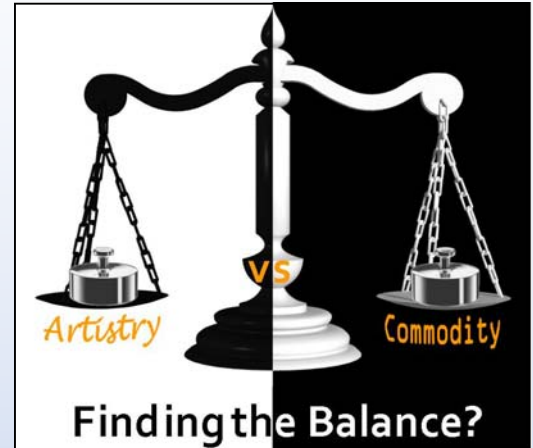


A privately circulated paper for Cal-Lab Group Members

CATCH A GLIMPSE of What is on the Horizon For CAL-LAB 2009



The Virtues of Profitable Dentistry: Business Strategies for Dental Lab Owners



Howard Farran, DDS, MBA, MAGD

Now is the time to take a step back and re-evaluate the most basic virtuous business fundamentals. See how these virtues can be the compass that guides your every dental business move and leads you to increased profitability with greatly diminished stress.

In Dr. Farran's lecture, he will uncover the truth about the number of hours per week you work and how it drastically affects your net income. You will learn how and why you should adopt the cost culture of Southwest Airlines, Wal-Mart, IKEA and Dr. Farran's Today's Dental to increase your profitability. Dr. Farran will also teach how to separate the main business strategies of market differentiation, cost leadership, and target marketing so you can acutely focus your business while turning your clients into raving fans. This seminar will give you the tools and networking skills to achieve your goals and dreams between you (the lab owner) and your dental clients.

Ceramic Artistry - Man vs. Machine: A Ceramic War

Has technology evolved to the point that "the ceramic artist is obsolete"? Is it still possible for the artist to survive and thrive in today's world? Technology i.e. cad-cam has significantly impacted dentistry to the point that much of the ceramic processes in fabricating a restoration can be done by computerized machining and rapid prototyping technologies. It is almost overwhelming the number of options available to practitioners.

This presentation will cover some current technologies and thinking on how best to incorporate technology and the "human artistic touch" into a high-end ceramic result for the patient. Also covered will be some clinical and ceramic tips and tricks for working with these new ceramic systems and technologies.



Edward A. McLaren, D.D.S.

Cal-Lab Group, Inc.

PO Box 206 • Elkin, NC 28621 • Phone: 336-835-9251 • Fax: 336-835-9243
Email: contactus@cal-lab.org • www.cal-lab.org

2009 Program Summary

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7:00-8:00 AM	Registration
8:00-8:15 AM	<i>Welcome from Chicago Dental Society</i> Presented by: Randy Groves
8:15-8:30 AM	Welcome & Announcements
8:30-10:00 AM	<i>Closed Forum</i> (Cal-Lab members only)
10:00-10:15 AM	Break
10:15-10:45 AM	<i>Magic Touch Lab Software</i> Presented by: Gary Bagheri
10:45-11:30 AM	<i>Regulatory Standards – Deal or No Deal?!</i> Presented by: Mary Borg, April McDowell & Gary Morgan, CDT
11:30 AM-12:45 PM	Lunch
12:45-1:30 PM	<i>Print, Press or Powder</i> Presented by: Dell Dine, CDT
1:30-2:00 PM	<i>Removables Update – CAD/CAM Implant Bars</i> Presented by: T.G. Hornischer, Jr., CDT
2:00-2:45 PM	<i>The Magic of Lithium Disilicate</i> Presented by: George Tysowsky, DDS, MPH
2:45-3:30 PM	<i>Chairside Update</i> Presented by: Cadent – Tim Mack Sirona – Norbert Ulmer, MBA 3M – Micah Rosenbloom, BS, MBA
3:30-3:45 PM	<i>Exhibitor Showcase</i>
4:00-7:00 PM	Exhibits, Table Clinics & Reception
7:00-7:45 AM	Registration
7:45-8:45 AM	<i>Closed Forum</i> (Cal-Lab members only)
8:45-9:30 AM	<i>Ceramic Artistry – Man vs. Machine: A Ceramic War</i> Presented by: Edward McLaren, DDS
9:30-10:15 AM	<i>Market Update 2008-2014</i> Presented by: Norman Weinstock & Stan Maragos
10:15-10:30 AM	Break
10:30-11:15 AM	<i>Implant Update</i> Presented by: David Lesh, CDT & Paul Rotsaert, RDT, BSc.
11:15 AM-12:15 PM	<i>Keynote Presentation:</i> The Virtues of Profitable Dentistry: Business Strategies for Dental Lab Owners Presented by: Howard Farran, DDS, MBA, MAGD
12:45 PM-1:30 PM	<i>The Best of Cosmetics & How Initial™ Stacks Up</i> Presented by: John F. Archibald, CDT
1:30-2:30 PM	<i>Paradigm Shifts Influencing Dental Technicians</i> Gordon J. Christensen, DDS, MSD, PhD

