Three Days of Professional Management Education
NADL University meets the business education needs of today’s dental laboratory owners and managers.

Eligible professionals earn a Certificate in Dental Laboratory Management during this 3-day, intensive course. Graduates leave with an understanding of the laboratory as a whole, as well as the ways in which all parts of the business fit together.

NADL University graduates transform their careers.

Participants gain an advanced level of knowledge about the diverse aspects of management, including strategic thinking and planning in a competitive global environment. Students take what they learn in the classroom and can immediately apply it in their dental laboratory. Attendees will gain:

- Improved critical thinking skills
- Tools to understand the theory behind the practice
- Invaluable sharing and networking with other laboratory owners/managers in a safe environment
- The ability to apply best practices
- Perspective of global business that expands the possibilities
- Knowledge about the business as a whole
- Greater ability to lead and work with a team
- Enhanced communication skills

“It is an exceptional course for lab owners and their management staff, it covers real topics that will improve or assist you in implementing new skills.”
2020 NADL University

Schedule of Events

Wednesday, September 23, 2020

All attendees should plan to arrive Wednesday evening. No formal NADL University events are scheduled.

Thursday, September 24, 2020

7:30 a.m. – 8:00 a.m. Breakfast
8:00 a.m. – 8:30 a.m. Introductions, Icebreaker and Orientation
8:30 a.m. – 11:30 a.m. Human Resources Management and Employment Regulations
By: Jacquelynn Morris
Seay Management Consultants
11:30 a.m. – 12:15 p.m. Lunch
12:15 p.m. – 2:45 p.m. Profitability, Operating Ratios and Benchmarking
By: Travis Zick
Apex Dental Laboratory Group
2:45 p.m. – 3:00 p.m. Break
3:00 p.m. – 5:30 p.m. Getting the Maximum Business Performance out of Your Lab
By: Travis Zick
Apex Dental Laboratory Group

Friday, September 25, 2020

7:30 a.m. – 8:00 a.m. Breakfast
8:00 a.m. – 11:30 a.m. New Business Models and Changing Demographics for Today’s Dentist
By: Ricki Braswell, CAE
Beyond Coaching
11:30 a.m. – 12:15 p.m. Lunch
12:15 p.m. – 2:15 p.m. Multichannel Marketing in the Digital Age
By: Terry Fine
AMG Creative
2:15 p.m. – 2:30 p.m. Break
2:30 p.m. – 5:00 p.m. Quality Assurance Systems and Good Manufacturing Practices
By: Gary Morgan, CDT
SafeLink Consulting, Inc.

Saturday, September 26, 2020

7:30 a.m. – 8:00 a.m. Breakfast
8:00 a.m. – 12:00 p.m. The Future is in Your Hands... Take the Lead!
By: Tom Laughon
Catch Your Limit Consulting
12:00 p.m. – 12:30 p.m. Debriefing and Graduation
Day One Sessions

Human Resources Management and Employment Regulations

** Jacquelynn Morris  
*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 recruit and retain good employees and develop an employee handbook.

Profitability, Operating Ratios and Benchmarking

** Travis Zick  
*Apex Dental Laboratory Group*

Determine, analyze and compare the financial data from your dental laboratory so you can identify what you are doing well and identify problems. 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 have the tools needed to improve profitability.

Getting the Maximum Business Performance out of Your Lab

** Travis Zick  
*Apex Dental Laboratory Group*

Understand the rationale for establishing production standards, gain methods for tracking technician and team productivity, and learn to utilize production standards when evaluating employee performance and developing internal training programs. Additionally, you will learn about methods for evaluating digital tools as it relates to overall productivity.

Day Two Sessions

New Business Models and Changing Demographics for Today’s Dentist

** Ricki Braswell, CAE  
*Beyond Coaching*

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 dentist-laboratory problems and concerns.

Multichannel Marketing in the Digital Age

** Terry Fine  
*AMG Creative*

Discover the importance of having a thoroughly cultivated online presence, as well as how to pinpoint the key online areas you should focus on when marketing your laboratory. Learn how to maximize your ROI by combining traditional print advertising with the latest online strategies and tools.

