







## Day One Sessions

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### Client Relations and Laboratory Management

**Mark Murphy, DDS, FAGD**

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 doctor-laboratory problems and concerns.

### Quality Assurance Systems and Good Manufacturing Practices

**Mary Borg**

*SafeLink Consulting, Inc.*

Master the basic concepts of quality assurance and how to apply these concepts in your dental laboratory 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.

**“This experience was intense and immediately useful.”**

**— Ben Potashnick, CDT**

Metuchen, NJ

2005 NADL University graduate

## Day Two Sessions

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### 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 manage your career, recruit and retain good employees and develop an employee handbook.

### Evaluating and Integrating New Technology

**Dell Dine, CDT**

*National Dentex Corporation*

The New Product Investment Proposal will help you make an effective situational analysis before you invest in new equipment and help you better monitor the large number of investment decisions and requests that take place on a daily basis. You will be able to identify the market and laboratory needs for investment, explain the purpose of the investment, create a plan and track results as it relates to your laboratory's visions and market niche.



## Day Three Sessions

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### **Purchasing and Inventory Control**

**Chuck Yenkner**

*Business Development Associates*

Take the mystery out of precious metals and consumables 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**

*Business Development Associates*

Find, 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.

## Day Five Session

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### **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 the powerful techniques you can take back to your laboratory to capture the imagination of your employees.

## Day Four Sessions

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### **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.

### **Marketing**

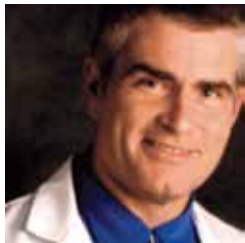
**Jeff Stronk**

*Treasure Dental Studio*

Learn the necessary skills to strategically grow your laboratory by developing profitability's internal controls. By utilizing practical, integrated and measurable tools, you can develop an external marketing strategy to increase sales and profits. In addition, you will learn how to develop an exit strategy to attain a viable return on your investment.

# NADL University speakers you can't miss

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## **Mark Murphy, DDS, FAGD**

Murphy is the vice president of educational services for Mercer Advisors, director of professional relations for Quantum Dental Resources, and consults and lectures for dental laboratories, manufacturers and dentists throughout the United States and Canada through Funktional Design Group. Mark began as a laboratory technician before practicing general dentistry in Rochester, Mich. He continues to serve on various NADL committees and the Identalloy Council.



## **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.



## **Dell Dine, CDT**

### ***National Dentex Corporation***

Dell is vice president of research and development for National Dentex Corporation. He has educated doctors about esthetics, precision attachments, implant reconstruction and CAD/CAM restorations. Dell has been a headline presenter at the Chicago Dental Society's Midwinter Meeting and the American Association of Implant Dentistry's National Meeting as well as several universities and numerous study groups.

## NADL University speakers, continued

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### Chuck Yenkner

#### ***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 Identalloy Council, Argen Corporation and numerous dental laboratories.



### 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.



### Jeff Stronk

#### ***Treasure Dental Studio***

Jeff Stronk 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.



### 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.

# Hotel Information

## Courtyard Marriott Denver Downtown

934 16th Street • Denver, Colo., 80202 • (303) 571-1114 • [www.marriott.com/hotels/travel/dencd](http://www.marriott.com/hotels/travel/dencd)

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NADL University will be held at the Courtyard Marriott Denver Downtown in Denver, Colo. The hotel has a premier location in the heart of downtown Denver directly on the 16th Street Pedestrian Mall and is one of the most sought after hotels in downtown Denver. It's near some of the city's best restaurants and entertainment locations. The Courtyard surrounds travelers with the conveniences that make travel easy.

The special NADL room rate for this hotel is \$169 per night. To make your reservations at the Courtyard, call (303) 571-1114 or (800) 321-2211 no later than Aug. 6 and ask for the National Association of Dental Laboratories' room rate. Reservations made after Aug. 6 will be subject to availability.

### 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 on Friday.

### Attire for NADL University

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

### Meals

NADL provides breakfast and lunch Monday through Thursday and breakfast on Friday. 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.

### Minimum Eligibility Criteria

In order to participate in NADL University, applicants must meet one of the following:

- Graduated from a dental laboratory technology program and worked in the dental laboratory industry 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.

### Refund Policy and ADA Accommodations:

If a participant cancels for any reason before Aug. 13, a full refund, minus a \$25 administrative fee, will be provided. Cancellations occurring between Aug. 13 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 spot to another qualified technician from the same laboratory.

If you have a disability requiring accommodation, you must inform NADL no later than Aug. 13.

