental laboratory industry?
8. If your county or city requires an occupational license or your state requires the dental laboratory to be registered, is your business in compliance with such requirements?
9. State the goals you wish to accomplish by attending NADL University (in 500 words or fewer).

NADL University speakers you can't miss



Jeff Stronk

Treasure Dental Studio, CDL

Jeff is co-owner of Treasure Dental Studio in Salt Lake City, Utah. He manages the implant department and general administration of the laboratory, and has been in the industry since 1990. Jeff currently serves as the laboratory representative for the Utah Dental Association, and is a past president of the Dental Laboratory Owners Business Association and serves as the 2011 NADL President.



Mary Borg

SafeLink Consulting, Inc.

Mary is president and co-founder of SafeLink, Inc., a nationally recognized health and safety consulting firm. Since 1991, she has participated as a presenter and on-site instructor to dentists, dental hygienists, dental assistants and dental laboratory technicians throughout the U.S. Mary's prior experience included facilities management, human resources, risk management, crisis and disaster recovery, and health and safety.



Jennifer McBennett

Seay Management Consultants

Jennifer is executive vice president of Seay Management Consultants, a human resource management firm. She assists clients throughout the US by conducting management training, developing wage and salary programs, developing employee handbooks, and assisting in compliance with employment regulations. Jennifer writes articles on compliance with federal and state employment regulations, and conducts personnel management and labor relations audits for employers throughout the United States.



Gregory Harris

The Harris Group

Gregory Harris is a much sought after lecturer and business consultant, speaking to over 100 industry groups, businesses and associations each year. Mr. Harris has worked with Fortune 500 companies such as Nabisco Brands, Scott Paper, 3M, in addition to work in dentistry with Dental Services Group and Nobel Biocare. Most recently, he worked with Novadent Inc. at the flagship location, Issaquah Dental Lab in Washington. With the formation of The Harris Group, Mr. Harris is able to bring his sales and marketing expertise to an even broader range of business clients. Presently he is consulting with manufacturers and laboratories focusing on CAD/CAM and digital dentistry.

INDUSTRY IDEAS MARKET RELATIONS
ADVERTISING CREATIVITY
WEB PLANS POLICES PURCHASING
SALES CLIENT MEDIA
PLANNING

"It's a very practical course that gives you industry relevant information you can apply immediately."



Jerry Ragle, CDT

Ragle Dental Laboratory, Inc., CDL

Jerry is owner of Ragle Dental Laboratory, Inc., CDL in Champaign, IL. Jerry serves on the Coordination Board of the Cal Lab Group, the NADL Business Mgt Committee and the Communications Advisory Board for the *Journal of Dental Technology* and is a past Board Member of NADL. He has Mastership recognition in the American Academy of Implant Prosthodontics and has also served on the Illinois State Dental Society's committee which updated the Guidelines for Dentist/Dental Laboratory Relations which was adopted by the ADA and NADL. He continues to serve on The Illinois State Dental Society Foundation Board.



Nick Ragle

Ragle Dental Laboratory, Inc., CDL

Nick joined Ragle Dental Laboratory in 2004. Nick's background was in Art, Business and Graphic Design. Nick started as a ceramist which then led to department management. As Ragle Dental Laboratory pursued its mission of moving into digital technology. Nick took a lead role in product and equipment implementation and training of all digital personnel. Nick currently serves as General Manager for the Laboratory.



Mark Jackson, RDT

Precision Ceramics Dental Laboratory, DAMAS

Mark opened Precision Ceramics Dental Lab, DAMAS in Montclair, Calif., in 1981, and opened an export laboratory, The Hollywood Smile, in Odense, Denmark in 1991. He holds a number of dental patents and has lectured internationally about dental implants, laboratory management and veterinary dentistry. His laboratory has been featured on MTV and in the Wall Street Journal.



