2017 NADL VISION 21 MEETING
SPEAKER BIOS

U.S. FDA Updates Panel – What is New for Dental Laboratories?
Thursday ~ January 19, 2017  ♦  1:45 p.m. – 2:45 p.m.

Deb Gimbel
A Wright Path, Inc.

Deb Gimbel has been working as a quality and regulatory consultant for 8 years. Currently, with A Wright Path, a consulting firm located in Pittsburgh, Pennsylvania, Deb has assisted medical device clients and dental laboratories throughout the country with quality system implementation, regulatory strategies for marketing devices in regions around the world including 510(k) submittals, technical file creation and licensing.

Deb is also a certified DAMAS consultant and specifically works with dental labs to implement the DAMAS quality system.
Gary Morgan is the Senior Consultant and Vice President with SafeLink Consulting, Inc. Gary is a DAMAS consultant and auditor and is a Certified Quality Auditor by the American Society for Quality.

Gary is also a Certified Dental Technician who, along with his wife Claudia, owned Morgan Dental Laboratory in Austin, Texas from 1975 until 2007. Active in the Dental Laboratory Association of Texas, Gary served on the Board of Directors for eight years and as President for both 1994 and 1995. As Legislative and Legal Affairs Chairman for DLAT 1987 - 2008, Gary represented members before governmental agencies, the State Board of Dental Examiners, and the Texas Legislature. Gary was appointed by the Texas State Board of Dental Examiners to serve on the Dental Laboratory Certification Council from 2007-2013 and was elected Chairman in 2008.

In 2008, NADL presented Gary with a Merit Award in Recognition of Contributions and Outstanding Service to the Dental Laboratory Profession and in 2009 he was honored with the DLAT Hall of Fame Award.
Bennett Napier, CAE is a Certified Association Executive and serves as Executive Director for the National Association of Dental Laboratories and its affiliates, the National Board for Certification in Dental Laboratory Technology and the Foundation for Dental Laboratory Technology. He has worked with nonprofit associations in the dental field for over 22 years.

Prior to his work with associations, Mr. Napier served as a Congressional Assistant for a U.S. Congressman and as a Policy Analyst in Washington D.C.

Bennett has Bachelor’s degrees in Political Science and Sociology, attended the Graduate School of Public Policy with a concentration in Science and Technology at the Georgia Institute of Technology and holds a Master’s of Science Degree in Applied Politics and Policy from Florida State University.
How do you stand out, rise above the noise, and get your organization’s voice heard online? Having successfully guided the growth of digital businesses his entire career, Jonathan Perelman – former executive at BuzzFeed and Google – knows how to do it right.

Jonathan believes that “content is king, but distribution is queen – and she wears the pants.” Pulling from his extensive experience at some of the world’s most successful and influential brands, Jonathan will show you how to tell your story in a genuine, authentic and meaningful way that generates word of mouth marketing at internet scale. He will break down the tactics and mindset that propelled Buzzfeed from a small blog to a cultural phenomenon read by millions of people the world over. He not only addresses how to create shareable, social content, but also offers insights into how to maximize its reach and impact. By respecting the platform you’re using (Twitter is about timelines, Facebook is about feelings) and creating content that appeals to emotion, he will offer eight tips for creating content that people want to consume and share.

Creating the Future of Digital Marketing. As the vice president of BuzzFeed motion pictures, Jonathan was critical to its transformation into one of the internet’s biggest – and most effective – producers of video content. He led the creation of 75 original videos a week that resulted in 1.5 billion monthly views. Before that, he developed more than 20 partnerships with major global social platforms as the vice president of agency strategy and industry development. He was instrumental in the company’s advertising efforts that famously omitted display ads and used only carefully crafted sponsored content – creating a new model for successful consumer engagement. Before BuzzFeed, Jonathan spent more than six years at Google as the global lead for industry relations. He is also the founder of Lighthouse Group, an independent media firm.
Awards and Accolades. Jonathan Perelman is renowned for his expertise. He was VideoInk’s “Dealmaker of the Year,” and AdWeek named him one its 2014 “Top 50 Real Movers and Shakers Behind the World’s Top Brands” and one of its 2013 “Top 50 Executives Making the Wheels Turn.” In 2015, Billboard named him to it’s inaugural list of “Digital Power Players,” and Como listed him as one of the “Top 5 behind the Scenes Tech Talent.” He also won Google’s 2011 OC Award, the second highest award given for “substantial contributions to company,” and 12 Peer Bonus Awards for excellence.

