

The  
WASHINGTON STATE DENTAL LABORATORY ASSN.

presents



## **Northwest Laboratory Forum**

# **Nature: From the Outside In**

April 2 - 3 - 4 - 5, 2009  
(Thursday, Friday, Saturday & Sunday)

featuring

**Scott R. Dyer DMD, MS, PhD**

“Dental Implant in Fixed and Removable Prosthodontics”

**Leon Hermanides**

“From the Outside In –  
Guidelines for Esthetic Tooth Arrangement &  
Functional Harmony”

**Peter Pizzi CDT, MDT, FNGS**

“Predictable Esthetic Restorations”  
sponsored by Jensen Industries

**Terre Harris, - Infection Control**

Foundations for Success (Entry to Mid-Level Techs)

Business Success 101

Members Roundtable

**EXHIBITORS**

at the

**Embassy Suites**

20610 44th Ave West

Lynnwood, Washington 98036

Reservations: 425-775-2500

(Room block expires 3/19/09)

Additional Questions, call 1-800-652-2212



# "Nature: From the Outside In"

## THURSDAY, April 2, 2009

Golf – Tee time 12:00 Noon, Lynnwood Municipal Golf Course - cart included. (Meet in Embassy Suites Lobby at 11:00 to caravan to the course.) Don't forget your mulligans! Wes Cox CDT 425-949-7763  
6:30 pm – 10:00 pm Board of Directors Meeting includes dinner at Embassy Suites

## FRIDAY, April 3, 2009

7:00 AM – 5:00 PM Registration & Benefits Information

8:00 AM – 11:45 – 3M ESPE Training Session

**8:00 – CDT/MODS Written Exam** – must register with NBC prior to March 1st [www.nbccert.org](http://www.nbccert.org)

### 8:00 AM – Noon

**Business Success 101** – help lab owners run their businesses. (4 hrs Prof Dev)



**8:00 – 9:50 AM – Understanding P&L/Balance Sheets, Financial Terms** by Jerry Zyskowski, SCORE The lecture will give an overview of the key financial statements and their uses in operating and evaluating a business. Then we will go into a specific example of these in a typical dental lab business using real numbers. Lastly, we will look at industry financial measuring sticks and ratios to assist in our business performance evaluation.



**10:00 – 10:50 – Succession Planning** by Gayle Elliott RDH, MA - People who avoid making wills probably avoid succession planning as well! But succession planning is an essential part of business strategy. This planning should start 5-10 years ahead of implementation. Family owned businesses present additional complexities. We know 70% of family owned businesses fail to make it into the 2nd generation. Succession planning is also complicated by emotions—the silent but powerful part of a supposedly logical process. In this presentation we will discuss several aspects of succession planning and leave you with some good next questions to ask.

**11:00 – 11:50 AM – "Managing Human Resources Profitably"** by Gene Humphrey of Dental Services Group

1. Your Strategic Plan
2. Changes in Technology/Impact on Human Resources
3. Defining Direct Labor Requirements
4. How to Find "Good Technicians"
5. Interviewing and Hiring Procedure
6. Defining Labor Costs
7. Profitability
8. "The End Game Plan"

### 1:00 PM – 5:30 PM

**WSDLA Members Roundtable, Lunch & Discussion** – This very popular interactive roundtable is featuring topics of value to the laboratory owner/manager. (4.5 hrs Prof Dev credit) (Buffet served from 12:30 – 1:30)

**Members Roundtable Lunch sponsored by 3M ESPE**

**1:00 – "Achieving Equilibrium – Centering in the Dental Lab"** by Tom Gregoire CDT How would you like to remain calm? How would you like to stay balanced? How would you like to remain in control? How would you like to be happy in your work? How would you like to have a sense of well being? If these things were to happen you would be safer in your work area and would experience a healthier life style. It is easier than you think and it is free!

## **2:15 PM – “Succeeding in a Challenging Marketplace, Growing Your Lab Business!”** “by Tim FitzGerald sponsored by Sirona Dental Systems LLC

- Remaining Focused on Important Activities
- Maintaining a Positive Attitude
- Standing out from the Competition
- Building a Solid Foundation for the Future
- Strengthen Client Relationships



Do you know peers that spend all of their time focused on the negatives in today's business world? Come and learn how to focus on the positives, strengthen your current client relationships and build a solid foundation for now and the future!

