



## 2025 NADL VISION 21 MEETING January 16 – 18, 2025 • Caesars Palace • Las Vegas, NV

### SCHEDULE OF EVENTS – WEBSITE

(as of 10/11/2024)

#### THURSDAY – JANUARY 16

- 11:00 a.m. – 7:30 p.m.**      **Registration Desk Open**
- 12:00 p.m. – 1:00 p.m.**      **Kick Off Meet & Greet Beverage Break**  
Sponsored by: [Digital Arches, Inc.](#)
- 1:00 p.m. – 3:00 p.m.**      **IGNITE: Business Roundtables**  
Sponsored by: [Benco Dental](#)
- 1:30 p.m. – 4:30 p.m.**      **Sponsor Marketplace Setup Only**
- 3:00 p.m. – 3:30 p.m.**      **Afternoon Beverage Break**  
Sponsored by: [ASIGA](#)
- 3:30 p.m. – 4:30 p.m.**      **INSPIRE: Growing and Inspiring the Next Generation of Leaders**  
Speaker: Rich Frigon – One On One, Inc.
- 4:30 p.m. – 4:35 p.m.**      **Foundation Presentation**
- 6:00 p.m. – 6:30 p.m.**      **Foundation Donor Reception** (All Attendees Invited)
- 6:30 p.m. – 7:30 p.m.**      **President’s Reception**  
Sponsored by: [Zahn Dental](#)

#### FRIDAY – JANUARY 17

- 8:00 a.m. – 6:15 p.m.**      **Registration Desk Open**
- 8:00 a.m. – 5:15 p.m.**      **Sponsor Marketplace Open**
- 8:15 a.m. – 9:00 a.m.**      **Breakfast Buffet**  
Sponsored by: [Carbon, Inc.](#)
- 9:00 a.m. – 9:30 a.m.**      **President’s Installation & Announcements**
- 9:30 a.m. – 10:30 a.m.**      **IGNITE: Opening Keynote: The Best Way to Predict the Future is to Create It**  
Speaker: Scott Friedman, CSP – Friedman & Associates  
Sponsored by: [Nowak Dental Supplies, Inc.](#)
- 10:30 a.m. – 11:00 a.m.**      **Morning Beverage Break**  
Sponsored by: [Aidite Technology Co., Ltd.](#)
- 11:00 a.m. – 12:00 p.m.**      **INNOVATE: Awakening your Dental Lab’s Brand**  
Speaker: John Emery – Emery Agency LLC

## **FRIDAY – JANUARY 17 (CONTINUED)**

- 12:00 p.m. – 12:30 p.m.**      **Installation of NADL, NBC & FDLT Leadership**
- 12:30 p.m. – 1:30 p.m.**      **NADL Networking Luncheon**  
Sponsored by: [Argen Corporation](#)
- 1:30 p.m. – 2:00 p.m.**      **Coffee & Desserts Break**  
Sponsored by: [Keystone Industries](#)
- 2:00 p.m. – 3:00 p.m.**      **INNOVATE: Beyond AI, New Technologies for your Business**  
Speakers: Carrie Ling – Lifelike Dental Studio, CDL & Jamie Stover, CDT – Carbon, Inc.
- 3:00 p.m. – 3:30 p.m.**      **Afternoon Beverage Break**  
Sponsored by: [Preat Corporation](#)
- 3:30 p.m. – 4:30 p.m.**      **IGNITE: The Changing Landscapes in Dentistry**  
Speaker: Ricki Braswell, CAE – Beyond Coaching
- 4:30 p.m. – 5:15 p.m.**      **NADL Awards Presentations**
- 5:15 p.m. – 6:15 p.m.**      **NADL Awards Reception**  
Sponsored by: [DGSHAPE, A Roland Company](#)

## **SATURDAY – JANUARY 18**

- 8:00 a.m. – 11:30 a.m.**      **Registration Desk & Sponsor Marketplace Open**
- 8:15 a.m. – 9:00 a.m.**      **Bloody Mary & Mimosa Beverage Break**  
Sponsored by: [Amann Girrbach](#)
- 8:15 a.m. – 9:00 a.m.**      **Breakfast Buffet**  
Sponsored by: [Ivoclar](#)
- 9:00 a.m. – 10:00 a.m.**      **INSPIRE: Deep Dive Workshop: Winning the Hearts and Business of Tomorrow's Customers PART 1**  
Speaker: Scott Friedman, CSP – Friedman & Associates
- 10:00 a.m. – 10:30 a.m.**      **Morning Beverage Break**  
Sponsored by: [Garland Dental Equipment Services](#)
- 10:30 a.m. – 11:30 a.m.**      **INSPIRE: Deep Dive Workshop: Winning the Hearts and Business of Tomorrow's Customers PART 2**  
Speaker: Scott Friedman, CSP – Friedman & Associates
- 11:30 a.m.**      **Meeting Concludes**

[Attendee Lanyards Sponsored by: Alien Milling Technologies](#)  
[Attendee Notepads Sponsored by: Upcera Dental America Inc.](#)  
[Business Management Committee Meeting Sponsored by: XTCERA](#)  
[V21 Meeting Microsite Sponsored by: Zimbis](#)  
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