Quality Assurance Systems and Good Manufacturing Practices

** Gary Morgan, CDT  
*SafeLink Consulting, Inc.*

Master the basic concepts of quality assurance and learn how to apply these concepts in your dental laboratory. You will learn how 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.
Day Three Sessions

The Future is in Your Hands... Take the Lead!

Tom Laughon
Catch Your Limit Consulting

You can foster creativity and innovation at your laboratory for the benefit of your bottom line. Learn powerful techniques you can take back to your laboratory to capture the imagination of your employees. Explore strategies to build environments that foster improved interpersonal relationships, idea generation, and increased productivity.

“Which experience was intense and immediately useful.”

“It was a very practical course that gives you industry relevant information you can apply immediately.”

NADL University
The special NADL room rate for this hotel is $179 per night. To make your reservations at The Tempe Mission Palms Hotel, call (800) 547-8705 or (480) 894-1400 no later than Aug. 25 and ask for the National Association of Dental Laboratories’ room rate. Reservations made after Aug. 25 will be subject to availability.
Attendance

The NADL University program requires a commitment of three consecutive days, two of which are business days. Please read the attendance policy carefully before submitting the NADL University application.

Limited to 25 participants.

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 12:30 p.m. Saturday.

Attire for NADL University

Business casual is recommended.

Meals

NADL University

NADL provides breakfast and lunch throughout the meeting for registered participants. Each participant is responsible for dinner. NADL University dinners with classmates are scheduled for the evenings.

Deadlines to Remember

Aug. 25
Hotel reservation deadline (see page 6 for details).

Aug. 31
Deadline for application and attachments to be submitted to NADL at 325 John Knox Rd, Ste L103, Tallahassee, FL 32303.

Aug. 31
Final date to receive a partial refund on cancellations. Registrant may transfer to a future NADL University session or give their spot to another qualified technician from the same laboratory.

Notification of any disabilities requiring special accommodations due.

Sept. 24-26
NADL University in Tempe, Arizona. All attendees should plan to arrive on Wednesday, Sept. 23.

Refund Policy and ADA Accommodations:

If a participant cancels for any reason before Aug. 31, a full refund, minus a $100 administrative fee, will be provided. If a student cancels after Aug. 31, 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 their spot to another qualified technician from the same laboratory. Cancellations must be received in writing.

If you have a disability requiring accommodation, you must inform NADL no later than Aug. 25.
Jacquelynn Morris

**Seay Management Consultants**

As a member of Seay Management’s consulting team, Jackie serves clients in areas of HR compliance and the resolution of employment issues. She has a professional background in the communications and education fields with strong skills in implementing proactive solutions to systemic workplace challenges. Jackie earned a Bachelor’s degree from University of South Florida and a Master’s degree from Vanderbilt University.

Travis Zick

**Apex Dental Laboratory Group**

Travis is Vice President & Chief Operating Officer of Apex Dental Laboratory Group, a multi-laboratory holding company based out of Eau Claire, Wisconsin with 11 labs in 5 states. Travis oversees all Merger & Acquisition activity, including diligence, structure and integration. After earning his Finance degree from Winona State University, Travis worked as a financial analyst and commercial banker before becoming involved in the lab business. Travis has served as a transition consultant for lab owners looking to prepare their business for succession, and he has spoken and written several articles on the topic. Travis was on the NADL Board of Directors and served as President in 2019. In addition, he serves on NADL’s Business Management Committee and Budget & Finance Committee.

Ricki Braswell, CAE

**Beyond Consulting**

Ricki is the President and CEO of Beyond Coaching, an executive and business coaching firm. After graduating from Florida State University, Ricki developed her career as a non-profit executive. Ricki became the Co-Executive Director for the National Association of Dental Laboratories and the National Board for Certification in 2001 where she became a passionate advocate for dental laboratory technicians and the critical role they play within the dental profession. For a decade she worked building programs and services to support dental laboratory technology. In 2011 she became the President and CEO of the L.D. Pankey Dental Foundation. In 2018, Ricki launched Beyond Coaching, working with high performing dentists and their teams, non-profits and entrepreneur CEOs.
Terry Fine  
**AMG Creative**