# Application Form

See reverse of this page 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: \_\_\_\_\_

Graduation Date: \_\_\_\_\_

NADL Membership Number: \_\_\_\_\_ (required for membership discount)

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

- How long have you been with your current employer or owned your laboratory?
- List any previous work experience in the dental laboratory industry (employers, positions and dates) or attach a copy of your resume.
- Briefly state your present job responsibilities.
- Briefly state some of the contributions that you have made in your position.
- List any dental technology management courses you have attended (dates, topic and sponsoring organization).
- List your membership in and service to any local, state, regional or national dental laboratory associations.
- What are your future goals and career aspirations in the dental laboratory industry?
- 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?
- State the goals you wish to accomplish by attending NADL University (in 500 words or fewer).

**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: \_\_\_\_\_

### Payment Information

**Tuition:** \$2,000.00 for NADL Members, \$2,900.00 for Non-NADL Members

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.**



# 2010 NADL University Important Reminders

The 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.

## Minimum Eligibility Criteria

In order to participate in NADL University, applicants must meet 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.

## The following items must be attached to your submitted application:

1. Separate sheet of answers to the questions found on the application form.
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 several days 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.

## Deadlines to Remember

### Aug. 6

Reservations at the Courtyard Marriott Denver Downtown must be completed by calling (303) 571-1114 or (800) 321-2211 for the NADL room rate. The NADL room rate is \$169 per night. Reservations made after Aug. 6 are subject to availability.

### Aug. 13

Notification of any disabilities requiring special accommodations due.

### 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.

### Sept. 10 – 15

NADL University in Denver, Colo.

# When was the last time you got this excited about a class?

NADL University graduates walk away feeling energized and confident about the potential of their laboratories. No doubt, you'll be echoing these graduates.

"The speakers and discussions with peers proved to be an invaluable experience!"

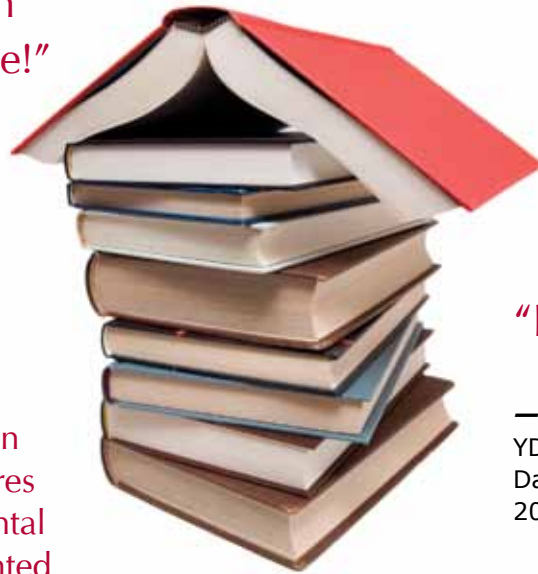
— **Joseph Young**  
Young Dental Laboratory,  
Inc., CDL  
Philadelphia, Pa.  
2005 NADL University graduate

"It is not often that you can attend management lectures that are specific to the dental laboratory industry presented by some of the top names in the field."

— **Eric Nunnally, CDT**  
Derby Dental Laboratory, Inc., CDL  
Louisville, Ky.  
2005 NADL University graduate

"The NADL University will be a very good way to motivate and educate my team on the fundamentals of the dental lab industry."

— **Chris Morris**  
ADL Dental Laboratory, Inc.  
Louisville, Ky.  
2006 NADL University graduate



"It was an eye opener."

— **Sami Yared, CDT**  
YDL Dental Laboratory, Inc.  
Dallas, Tex.  
2007 NADL University graduate

"I can't wait to get back and run some numbers on my lab!"

— **Nate Kirkwood, CDT**  
Hermitage Dental Laboratory  
Hermitage, Tenn.  
2007 NADL University graduate

"I learned so much this week; not only from the great guest speakers but from my colleagues."

— **Brian Kochert, CDT**  
Tempe Dental Laboratory  
Tempe, Ariz.  
2006 NADL University graduate

"Just what I needed!"

— **John Ball, DDS**  
Dallas V.A. Central Dental Laboratory, CDL  
Dallas, Texas  
2007 NADL University graduate

Find out more information at [www.nadl.org/meetings.cfm](http://www.nadl.org/meetings.cfm).

***NADL: Bringing the resources of an entire industry to you.***



325 John Knox Rd, Ste L103  
Tallahassee, FL 32303  
[www.nadl.org](http://www.nadl.org)