### ***Afternoon Break sponsored by Whip Mix Laboratory Services***

**3:30 PM – “The Current Capital Markets and Expectations Going Forward”**. by Tony Thome, Thome Financial Management LLC. Needless to say, as the Recession deepens, the numbers change but I will ensure up-to-date information

**4:30 PM - Open Forum moderated by Wes Brandon CDT.**

**5:30 to 8:30 PM**

**Awards Party** – Join us for our fourth Awards Party! WSDLA is sponsoring this no host cocktail party. The 25/40 Year CDT Certificates will be handed out along with other WSDLA awards. (This will take the place of the awards usually given out on Saturday at the Exhibit Hall.)



## **SATURDAY, April 4, 2009**

**7:00 AM – 5:30 PM Registration**

**8:00 – 11:00 Speakers: Fixed/Removables, Foundations for Success**

***Morning Break sponsored by Rand Refining Ltd.***

**10:30 – 2:00 EXHIBIT HALL**

**11:15 – 12:15 Infection Control** – Infection Control for the Dental Laboratory by Terre Harris of Harris Biomedical LLC (1 hr CE) . A refreshing, simplified approach to bureaucracy and the “real world” application of regulations. This presentation will satisfy your annual requirement for CDT renewal.

**11:45 – 1:15 Lunch**

**12:30 – 2:00 Raffle Drawings**

***First Prize: Trip for Two to Reno donated by Arnold Dental Supply\****

**2:15 – 5:15 Speakers: Fixed/Removables, Foundations for Success**

## **SUNDAY, April 5, 2009**

**8:30 AM – 3:30 PM Hands On Class: Complete Denture Set Up sponsored by Vident\***

## TRACK ONE – FIXED and FIXED & REMOVABLES COMBINED

**8:00 AM – 11:00 AM “From the Outside in – Guidelines for Esthetic Tooth Arrangement and Functional Harmony”** by Leon Hermanides Evaluating the esthetic requirements for restorative dentistry can be a highly subjective process. The three participants in the process: the dentist, the patient, and the dental technician, all evaluate different parts of the puzzle with their natural bias; therefore, there is the potential for treatments to spiral into chaos. How can the esthetic desires of most patients be predictably satisfied by the restorative team? This presentation will focus on a system for diagnostic esthetic evaluation, research driven guidelines for dento-facial esthetic harmony and some tools for the dental laboratory and restorative dentist to communicate a predictable final outcome. A comprehensive treatment outcome has to satisfy the esthetic demands of our clients and their patients and create functional harmony for the long term.



**2:15 PM – 5:15 PM “Dental Implants in Fixed and Removable Prosthodontics- For the Dental Technician”** by Scott R. Dyer, DMD, MS, PhD Millions of patients and their dentists are turning to dental implants to help solve their oral problems. The dental implant can pose significant challenges for the entire dental team including the dental technician. Many clinicians rely upon the dental technician’s experience when treating these cases. This lecture is compiled to give an overview of the fixed and removable treatment utilizing dental implants. It will include clinical and laboratory instruction for treating these cases.



## TRACK TWO - FIXED

**8:00 AM – 11:00 PM - “Predictable Esthetic Restorations”** by Peter Pizzi CDT, MDT, FNGS, sponsored by Jensen Industries Under the best of circumstances the transfer of information between the dentist and technician for the fabrication of anterior and posterior restorations is difficult and challenging. This program will present a rational methodology to help eliminate the frustrations often encountered during this endeavor. Communication through preoperative mounted casts, the diagnostic wax up, preparation guides, and photography as an aid for ceramic builds and color communication can be incorporated into a routine regiment that will enable the dentist and technician to achieve a high level of predictability. This course will cover several topics including: case management; diagnostic communication; ceramic layering and contours; the use on new technologies; the importance of photographic communication and perception.

NOTE: There is no afternoon class on Track Two..

## TRACK THREE - FOUNDATIONS FOR SUCCESS

**“Foundations for Success”** is a new track of speakers covering topics of value to the entry to mid-level technicians. No CE credits will be offered for these six hours of classes. They are meant to be a way for the laboratory owners to encourage the entry to mid-level technicians to start attending educational programs which will increase their value to the laboratory. The track of speakers is priced attractively and includes lunch and the Exhibit Hall.