Backed by 25 years of experience in marketing and sales, Terry leads his team in creating highly strategic campaigns for their dental laboratory clients. As President, his vision and drive has led to AMG Creative becoming the leading marketing firm that specializes in the dental lab industry. He and his team focus on providing marketing solutions that get results, including expertly designed websites, print pieces, email campaigns, social media management, and more. In addition to his position at the helm of AMG, Terry regularly provides his marketing insight at industry conferences, such as Cal-Lab, Vision 21, DTS’s Fun ‘N the Sun, and more. He is also a frequent contributor to a variety of major industry publications, including IDT and JDT. Terry began his journey in marketing and sales with StarTek, a publicly traded, technology-based business processing outsourcing company. As StarTek’s Vice President of Sales, he was instrumental in helping drive client acquisition, including complex supply chain deals with Fortune 500 companies, such as Microsoft, Apple, and Logitec.

Gary Morgan, CDT  
**SafeLink Consulting, Inc.**

Gary is Vice President and Senior Consultant of Safelink Consulting, Inc., a nationally recognized consulting firm located in Cumming, Georgia, specializing in Quality Systems implementation. Gary has guided dental laboratories and other manufacturing facilities in implementing quality management systems which not only improve quality, but also efficiency, productivity and profitability. Gary is an authorized auditor for the Dental Appliance Manufacturers Audit System. He is also a Certified Dental Technician and previously owned Morgan Dental Laboratory in Austin, Texas from 1975 until 2007.

Tom Laughon  
**Catch Your Limit Consulting**

Tom is president of Catch Your Limit Consulting, a management and marketing firm with offices in Tallahassee, Florida, and Richmond, Virginia. His company specializes in marketing, advertising, consulting and providing leadership for businesses. His courses include creative strategy, professional selling, basic marketing and promotional management.
Minimum Eligibility Criteria
In order to participate in NADL University, applicants must meet these criteria:

(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

Representatives from suppliers/manufacturers are not eligible to attend the in-person NADL University Meeting, but may stream previously recorded program content through the NADL Learner Community at http://nadl.learnercommunity.com/.

The following items must be attached to your submitted application:

1. Separate sheet of answers to the questions found below.
2. For non-laboratory owners, a typed letter or memo from your employer with an original signature stating that you are approved to participate in the program, which will require two business days away from the laboratory/business.
3. A check made payable to NADL or credit card information. Tuition is $1,800 for NADL members and $2,300 for non-members. To receive the NADL member price, your NADL Laboratory Member number must be on the application. Discounts are available for multiple attendees from the same laboratory.

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

1. How long have you been with your current employer or owned your laboratory?
2. List any previous work experience in the dental laboratory industry (employers, positions and dates) or attach a copy of your resume.
3. Briefly state your present job responsibilities.
4. Briefly state some of the contributions that you have made in your position.
5. List any dental technology management courses you have attended (dates, topic and sponsoring organization).
6. List your membership in and service to any local, state, regional or national dental laboratory associations.
7. What are your future goals and career aspirations in the dental laboratory industry?
8. 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?
Application Form

Name: __________________________________________________________ CDT/RG/DDS/DMD/Other: ______

Dental Laboratory: ________________________________________________ ☐ CDL ☐ DAMAS

Address: _________________________________________________________

City: __________________________ State: ____________ Zip: ________________

Phone: __________________________ Fax: ____________________________

E-mail: __________________________________________________________

NADL Membership Number: ________________________________________ (required for membership discount)

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: _____________

Limited to 25 participants.

NADL Member Registration

Includes participation in NADL University Thursday through Saturday.

☐ $1,800 – First Member ☐ $1,600 – Each Additional Member (from the same dental laboratory)

Non-Member Registration

Includes participation in NADL University Thursday through Saturday.

☐ $2,300

Payment Information

☐ Enclosed is my check made out to “NADL” in the amount of $ __________________________ Check#: ____________

☐ 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: ____________________________
“I think every lab owner and manager should attend this very informative meeting!”

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

“Information was great! A must for lab owners.”

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