Special Bonus Feature



Gary Bagheri founded Magic Touch Software International (MTSI) in 2004, providing Customer Relation Management Software (CRM). Bagheri worked closely with companies such as Glidewell and their IT team for a few years redefining laboratory processes and improving customer service. User positive outcome lead Bagheri to the dental lab industry and creation of DLCRM. In 2007, Bagheri deployed DLCRM to many laboratories such as Keller, Green, Precision, Protec, Ottawa, and Dental Arts. Bagheri manages and oversees the MTSI team and product to insure successful marketing and customer service software for dental laboratories.

Mary A. Borg is President and Co-Founder of Safelink Inc., a nationally recognized safety and quality consulting firm. Since 1991, Mary has actively participated as a presenter and on-site instructor to audiences of dentists, dental hygienists, dental assistants, and dental laboratory technicians throughout the US and Canada. Mary's formal education was gained at Bauder College in Allanta and Georgia State University. She is an authorized trainer under OSHA's Outreach Program and a Consultant and External Auditor for quality assurance programs including DAMAS.



L. Dell Dine, CDT currently serves as VP of Research and Development for National Dentex Corporation. Prior, Dell was the president of Ito and Koby Dental Studio for 22 years. He has given programs for doctors on the subjects of aesthetics, precision attachments, implant reconstruction as well as CAD/CAM restorations. Dell has been a headline presenter at the Chicago Dental Society's Midwinter Meeting, American Association of Implant Dentistry's National Meeting as well as several universities and study groups. Dell has 30 years of experience in the dental laboratory and chairside in the dental office.

Howard Farran, DDS, MBA, MAGD, graduated from UMKC dental school in 1987. Dr. Farran has received wide-range recognition, such as being named Alumni of the year by the University of Missouri in 1997, Arizona Public Health Dentist of the year award in 1995 by the Arizona Office of Dental Health, and the Arizona Award in 1989 from the Arizona State Dental Association for his contributions made to the profession of dentistry efforts to fluoridate the water of Phoenix. He is the founder and publisher of *Dentaltown*, *Hygienetown* and *Orthotown* magazines. Dr. Farran is also the author of several dental practice management articles and multiple video series.



T.G. Hornischer, Jr., CDT is the recipient of the NADL's Excellence in Education Award and Merit Award for 2006. He is the general manager of Centric Dental Laboratory, a 25 person a full service dental laboratory. T.G. earned his degree in Dental Technology in 1979, and received his National Board Certification in 1981. He has completed numerous implant and prosthetic courses, and has also taught courses in both the U.S. and abroad. T.G. continues to author articles for several leading dental magazines. He is a member of the Southwest Prosthetic Society, American Prosthetic Society & the Joint Based Study Group. T.G. also earned his Technologist designation from the NBC in 2006.

David Lesh, CDT started Dale Dental in 2000 as a high-tech center-of-excellence focused on providing understructures exclusively to dental labs. David, a member of the Cal-Lab Board, has an in-depth knowledge of the latest manufacturing technologies in dentistry as well as the dental marketplace. David's past experience includes technical and managerial capacities in various labs as well as marketing consultation to other industries. David is 39 and resides in Dallas, Texas with his wife and three kids.



Tim Mack is Executive VP & Chief Operating Officer for Cadent, Inc. Prior to being named C.O.O., Tim was responsible for the final development, clinical testing and commercialization of the Cadent iTero™ digital impression system. Prior to joining Cadent, Tim was the VP & GM of Dentsply Ceramco where he oversaw the acquisition and integration of Degussa Dental and the introduction of Cercon™. During the first 20 years of his career, Tim held management positions for Eastman Kodak Company, where he was responsible for developing and introducing digital imaging technology. Tim has an MBA and a Bachelor of Science in Economics with a minor in Physics.