**8:00 – 9:30 AM – “Understanding the Dynamics of Esthetics vs. Function in Dental Prosthetics”** by Thornton Ford CDT

Where Does a Good Complete Denture Set-up Come From?

What Does a Good Complete Denture Set-up Look Like?

What Are The Steps of Creating a Good Set-up?

What About The Rest of The Denture?

In Summary: A Check-List

## 9:45 – 11:00 AM “Night Guards and Occlusal Devices Made Predictable”

by Robynn Lowery. This class will cover a basic overview of night guard types, terminology, construction, and processing. Also included are model work, articulation, bite openings and finishing. We will use wax and Dentsply’s Eclipse Resin to take a night guard from impression to completion, while discussing the function of cuspid rise and protrusive excursions in bite splints. In addition, there will be a brief discussion of anti clench appliances and their construction.



**2:15 – 3:30 PM: “Smile Designs”** by Gar Long. Many of the cases being fabricated in the lab are anterior esthetic cases. These cases can be very challenging and require that many factors come together to successfully complete the case. This course will focus on Smile Designs, Golden Proportions concept to assist the technician in fabricating anterior cases with the proper shape, size, and dimensional accuracy to guarantee a satisfactory result for the patient.



**3:45 – 5:15 PM – “Digital Dentistry”** by Joseph Jennings CDT sponsored by Whip Mix Laboratory Services Digital Dentistry and CAD-CAM technology are paving the way for the future in the dental laboratory and dental office by creating stronger restorations with increased marginal accuracy. The use of computers gives laboratories the ability to take digital images of each preparation allowing for more communication with the dentist, planning, design, and, ultimately, a more predictable, accurate result. This is all achieved by using dental specific software that can quickly read an impression and identify the margins, insertion path, cement space, and coping thickness. This introduction will include information on Zirconia material, preparation, and laboratory considerations of Digital Dentistry

## **SUNDAY, HANDS ON COURSE: Complete Denture Set Up** by Thornton G. Ford CDT and Mary Alvin CDT, sponsored by Vident\* (6 CE)

### **Sunday, 8:30 AM – 3:30 PM, Complete Denture Set Up**

by Thornton G. Ford CDT and Mary Alvin CDT, sponsored by Vident\*

Your Living Relationship With Full Denture Function and Esthetics

What do you do when...?

The upper rim hasn’t been marked at all. No midline, no lip line, no modifications of any kind. You shake your head, open the articulator, take the rims off the models, and then gasp. Common sense tells you the vertical is open a mile! You grab the instructions:

*“F/F A3. Hippa ID: bg384*

*We’re out of the office and I need this done before I get back on the 15th. Do the best you can. Patient is very difficult!”*

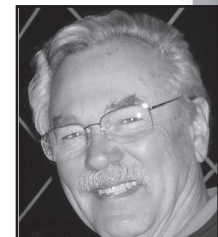
There’s not even an upper study model! What do you do? He’s one of your best customers and you want to make him happy.

Truly “ideal” cases are rare. Almost every set-up is an exception; however there are basic priorities in the way we handle each case that can produce consistent and successful results. We need to be able to ask the right questions of the case before we begin. The once elusive answers can become strikingly obvious.

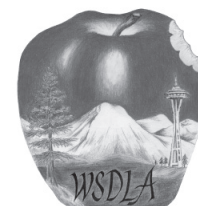
This six hour hands-on teaches you how to ask the work itself what it needs. You can make your denture a brilliant success for your client and your client’s patient. Your skill, your mind, and your hands can more than compensate for inadequacies that make the case appear to be difficult or impossible to complete with what has been given to you to work with.

This course is sponsored by VIDENT and will feature VITA Physioden anterior teeth and Lingoform posterior teeth. Course materials, including a mounted F/F and burners are furnished, but please bring your own instruments.

Limited to 10 technicians.