Chuck Yenker, MBA

Business Development Associates

Chuck is a veteran of more than 30 years in the dental industry. He is the founder and president of Business Development Associates, a firm dedicated to helping dental companies grow sales and profits. His clients have included DTI Dental Technologies, Inc., Whip Mix Corp., Dedeco, the Dentalloy Council, Argen Corporation and numerous dental laboratories.



Tom Laughon

Catch Your Limit Consulting

Tom is president of Catch Your Limit Consulting, a management and marketing firm with offices in Tallahassee, Fla., and Richmond, Va. He specializes in marketing, advertising, consulting and providing leadership for businesses. His courses include creative strategy, professional selling, basic marketing and promotional management.

NADL now offers an advanced program to graduates of NADL University! NADL U 2 will provide you increased knowledge and a second look at Client Relations and Laboratory Management as well as Production Standards and Production Pay.

Monday, September 19, 2011

7:00 a.m. – 12:00 p.m.

Production Incentive Implementation

by Mark Jackson, RDT

Practical steps to implementing production incentive systems and establishing production standards.

- Measure, monitor and manage technician productivity
- Develop methods for analyzing new technologies for their production possibilities
- Take an objective look at popular new products and techniques
- Establish career paths for new and existing technicians

In this program you will study some real world examples of laboratory production programs, and discuss your own laboratories challenges. Evaluate your current productivity and compare it to other laboratories, and investigate new technologies for increased throughput. You will leave with the tools you need to measure your technician productivity, including forms and laboratory spreadsheets, and a game plan for establishing and implementing measuring matrices.

Applicants must have previously participated in and completed NADL University.

Tuesday, September 20, 2011

8:00 a.m. – 2:00 p.m.

Net Promoter Scores and Other Critical Metrics

by Gregory Harris

You can't manage what you don't measure, therefore this course will build on the information learned in Dr. Murphy's NADL University course and will teach participants how to develop the tools that will enable them to:

- Measure, monitor and manage their laboratory's success
- Develop retention metrics such as Net Promoter Scores Change Reports
- Achieve growth with existing accounts by measuring your laboratory's sales per client and sales per product category
- Engage new clients by developing systems for prospect tracking and measuring conversion rates

In this program you will walk through the creation and analysis of various lab centric reports that will help you make better decisions. By managing the data from these inputs you can be more efficient with your distribution of human capital, time and financial resources. You will leave with survey questions, spreadsheet examples, and trackers that drive successful behaviors for laboratory managers.

Application Form

Application and all attachments must be returned to NADL by Sept. 1.

See page 7 for items to include with application

Name: _____ CDT/RG/DDS/DMD/Other: _____

Dental Laboratory: _____ CDL DAMAS

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Dental Technology Program Attended (if applicable): _____

NADL Membership Number: _____ (required for membership discount)

I declare that I have read the guidelines for the NADL University program and submit this application subject to those conditions. The information reported is true and complete.

Signature: _____ Print name: _____ Date: _____

NADL University Registration

Includes Welcome Reception on Friday evening and participation in NADL University Saturday through Wednesday.

- \$2,000 – NADL Member
- \$2,900 – Non-NADL Member

NADL U 2 – Full Registration

NADL U 2 participation is determined by selection below. Applicants must have previously participated and completed NADL University.

- \$475 – NADL Member
- \$550 – Non-NADL Member

NADL U 2 – One Day Only Registration *(Please make a selection below)*

- \$275 – NADL Member
- \$350 – Non-NADL Member
- Monday Only** – Mark Jackson, RDT
- Tuesday Only** – Gregory Harris

Payment Information

Enclosed is my check made out to "NADL" in the amount of \$ _____

Charge to my credit card Master Card Visa American Express

Card No: _____ Exp. Date: _____ Sec. Code*: _____

*This is the 3 digit number found next to the signature panel on the back of the card. AMEX ONLY – This is the 4 digit number found on the front of your card.

Signature: _____ Name on Card: _____

Billing Address: _____

Return application and documents to:
NADL Meetings Department, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303

For questions regarding NADL University or this application, please contact the NADL Meetings Department at (800) 950-1150 or meetings@nadl.org.