Stan Maragos, a graduate of Skidmore College, is the Marketing Manager for Henry Schein's Zahn Dental and the business unit leader for the Zahn Dental High Technology Division. Stan began his career in dental technology over 10 years ago working for his family-owned dental laboratory. Stan has been published in many major dental journals for his work with CAD/CAM technologies and Patient-Doctor-Laboratory Communication. Stan has also been presented with the American Graphic Design Award in 2001 and 2004 for web page design and overall marketing campaign respectively for his work with The Amara Institute and Valley Dental Arts.



April K. McDowell, Consultant and Training Development Director for SafeLink, Inc., has a Bachelors of Science degree in Occupational Safety and Health Engineering from Murray State University. Prior to joining SafeLink, she served as a director of safety management in several industries including healthcare, manufacturing, and workers compensation. For the last two years, April has been working with dental laboratories across the United States assisting them with their regulatory compliance programs and questions.

Edward A. McLaren, D.D.S. received his degree from the University of the Pacific School of Dentistry and his specialty certificate in Prosthodontics from UCLA School of Dentistry. Dr. McLaren maintains a private practice limited to prosthodontics and esthetic dentistry. He is the Director of the UCLA Center for Esthetic Dentistry, and is the founder and director of the UCLA Master Dental Ceramist program. Dr. McLaren is involved in prosthodontic and materials research and has published several articles. He is performing ongoing clinical research on various restorative systems. He has presented numerous lectures, hands-on clinics & post-grad courses nationally and internationally.



Gary D. Morgan, CDT joined Morgan Dental Laboratory in 1977, and became a CDT in 1991. Active in the DLAT, Gary served on the Board of Directors for eight years and as President for both 1994 and 1995. Gary currently serves on the TSBDE as a representative on the Dental Laboratory Certification Council. He began lecturing on health and safety in 1989 and is an Authorized Trainer under OSHA's Outreach Program. Gary is a Senior Consultant with SafeLink providing onsite consultation, audits, and workshops on health, safety and quality assurance, including DAMAS.

Micah Rosenbloom co-founded Brontes Technologies, Inc. in 2003 and serves as its General Manager. As co-founder and COO, Micah helped build the company from a lab prototype at MIT to its sale in October of 2006 to 3M Corporation. Micah also co-founded SimplyDone Business Solutions, an enterprise software and consulting firm that sold a unique CRM application to large service-based franchise businesses. He also worked as a Product Manager for Kaplan Inc., where he created the technology roadmap for one of its new business units. He also worked in various roles for Endeavor Corp. and Baxter Healthcare. Micah received his B.S. degree from Cornell University and his MBA from Harvard Business School.



Paul Rotsaert RDT, BSc. graduated in 1982 from the University of Guelph Honours Microbiology. He became a Registered Dental Technologist of Ontario in 1991. In 1996, Paul became President of Rotsaert Dental Laboratory Services, Inc. He has lectured on occlusion, esthetics, restorative dental materials and lab processes. Paul also serves on the Cal-Lab Board.

George W. Tysowsky, DDS, MPH serves as Vice President of Technology for Ivoclar Vivadent, Inc. In this capacity, Dr. Tysowsky is responsible for Research & Development activities for all North American operations. He also serves as a Clinical Assistant Professor at the State University of New York at Buffalo, School of Dental Medicine, and is a Fellow of the American College of Dentistry. Dr. Tysowsky earned a DDS degree from the University of Minnesota, School of Dentistry, and a Masters of Public Health from Minnesota's School of Public Health.



Norbert Ulmer, MBA earned his Bachelor's degree in International Marketing from the University of Cooperative Education in Ravensburg, Germany. He started his career in the dental industry with KaVo over 15 years ago and has since then gained extensive marketing and management experience in various roles in Europe, Southeast Asia, China and North America. He has been with Sirona Dental Systems for over 9 years. He has been instrumental in the development and introduction of CEREC InLab, infiniDent and CEREC Connect. Mr. Ulmer holds a Master's degree in General Management from the Berlin School of Economics and also serves as a member on the ADA Standards Committee on Dental Products, Ad Hoc Group on CAD/CAM Dentistry.