**VIDENT™**



## About Our Speakers

**Leon Hermanides CDT**, graduated from College in South Africa with a National Higher Diploma in Dental Technology, a four year Diploma equivalent to a Bachelors Degree in the USA. He has worked in South Africa, London, and Seattle for laboratories specializing in all stages of advanced reconstructions and anterior esthetics. Leon is an Affiliate in Dentistry at the Graduate Prosthodontic Dept of the University of Washington, a Graduate of Dr. John Kois' CRE programs and a member of study clubs in the Seattle area. In 1998 Leon opened Protea Dental Studio where he set out to provide his clients with the highest standards of customer service and patient care. He achieved this by creating a systematic approach that ensures consistent results without compromise.

**Dr. Scott R. Dyer** maintains a private practice limited to fixed, removable and implant prosthodontics in Tualatin, Oregon. He is an Assistant Professor at Oregon Health & Science University in the Department of Restorative Dentistry in the divisions of Biomaterials and Biomechanics, and Prosthodontics. He received his D.M.D. from Oregon Health & Science University and a Certificate in Prosthodontics with a Master's of Science from the University of Texas Health Science Center at San Antonio. Dr. Dyer earned his Ph.D. from University of Turku, Finland, with his work regarding the design of dental prosthetic structures. While in prosthodontic residency, Dr. Dyer was honored as the Teledyne WaterPik National Prosthodontic Student of the Year. He is actively pursuing scientific endeavors relating to the contemporary aspects of prosthetic dentistry, including patenting a process to make thinner, stronger dentures. Dr. Dyer has previously owned a dental laboratory.

**Peter Pizzi CDT, MDT, FNGS** is the owner and manager of Pizzi Dental Studio Inc. in Staten Island, New York and is a board member of the ASMDT and a member of ICIO and AACD. Mr. Pizzi is an educator in the Master Dental Technician Program of New York University. In addition, he is a Technical Fellow and Board Member of North-eastern Gnathological Society. Mr Pizzi is on the National Advisory board of *Dental Dialog* and frequently lectures to doctors and technicians throughout the United States on a variety of topics.

**Terre Harris** is the president of Harris Biomedical LLC in Tukwila WA. He works with the Seattle Mariners, the San Francisco Giants and other professional teams along with many, many dental labs.

## MEMBERS ROUNDTABLE SPEAKERS

**Tom Gregoire CDT** is the owner/technician of Dyno-Dent, Inc, Laboratories in Lake Oswego OR. He served in the US Air Force and instructed dental technology at the USAF Medical Service School. He served as president of the Oregon Assn of Dental Laboratories and on the board of the National Assn of Dental Laboratories.

**Tim FitzGerald** is a renowned national speaker, trainer and business consultant. He is a certified Dale Carnegie Instructor and works with businesses of all sizes to build strategies, drive growth and grow profits. Tim has been quoted in Dental Lab Products Magazine and has spoken across the country on Communicating Effectively. Tim has delivered his programs across the country to individual businesses, State and Regional Associations. His high energy style and enthusiasm reflect his commitment to your success!

**Tony Thome** Thome focuses on providing un-biased, insightful advice on the structuring and management of corporate and personal financial assets. Particular expertise includes comprehensive financial management, strategic financial modeling and tax-sensitive investment management. His fifteen years of industry experience include six years as a securities principal and investment advisory representative of a private wealth management business in Seattle, Washington and an independent practice he built in Bellevue, Washington. A graduate of the United States Naval Academy, he holds a Bachelor of Science degree and several engineering accreditations. He lives with his wife and three children in Medina, Washington.

## FOUNDATIONS FOR SUCCESS SPEAKERS

**Thornton Ford** founded Thorn Ford Dental Laboratory in 1977. He began his career in 1957 at Harrison Dental Laboratory of Seattle, Washington, one of the most progressive and largest dental laboratories in the world at that time. He was trained at the bench by a number of master technicians and directly worked with several prosthodontic teaching clinicians during a time of rapid change and improvements in removable technology. Mr. Ford is familiar with a wide range of theories of full denture occlusion and esthetics. Thornton Ford is a skilled trainer and is able to present the complex relationship of esthetics and function in full dentures in clear and simple terms. Whether it's one-on-one skill training, or before a large audience, he keeps to the point and packs a lot into a short time. His primary goal is to provide each member of his classes with at least one idea or skill that made it worth the time and money to be there.

