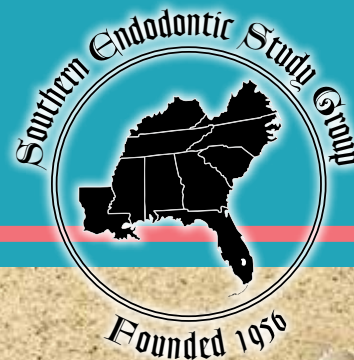


# Southern Endodontic Study Group

AAE District III

## Annual Meeting

June 15-17, 2017



*Wild Dunes Resort*  
*Isle of Palms, South Carolina*

***Make Your Reservation Today... See Back Cover!***

# Schedule



## Wednesday, June 14th

### Early Arrival Meeting Registration/Social 6:00 p.m. - 8:00 p.m.

Pick up your meeting packet and join Dr. Joseph Bernier, SESG Chair, for this casual meet and greet before heading off to dinner. Everyone's welcome to this attend!

Location: Palms 1, 2, 3

## Thursday, June 15th

### Meeting Registration 10:00 a.m. - 5:00 p.m.

Pick up your meeting packet and other information.

Location: Palms Foyer

Visit with the exhibitors starting at 12:00 p.m.

### Lecture 1:00 p.m. - 5:00 p.m.

Dr. John West - Sponsored by: Dentsply Sirona Endodontics

*The Endodontist of the Future and the Future of Endodontics*

Location: Palms 1 - 3

Four (4) Continuing Education Units will be awarded for attendance to this course.



### SESG Reception/Charleston Clam Bake Buffet

6:30 p.m. - 9:30 p.m.

Location: Grand Pavilion Pool Deck North

Relax...you're at the beach! Enjoy a fun beachy vibe as you catch-up with old friends and make new. A delicious buffet featuring steamed local clams, roasted chicken, and much more. Sit back (or maybe not!) and listen to the music of The Lowhills, an American music group with a unique blend of classic country, rock, bluegrass, swing, old R & B and jazz.

### For the Kids: Arrrrrrr! It's Pirate Night!

Gather up all ye little swashbucklers for an evening of face painting, games, tattoos, and lots of fun! Kids enjoy their own buffet featuring hamburgers, hotdogs and all the trimmings! Best of all for these little scallywags... a make your own sundae for dessert!



Attire for this event: Informal and relaxed.

## Friday, June 16th

### SESG Breakfast - Registered Course Attendees Only

7:00 a.m. - 8:00 a.m.

Location: Palms 4 & 5

Registered spouses/guests/children - Breakfast will be provided at outlets listed on your voucher. Voucher must be presented at time of dining.

### Lecture 8:00 a.m. - 11:30 a.m.

Dr. John West - Sponsored by: Dentsply Sirona Endodontics

*The Endodontist of the Future and the Future of Endodontics - Part II*

Location: Palms 1-3

Three and one half (3.5) Continuing Education Units will be awarded for attendance to this course.

### SESG Business Meeting 11:30 a.m. - 12:00 p.m.

The SESG Business Meeting will immediately follow at the conclusion of Dr. West's course. SESG Members we request that you stay for an update on your Study Club and to discuss important SESG business.

## Friday, June 16th

### The Jim Tate Open - A friendly round of golf for all levels.

Course: The Links Course - Cost: \$175.00

Time: Begins promptly at 1:00 p.m. - Lunch provided!

Golf Digest says Wild Dunes Resort is among the "Best in State" for golf in South Carolina. The Links Golf Course was Tom Fazio's first. Today, it's newly renovated and still among his favorites. From the rustling palms lining lush, rolling fairways to a finishing hole overlooking the glistening Atlantic Ocean, the Links Course is South Carolina golf at its finest.

Detailed information will be sent to registered players. *Want to practice?*

*Special rate of \$100.00 to golf, mention you are with SESG.*

**Friday Night Dinner** - On your own. There is an abundance of award-winning cuisine in the Isle of Palms, Charleston area and Wild Dunes Resort. Make your reservations early.

## Saturday, June 17th

### SESG Fun Run 6:00 a.m. - 7:00 a.m.

Join Dr. Stuart Miller, SESG Immediate Past President, for a nice, at your own pace, fun run around the beautiful Wild Dunes Resort.

Detailed information will be sent to registered runners.