Norman Weinstock is the Chairman of the Zahn Dental Company and a Vice-President of Henry Schein, Inc. Norm started his business career with Dentsply International's Trubyte Division, and was employed there for 23 years. In September 1985, Norm and the Henry Schein Company formed a partnership to purchase the Zahn Dental Company. During the past 21 years Zahn Dental has grown over 3,500% to become the world's largest dental laboratory supply company. Norm has been the Dental Manufacturers of America (DMA) Chairman of Dental Lab Relations Committee, Secretary, Vice President and President; and the NADL Chairman of Lab Relations Committee for two years.



2009 Meeting Sponsors



For better dentistry

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Gordon J. Christensen,
DDS, MSD, PhD



John F. Archibald, CDT

MEMBER BENEFIT

Listed below are companies that have notified us that they extend discounts specifically to Cal-lab Group members.

Make the most of your membership by taking advantage of these offers!

Biogenic (BTI Laser)

10% discount on either of the BTI Laser training courses (Basic or Advanced)

Inventrix

10% discount to all members

Lincoln Dental

20% discount on METOXIT Zirconia Blocks and MPF Tech Light at meeting only

Nevin Laboratories, Inc.

25% discount to all members

Rhein 83

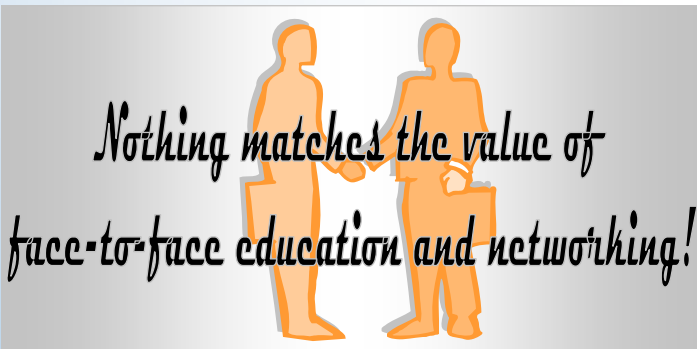
10% discount on Rhein 83 USA Castable Attachments & Implants Systems

SafeLink

5% savings on all products and services

EDU-TECH Day

GC America invites all Cal-Lab members to attend the last two presentations of **Edu-Tech Day** as their guests. Following a 30 minute break at the conclusion of the Cal-Lab program, GC will kick off their finale in the Wellington Ballroom!



Exhibitor List

(as of press time)

3M
Argen
AstraTech
Atlantic Precious Metals
BEGO USA, Inc.
Biocad
BTI Laser
Biomet 3i
Brasseler USA
Cadent
CAPTEK
CMP (Nobilium Ticonium)
Dale Dental
Dental Lab Products

DENTSPLY Prosthetics
GC America
Glidewell Direct
GloLink Solutions Dental
Heraeus Kulzer, Inc.
Indenco
Inventrix
Ivoclar Vivadent, Inc.
Jenmar
Jensen International
Lincoln Dental
Marathon Processing Systems, Inc.
Microstar Dental

Myerson LLC
Nevin Labs
Preat
Rhein 83 USA
SafeLink
Shofu
Sirona
StateMix
Sterngold
TravelFlo
Vident
Whip Mix Corp.
Zahn Dental Co.

Registration:

Am I required to "register" since I get up to two (2) complimentary registrations?

Yes. We will only register those labs that actually submit the registration form with attendee names listed. The costs for attendance are very expensive and will be guaranteed only for those pre-registering by February 12, 2009. Per the board of directors, in 2009 name badges are required for admission to the general sessions, lunch and exhibits.

Who can be included in my complimentary registration?

Up to 2 people per lab may attend as a membership benefit and must be owners, employees, spouses, and/or paid consultants. Additional qualifying persons may attend for an additional fee of \$150 per person for the 2009 meeting.

How many guests / potential members may my lab register?

Several years ago, Cal-Lab members could invite a laboratory owner that was not a member as their guest for one meeting. This policy has been DISCONTINUED. The Cal-Lab meeting is **exclusively** for Cal-Lab Group members.

What is the value of pre-registration vs. on site registration?

In addition to reducing the amount of time waiting for on site materials to be prepared, meals may not be available when registering on site.