**Mary Alvin, CDT** started her career at Harrison Dental lab in Seattle, in 1966. She received her certification in complete dentures and was promoted to assistant manager of the denture department there. She joined Thorn Ford Dental Laboratory in 1978 as General Manager and helped build the team and clientele of this Northwest premier laboratory. Mary has bench trained many excellent technicians and actively continues to oversee the professional growth of the people under her supervision. She works closely with her employees and dentist customers to ensure excellence and customer satisfaction. Mary pays great attention to detail to make sure every case has smooth balance and function, to be sure the appliance works properly for the patient with minimal doctor adjustments required. Mary is highly proficient in all removables and complex cases such as, Implant over dentures with attachments and Hybrid Implant Dentures.

**Robynn Lowery** is a key technician at Thorn Ford Dental Laboratory. One of her responsibilities is to oversee the production of acrylic partials and bite splints using both light cure and heat processed materials. Robynn also communicates with dentists and their staff to solve problems of fit and occlusion, and clarify their expectations. She has become an information resource for some local clinics in this regard. Robynn has been in the lab business since 1998 and has had a variety of experience including administrative. She also serves as a laboratory safety officer and so will no doubt cover the use of PPE's

**Gar Long** has been an active dental technician for over thirty years. He has been a trainer for the California Center for Advanced Dental Studies. He had a case published in the spring issue 2006 of 'The Journal of Cosmetic Dentistry'. Gar is the current General Manager of the Crown and Bridge department at Nakanishi Dental Lab in Bellevue.

**Joseph C. Jennings, CDT**, is the General Manager of Whip Mix Laboratory Services, a division of the Whip Mix Corporation. This division is equipped with the latest milling technology and specializes in the Vericore System, which sets a new standard for high-quality copings and abutments. Formerly, Joe was Vice President and Chief Operating Officer of a major dental laboratory in the Midwest. Joe earned his AAS degree in Dental Laboratory Technology from Triton College of River Grove, Illinois. He is NBC certified and is a Recognized Graduate with a Technologist designation. In addition, he holds a BA and MBA from Lewis University of Romeoville, Illinois. Joe was the Fixed Prosthodontic Technician for the Post Graduate Department of the University of Illinois College of Dentistry for seven years. He has more than 25 years of dental technology experience.

## **BUSINESS SUCCESS 101 SPEAKERS**

**Jerry Zyskowski** has been a SCORE member since retiring from Boeing in 1991 and has extensive experience in counseling small businesses. Jerry has counseled over 1000 small business managers and owners. His focus is working with clients over the long term, becoming a partner with them in their business. He has over 33 years of industry experience with the Boeing Company both in management and engineering. During this experience he spent significant time in long range planning. Jerry has been evaluating the management and finances of businesses from an investment standpoint for over 40 years. Jerry and his wife Mary are avid travelers, having trekked in the mountains all over the world. His education includes a Bachelor's Degree in Mechanical Engineering from the University of Michigan, a Master's Degree in Mechanical Engineering from Seattle University, and a Master's Degree in Business Administration from Seattle University.

**Gayle Elliott, RDH, MA**, has worked over 30 years in dentistry and is an Executive Coach. She assists leaders and teams in growing advanced communication, conflict, and decision-making skills. Her in-depth understanding of human systems and workplace dynamics make her presentations uniquely unique! Her favorite clients are family-owned businesses. She has been a speaker for the Oregon State Dental Convention, and for numerous Washington dental and dental hygiene components.

**Gene Humphrey** has worked in the dental laboratory business since he apprenticed in his family owned laboratory at the age of 13. His adult work history, other than employment for four years in law enforcement, has been for only three different companies in the past 36 years. Each company merged or was acquired by other corporations, changing corporate names as well as his positions within those companies. Gene has taught dental students, provided dentistry to Hispanic migratory workers in California, and lectured throughout the world. He is the Managing Director and founder of Affiliate Management Resources which comprises over 120 independently owned dental laboratories who affiliate with Dental Services Group's 39 laboratories. Gene has been commissioned as a Police Chaplain and is a member of the Washington State Critical Incident Stress Management Network. Gene is a 29 year resident of Whatcom County, Bellingham where he resides with Cherin his wife of 35 years. They have 6 children and 14 grandchildren.



Lab Owners Retreat 2008  
WSDLA  
P. O. Box 385  
Graham WA 98338-0385

Address Service Requested

Exhibit Hall • Fixed • Removables • Foundations for Success • Infection Control  
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