### SESG Breakfast - Registered Course Attendees Only

7:00 a.m. - 8:00 a.m.

Location: Palms 4 & 5

Registered spouses/guests/children - Breakfast will be provided at outlets listed on your voucher. Voucher must be presented at time of dining.

### Lecture 8:00 a.m. - 12:00 p.m.

Mr. Jack Hadley - Sponsored by: Dentsply Sirona Endodontics

**Dental Team Members/Spouses invited to attend this course!**

*All Endodontic Practice Marketing Today Begins and/or Ends Digitally and Social Media is its Core*

Location: Palms 1-3

Four (4) Continuing Education Units will be awarded for attendance to this course.

### Taste the Culinary Side of Charleston Tour

1:00 p.m. - 5:15 p.m.

Cost: \$105.00 per person. Limit: 28

Meet outside the front entrance of the hotel to board your transportation to beautiful historic Charleston. Embark on a flavorful outing with this "taste buds-on" excursion dedicated to savoring the flavors of Charleston. The tour is a culinary march through the streets of this historic port city, with destinations that vary season by season. Customary stops include restaurants, bakeries, and confectionary shops. Learn about culinary contributions made by Native Americans, European settlers, and enslaved Africans that have fused into what today is lovingly referred to as Lowcountry cuisine. This tour is best suited for adults. Please note: Participants will walk to each tasting destination.



### SESG Farewell Dinner/Party 6:30 p.m. - 10:00 p.m.

Location: Palms 1-5

A lovely reception, dinner, and dance - all conveniently located at the resort. A grand finale for this exceptional meeting and an opportunity to bid farewell to your friends until June, 2018.

**For the children:** Their own dinner, plenty of fun games, activities and a pop-up dance party! Located in the Tides B-C Room. Fully supervised. The childrens program ends at 9:30 p.m. - but they can continue to party with you in the Palms Room!



# Courses/Bios

*At the conclusion of each seminar attendees should be able to understand and have full knowledge of each of the objectives listed below each course. No prior knowledge or skill level is required before attending these courses.*

## Thursday, June 15th & Friday, June 16th – The Endodontist of the Future and the Future of Endodontics

**1:00 p.m. - 5:00 p.m. 4 CEUs & 8:00 a.m. - 11:30 a.m. – 3.5 CEUs – Dr. John West**

Objectives:

1. Describe the most up-to-date information regarding emerging technologies in endodontics and beyond that will affect our immediate and distant future.
2. Describe and understand the science behind these new endodontic developments.
3. Describe clinically relevant information in order to prepare them to understand related new techniques for the classic Endodontic Triad protocol.

This presentation will provide the attendee with the most up-to-date information regarding emerging technologies in endodontics and beyond that will affect our immediate and distant future. Dental caries, the most prevalent disease in humans, affects 97% of the population in their lifetime. Yet, dental professionals, and endodontists in particular, are still primarily using 100+ year old technologies to diagnose and treat this universal infectious disease. We still “drill and fill” both in dentistry and endodontics. Until now...

In recent years, new ways of assessing and dealing with endodontic disease have been pioneered and proposed new products, new instruments, and a new way of thinking. It is anticipated that the progression of these most significant technological developments in endodontics and dentistry will do more to change the way we practice than anything in recent decades. This course will review the science behind these developments and will introduce clinically relevant information to endodontists in order to prepare them to understand related new techniques for the classic Endodontic Triad protocol.

The endodontist of the future responds to the changing dental and endodontic marketplace by creating a cohort of specialists prepared for the new world of dentistry and endodontics. While some see the endodontic years ahead being about surviving, John sees it instead about thriving.

The future belongs to those who change it.

## Saturday, June 17th - All Endodontic Practice Marketing Today Begins and/or Ends Digitally and Social Media is its Core

**8:00 a.m. - 12:00 p.m. – 4 CEUs – Mr. Jack Hadley**

Objectives:

1. Recognize the relationships between various digital marketing tools and strategies, including your current website—even if you’re just getting started.
2. Evaluate your current website and other digital marketing tools, and assess how to improve them.
3. Distinguish what you can do yourself and when you should consider outsourced help.
4. Determine why social media is so critical today for search engine optimization.
5. Identify why reviews on Google and Yelp are so important for practice growth.
6. Integrate marketing inside your practice with what happens online.
7. Create content that engages patients and builds trust.
8. Utilize examples and successful case studies to grow your own practice.
9. Demonstrate ways to involve your team members in your digital marketing.
10. Create a simple plan for becoming consistent without having it consume too much valuable time.