Membership:

Benefits

- An annual meeting provided exclusively for Cal-Lab members featuring cutting edge technologies, products and industry trends
- Up to two (2) complimentary annual meeting registrations per year
- Website & newsletter featuring news and meeting information
- Industry discounts available from some of our Exhibitors
- Closed Forum held during the annual meeting

My lab/company has multiple locations. Is a separate membership required for each location?	Yes. Cal-Lab recognizes the "doorknob policy" which means that each location must have a separate membership.
Am I paying "dues" OR "attendance fees"?	Dues are just that...dues. Dues are based on a calendar year, January 1 through December 31. Up to two complimentary registrations is a membership benefit .
What if I cannot attend the annual meeting - do I still need to pay my dues?	Yes. Dues are fees that are paid to be a part of the Cal-Lab Group all year long. Dues are also contractual and continue to accrue until cancelled in writing by the member. Attending the annual meeting is a membership benefit .
What if my membership has lapsed for less than one year?	Membership benefits are terminated on January 1. If you did not cancel your membership in writing, unpaid dues remain on your account for a full year. To reinstate your membership, outstanding balances must be paid.
What if my membership has lapsed for more than one year?	Dues are payable on a calendar year basis. If membership lapses for over one year, there is a \$200 fee to reinstate/reactivate your membership starting on January 1, 2009.
Now that I'm a member, when will I be billed for dues?	Dues are invoiced in late November or early December and are payable by December 31.
I have a friend that would like to join Cal-Lab Group. Is a membership application available?	Yes. A membership application is available on our new website www.cal-lab.org or you may call the Cal-Lab Group office (336-835-9251) for an application to be faxed, emailed or mailed.

Making Reservations

Hotel:



You can make reservations from our website, www.cal-lab.org. Click on "Annual Meeting" and then on "The Westin Hotel" to be directed to the hotel's reservation page designated for our group. If you prefer, you may enter the following web address into your browser to be directed to the same page. www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id

To make reservations by phone, please call 888-627-8385. Group Code: Cal-Labs Room Rate: \$175 single/double per night

If you have already booked your room outside our room block, you can convert your reservation to the Cal-Lab block and probably save some money. Remember to make room block adjustments ASAP to free up rooms for other members. This also helps to avoid attrition charges.

*****Cut-off date for making hotel reservations is February 3rd, 2009 (or until room block is sold out).*****

In alignment with all Westin Hotels, the Westin Michigan Avenue is a smoke-free hotel. The hotel will post a \$350 cleaning fee to the account of any hotel guest who smokes in their hotel room.



Cal-Lab Group 83rd Annual Meeting • February 26-27, 2009
OFFICIAL REGISTRATION FORM – PLEASE READ CAREFULLY AND COMPLETE ALL APPLICABLE AREAS

LABORATORY/COMPANY: _____ CDL? YES NO
 ADDRESS: _____
 CITY: _____ STATE/PROVINCE: _____ ZIP/POSTAL CODE: _____ COUNTRY: _____
 PHONE: _____ FAX: _____ EMAIL: _____

COMPLIMENTARY REGISTRATIONS:

Per Cal-Lab Group policy, up to two (2) qualifying attendees per MEMBER LAB may receive complimentary registrations as part of your membership benefit. Qualifying attendees include owners, employees, spouses, and/or paid consultants.

NAME: _____ CDT/RG/DMD/DDS/Other: _____ #: _____ -00 NICKNAME: _____
 (Circle applicable suffix)

NAME: _____ CDT/RG/DMD/DDS/Other: _____ #: _____ -00 NICKNAME: _____
 (Circle applicable suffix)

ADDITIONAL ATTENDEES @ \$150 PER PERSON:

Additional qualifying attendees from MEMBER LABS may register at a cost of \$150 per person. Qualifying attendees include owners, employees, spouses, and/or paid consultants. Non-member guests are NOT permitted.

NAME: _____ CDT/RG/DMD/DDS/Other: _____ #: _____ -00 NICKNAME: _____
 (Circle applicable suffix)

NAME: _____ CDT/RG/DMD/DDS/Other: _____ #: _____ -00 NICKNAME: _____
 (Circle applicable suffix)

NAME: _____ CDT/RG/DMD/DDS/Other: _____ #: _____ -00 NICKNAME: _____
 (Circle applicable suffix)

NAME: _____ CDT/RG/DMD/DDS/Other: _____ #: _____ -00 NICKNAME: _____
 (Circle applicable suffix)

REGISTRATIONS WILL BE PROCESSED UPON RECEIPT OF 2009 DUES. FOR YOUR CONVENIENCE, YOU MAY PREPAY YOUR 2009 DUES (JANUARY 1 - DECEMBER 31, 2009) WITH YOUR REGISTRATION.