Jonathan is a senior fellow at the Center for the Digital Future at the USC Annenberg School and serves on many industry boards. He is also an investor in early stage tech and media companies, advises several startups, and is a member of several international foreign policy think tanks. Prior to Google, he was the deputy finance director on Cory Booker’s 2002 mayoral run in Newark, New Jersey and then a foreign policy advisory for his 2013 Senate campaign.
Bart Knellinger started Progressive Dental in 2009, after recognizing a growing need for marketing and consulting services within the dental field. Bart has helped thousands of practices identify areas for growth, and he has been noted as one of the leading innovators in dentistry today. He has been featured in Forbes, Money, Bloomberg Businessweek, and Inc. Magazine, and has spoken for some of the industry's largest organizations including Nobel Biocare, BIOLASE, the American Academy of Implant Dentistry, and The Dawson Academy.

Bart was honored as a Top 40 Under 40 Entrepreneur by the Business Observer Magazine, and Progressive Dental has been featured as one of GrowFL’s Companies to Watch. Due to constant innovation, growth, and long-term client retention, Progressive Dental has quickly become one of the fastest growing companies in dentistry.
GENERAL SESSION:
Is Your Pricing Profitable?
Friday ~ January 20, 2017 ♦ 11:45 a.m. – 12:30 p.m.

Warren Rogers
Knight Dental Group, CDL, DAMAS

Warren Rogers is a career dental industry executive with broad business management experience working with small and multi-national companies. His views on sustainable growth strategies and business performance measurements have been shaped by his experience in owning dental laboratories and as a consultant and lecturer to laboratory owners and managers.

Warren is the President and shareholder of North American Operations for Leixir Pvt. Holdings and CEO of Knight Dental Group, a workgroup of premier dental laboratories in the U.S. and Canada.

Warren has served as NADL President and numerous committees and boards for various dental trade organizations.
After attending Pennsylvania State University for engineering and Information Sciences & Technology, Don Albensi, Jr. returned to the field of dental technology in 2004 during the inception of Innovative Dental Arts, a sister laboratory of Albensi Laboratories.

Prior to this opportunity he worked as a JAVA Programmer for the U.S. Steel Corporation in Pittsburgh, Pennsylvania and in the model and die preparation department for Albensi.

Albensi Dental Laboratories and Innovative Dental Arts now service doctors in 46+ states and prides itself on being in the forefront of CAD/CAM technology.
Daxton Grubb graduated Cum Laude from Christian Brothers University in 1999, with a double major in business management and finance. He was an Area Manager at Enterprise Rent A Car until 2002, when he joined his family business, Randy Grubb Dental Lab.

By 2006, the lab grew from 7 to 20 employees, and quadrupled sales of 2003. In 2013, the business had grown to over 40 employees and over $4 million in annual sales. Daxton is currently serving on the SCDL and JDT advisory boards.
Steve Killian, CDT
Killian Dental Ceramics, Inc., CDL

After completing the Dental Technology course at the Southern California College of Medical and Dental Careers in 1973, Steve Killian began a ten year career in earnest as the head Ceramist and General Manager of Jim Glidewell’s first satellite laboratory, Cal-West Dental Ceramics.

In 1980, Steve became a CDT, receiving his 35 year pin in 2015. Steve opened his own lab in 1983, adding a partner and brother Greg Killian. Now as a 29 person lab in Irvine, California, Killian Dental Ceramics offers products to please the most cosmetically driven patient and pricing to support any client’s budget.

As the President, General Manager and Head Technician, Steve is in the perpetual pursuit of excellence, where change is the only constant while staying on the cutting edge of new technologies, processes, and services. Steve has been on the NADL Board of Directors from 2010-2014 and is currently the Vice-Chair to the Foundation for Dental Laboratory Technology.
Barbara Wojdan is President of Knight Dental Group and is one of the most highly regarded business women in dentistry and was recognized among the 2011 recipients of Dental Products Report “Top 25 Women of Dentistry.”