*Dentists who attend all three courses will earn a total of 11.5 CEUs.*

*SESG reserves the right to change the meeting schedule if deemed necessary.*

*Each continuing education activity is presented in a lecture format, with audio-visual accompaniment and an opportunity for questions.*

As the relationship between endodontists and referring dentists continues to evolve, today’s progressive endodontic practices are using digital marketing to increase top-of-mind awareness and patient referrals, attract new patients, increase case acceptance and strengthen existing patient relationships.

Your past, current, and prospective new patients move constantly between a range of digital devices—including smartphones and tablets—that didn’t exist a few short years ago. These changes mean that former tried-and-true marketing methods are no longer enough. All marketing now has a digital component—it can’t be thought of as a “bolt-on” or adjunct to some other marketing plan. Effective practice marketing isn’t something you “have”—it’s something you “do.” If you simply build it, they don’t just come! Endodontic practices are learning that their patients can often market their practice better than they can. But cultivating and enabling patients to share your practice story with their trusted, highly scalable, permission-based social networks takes a mindset shift, a little knowledge and a little practice.

Social participation and “relationship marketing” is inevitable, but given the limited amount of time a practice can spend, how are endodontic practices benefiting from this new environment while keeping it simple and effective? I’ll show you how.



### John West, DDS, MSD

As the founder and director of the Center for Endodontics, Dr. West continues to be recognized as one of the premier educators in clinical and interdisciplinary endodontics. John West received his DDS from the University of Washington in 1971 where he is an Affiliate Associate Professor. He then received his MSD in endodontics at Boston University Henry M. Goldman School of Dental Medicine in 1975 where he is a clinical instructor and has been awarded the Distinguished Alumni Award. Dr. West has presented more than 500 days of continuing education in North America, South America, and Europe while maintaining a private practice in Tacoma, Washington. Dr. West belongs to many organizations including but not limited to: American Academy of Esthetic Dentistry (2009 President & Fellow), Academy of Microscope Enhanced Dentistry (2010 President), and the International College of Dentists. He is a 2010 consultant for the ADA’s prestigious ADA Board of Trustees where he serves as a consultant to the ADA Council on Dental Practice. Dr. West further serves on the Henry M. Goldman School of Dental Medicine’s Boston University Alumni Board. He is a Thought Leader for Kodak Digital Dental Systems and serves on the editorial advisory boards for: The Journal of Esthetic and Restorative Dentistry, Practical Procedures and Aesthetic Dentistry, and The Journal of Microscope Enhanced Dentistry.

**Dr. John West has proprietary, financial and/or personal interest to disclose: Co-Inventor Pro Taper & Calamus Endodontic Technologies**



### Mr. Jack Hadley

Jack Hadley teaches social media marketing to MBA students at Brigham Young University’s Marriott School of Management in Provo, Utah. He is also a founding partner at My Social Practice, an agency that provides social media marketing ideas, content, strategy, and support to both dental and dental specialty practices worldwide. Jack is an award-winning copywriter and former ad agency Creative Director who is frequently asked to address dental and dental specialty groups about digital marketing strategies and social media effectiveness.

**Mr. Jack Hadley has proprietary, financial and/or personal interest to disclose: Partner at My Social Practice, LLC**



**Southern Endodontic Study Group**  
AAE District III  
P.O. BOX 7075  
WESLEY CHAPEL, FL 33545

*Important SESG Meeting Information Enclosed!*

**ADA CERP®** | Continuing Education Recognition Program

AAE District III is an ADA CERP Recognized Provider Approved by the American Association of Endodontists. 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 instructor, nor does it imply acceptance of credit hours by boards of dentistry. District III designates this activity for up to 11.5 continuing education units.