Additional Attendees @ \$150 per person	\$ _____	+	2009 Cal-Lab Dues @ \$400	\$ _____	=	\$ _____	TOTAL
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PAYMENT METHOD: Check (payable to Cal-Lab Group, Inc.) VISA MasterCard Amount Authorized \$ _____
ALL PAYMENTS MUST BE MADE IN US DOLLARS.

For Wire Transfers, you **MUST** contact the Cal-Lab office—Account information has changed.

Card Number: _____ Exp. Date: _____

Card Holder Name: _____ Signature: _____

CC Statement Address: _____

Statement Zip/Postal Code: _____ Country: _____

If using **Visa** or **MasterCard**, please enter three digit number from back of card - usually in signature block - (following credit card number) _____

Required

Early Registration Deadline: Receive by 2/12/09

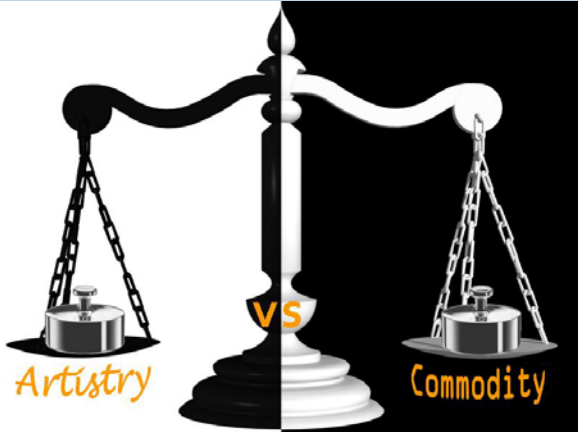
NO SHOW = NO REFUND

Cancellations for additional attendees RECEIVED in writing prior to February 12, 2009 may receive refund after show less a \$25 processing fee (no refunds after February 12, 2009). Dues may not be refunded and unused complimentary registrations have no cash value.

Cal-Lab Group, Inc. assumes no responsibility other than refunding registration fees paid if the program is cancelled due to any reason that is out of the control of the sponsor. By registering for this meeting, I understand that my contact information may be provided to the participating exhibitors and that my photo could be used in highlights and/or promotional materials. Requests for reasonable accommodations as provided by the ADA, must be received in writing in the Cal-Lab Group office by January 16, 2009.

Mail or FAX registration to:

Cal-Lab Group, Inc. • P.O. Box 206 • Elkin, NC 28621 • Phone: 336-835-9251 • Fax: 336-835-9243
 Email: contactus@cal-lab.org • Website: www.cal-lab.org



*Meeting
Information Inside*

Cal-Lab Group
83rd Annual Meeting
February 26th & 27th, 2009
Westin on Michigan
Chicago, IL

*For additional information,
visit www.cal-lab.org*

Finding the Balance?

NOW IS THE TIME

The dental lab industry is changing today more than ever before as the nation's economy suffers an almost unprecedented downturn. Until now, the dental laboratory industry has gone mostly unshaken by the ebbs and flows of the US and other economies throughout the world. But now, more than ever before, lab owners are feeling the effects of a down economy—stronger pricing pressure and increased competition both locally and abroad. Continuing to stay ahead in challenging economic times relies on the strategic consideration of manufacturing techniques, product mix, finance and business intelligence.

Now is the time to sharpen your knowledge of the new dental lab industry. For 2009, the Cal-Lab meeting will address products, thought processes and ideas that can be used to help you identify opportunities and strategically reshape your dental lab. Ideas and concepts presented by industry luminaries and opinion leaders aimed at helping you make decisions that will positively affect your lab's future. Learn first-hand from the people and companies that are leading the way with new technologies and processes and who have the experience you can trust.

More than 10 presentations will span the widest range of industry topics ever to be covered in just two days and will be punctuated by a very special one-of-a-kind keynote address no lab owner should miss. In addition, Thursday's evening's exhibits and cocktail party is reserved exclusively for Cal-Lab members and provides the most comfortable background to see and learn about new products and talk about the dental lab industry.

Your industry, your colleagues and your future are waiting, so mark your calendars now and plan to be at the 83rd Cal-Lab meeting Thursday, February 26th and Friday, February 27th. I look forward to seeing you there.



David Lesh, CDT
Cal-Lab Board Member
President, Dale Dental