Barbara is a highly accomplished ceramist-artisan and is nationally recognized as a leader in functional-esthetic dentistry. With over 25 years of experience in multiple disciplines of comprehensive dentistry, she has achieved recognition as an accredited member of the American Academy of Cosmetic Dentistry and the Florida Academy of Cosmetic Dentistry, where she was the 2007 and 2009 Annual Smile Gallery “People’s Choice Award” recipient.

Additionally she is a board member of the National Association of Dental Laboratories, where she has served on various committees including the business planning committee.

Barbara along with Knight is one of the founding members of the Foundation for Dental Laboratory Technology, where she served as Chairperson for several years.

As President of Knight Dental Group, Barbara is responsible for the strategic planning and implementation of corporate manufacturing integration, daily operations of the HUB manufacturing center and client service aspects of a nationally known, DAMAS quality system certified dental laboratory.

As co-developer of KDG’s nationally acclaimed Comprehensive Aesthetic Center, her passion and focus remains in the continued implementation and direction of high-profile functional-esthetic dentistry and advanced laboratory-dentist communications. She is one of fewer than 40 technicians in the world to have achieved Accreditation from the American Academy of Cosmetic Dentistry and is continuously recognized for her annual contributions to the AACD “Give-Back-a-Smile” program.
MARK MURPHY, DDS, FAGD
ProSomnus

Mark is the Principal of Funktional Consulting and is Lead Faculty for Clinical Education at ProSomnus. Mark began his career as a technician, then became an excellent restorative dentist and has remained an important and influential friend of the laboratory profession.

Mark is currently on the NADL Board of Directors and has served on the Boards of Directors at the Pankey Institute, the Foundation for Dental Laboratory Technology, the IdentAlloy Council and he is the former President of the National Lab Network. Mark has also been the VP of Business Development at Microdental-DTI and, oversaw Sales, Mergers and Acquisitions for them.

Mark has lectured on Lab Operations, Lab Management, Philosophy, Sales, Marketing, Communication and Competitive Issues facing Labs Today. He is an informative and entertaining speaker, author, panel moderator and frequent presenter at laboratory meetings. He is a frequent visiting lecturer at Pankey Institute and Adjunct Faculty at the University of Detroit Mercy.
GENERAL SESSION:  
Management Strategies  
Saturday ~ January 21, 2017 ♦ 8:30 a.m. – 9:30 a.m.

Sarah Anders, B.Sc., MBA  
Ivoclar Vivadent, Inc.

Sarah Anders has over 20 years of experience in the dental industry holding positions in Sales, Marketing and Continuing Education with major dental materials manufacturers. Her positions have included responsibilities in both the American and Canadian markets.

Sarah has lectured and presented training programs internationally for the past 15 years. She received her Bachelor of Science Degree in Biochemistry from McMaster University in Hamilton, Ontario and graduated from Penn State University with her Masters in Business Administration.

Sarah joined Ivoclar Vivadent in 2003, as a Marketing Manager and was promoted to Director of Technical Marketing and Director of Canadian Operations in 2008. As Senior Vice President of North American Sales she expanded market strength through the growth of the field and inside sales teams. In her current position as Chief Operating Officer, she lives her passion for dentistry by defining and accomplishing strategic goals and objectives.

In 2013, Sarah was recognized as one of the Top 25 Women in Dentistry by Dental Products Report and is recognized within the organization and the dental industry as an outstanding leader dedicated to success.
Mike Staver, CSP
The Staver Group

Mike Staver, CSP, is an internationally respected coach and speaker. He has been interviewed for many publications on his signature speaking and writing topic “Leadership Isn’t for Cowards” and how to build high performance firms and his new book with the same title was just released.

With a master’s degree in counseling psychology and a bachelor’s degree in business administration, Mike has found a way to make complex ideas simple, memorable and immediately applicable. He is a Certified Speaking Professional (CSP), a designation held by fewer than 10% of the members belonging to the International Federation for Professional Speakers.

Mike is a best-selling author and award winning speaker. Most recently he was chosen as one of the 40 hottest business speakers in America by Meetings and Conventions magazine.
Value Added Workshop:  
How to Build a High Performance Culture  
Saturday ~ January 21, 2017 ♦ 1:00 p.m. – 4:00 p.m.

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