**WILD DUNES RESORT**  
Isle of Palms, SC

*Make your Reservations today!*

Room Rates starting at \$328.00 per night.  
*A variety of rooms – also condos and cottages!*

Mention the following code:  
Southern Endodontic Study Group/ 3H64GE  
Call: 877.624.3654  
Room Expires May 20, 2017



*The SESG would like to thank the following companies that have contracted at this time to participate in the meeting. We want to encourage all attendees to take time to visit with their representatives.*

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# Southern Endodontic Study Group - 2017 Annual Meeting Registration Form

## AAE District III Wild Dunes Resort

**REGISTRATION MUST BE RECEIVED BY MAY 15, 2017 TO AVOID LATE FEES!**

Name \_\_\_\_\_ Name for Badge \_\_\_\_\_

Spouse/Guest \_\_\_\_\_ Name for Badge \_\_\_\_\_

Address \_\_\_\_\_

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

Office Phone (     ) \_\_\_\_\_ Home/Cell Phone (     ) \_\_\_\_\_

E-mail Address \_\_\_\_\_ (please print clearly)

Indicate: ☐ New Member      ☐ 1st SESG Meeting Attended

Children and additional adult guests attending (please list name and **children's ages**):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The 'Jim Tate Open' & the 'Taste the Culinary Side of Charleston' are private scheduled events for meeting attendees and their guests. Availability is on a first-come, first-served basis as each registration form is received. Once the maximum number is reached, we will no longer be able to add any additional members for these events. Events also require a minimum number of participants, so please return your registration promptly if you are interested in these additional activities.

Please make your room reservation soon – there are a limited number of rooms within the SESG room block. See back cover of brochure for more information, the room block expires May 20, 2017.

When registering, if you are not up-to-date on your dues (2017), please pay the "Non-Member" registration fee or contact the SESG office to remit dues.

Detailed meeting information, i.e. breakfast vouchers, will be included in your meeting registration packet available for pick up on Wednesday, June 14<sup>th</sup>, 6:00 p.m. - 8:00 p.m. and Thursday, June 15<sup>th</sup>, 10 a.m. - 5:00 p.m.

Category	Number Attending		Cost	After May 15th		Total
Member		x	\$795	\$895	=	
Fully Retired SESG Life Member		x	397.50	\$497.50	=	
Non-Member		x	\$975	\$1075	=	
Spouse/Adult Guest (ages 21+)		x	\$450	\$500	=	
Child (ages 13-20)		x	\$250	\$300	=	
Child (ages 8-12)		x	\$225	\$250	=	
Child (ages 3-7)		x	\$125	\$150	=	
Child (under age 3)		x	NC	NC	=	
Additional T-Shirts		x	\$25	<i>May not be available.</i>	=	
Jim Tate Open/Golf Your Handicap _____		x	\$175	\$175	=	
Taste of Charleston Tour		x	\$105	\$105	=	
<b>GRAND TOTAL:</b>						

**Please note: All these activities are significantly subsidized by SESG dues!**

\*Includes: lunch and cart.

***Continued on back!***

Please indicate the number of people attending each event. The events below are included in the registration fee. If these numbers change, please let us know in order to save SESG unnecessary expenses.

	Adults (ages 21+)	Kids (ages 13-20)	Kids (ages 8-12)	Kids (ages 3-7)	Kids (under age 3)		TOTAL ATTENDING
Wednesday Early Arrival Social							
Thursday Welcome Reception/Dinner						=	
Fun Run						=	
Saturday-Children's Dinner/Activities						=	
Saturday Farewell Party/Dinner						=	

**2017 Wild Dunes SESG T-Shirt (Please indicate # of shirts below the size)**

	S	M	L	XL	XXL	# Ordered		Cost		TOTAL
Member (One at no added cost)						1	x	NC	=	0
Spouse/Guest							x	\$25	=	
<b>TOTAL:</b>									=	\$

**Paying by MasterCard or Visa, please complete the following:**

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_  
Card Number \_\_\_\_\_ Exp Date \_\_\_\_ / \_\_\_\_ CVV Code \_\_\_\_\_ (on back)  
Street Number (only) \_\_\_\_\_ Zip Code (where credit card bill is sent) \_\_\_\_\_

***Please mail registration forms and payment to:***

**Southern Endodontic Study Group**

AAE District III

P.O. BOX 7075 • WESLEY CHAPEL, FL 33545 | 813-541-4056 | sesg10@tampabay.rr.com

**CANCELLATION/ REFUND POLICY: REGISTRATION FEE WILL BE REFUNDED IN FULL IF THE  
SESG RECEIVES WRITTEN NOTIFICATION OF CANCELLATION BEFORE JUNE 1, 2017.**

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