

PROGRAM PREVIEW

WO WESTERN
CON ORTHODONTIC
CONFERENCE

COMBINED MEETING **PCSO** & **RMSO**

2021 • PORTLAND, OR • OCT. 22-24

Oregon Convention Center



REGISTRATION OPENS
MAY 1, 2021

REGISTER
ONLINE:

pcsortho.org/2021-annual-session/

FRIDAY OCTOBER 22, 2021

			WHOLE TEAM LECTURE	SCIENTIFIC LECTURE	CLINICAL LECTURE	PRACTICE SYSTEMS LECTURE
7:00am – 8:00am	Women Orthodontists Breakfast					
8:30am – 9:45am	Dr. Cole Johnson	Confessions of a Bed-Wetter	●			
10:00am – 11:30am	Dr. Laura Iwasaki	Differences in Facial Types and Jaw Loading PRESIDENT'S LECTURE		●		
10:15am – 11:45am	Dr. Sean Carlson	Collaborative Learning and Treatment: Why You Will Never Practice Alone in the Future			●	
10:15am – 11:45am	Dr. Glenn Krieger <i>(sponsored by OrthoFi)</i>	4 Proven Ways to Grow Your Practice & Reduce Your Stress Right Now				●
12:45pm – 2:00pm	Dr. Christian Kenworthy <i>(sponsored by ULab)</i>	Finishing in the 3D SURF Method			●	
12:45pm – 2:00pm	Ms. Corinne Hancock	Thriving in Chaos				●
1:00pm – 2:30pm	Dr. Sylvia Frazier-Bowers	Truth or Consequence: Orthodontic Management of Eruption Disorders		●		
2:30pm – 4:00pm	Dr. Barbara Sheller	What the Orthodontic Team Needs to Know About Patients with Autism Spectrum Disorder			●	
2:30pm – 4:00pm	Ms. Avery Spencer	Stop Wasting Your Time & Money on Marketing Your Practice				●
3:00pm – 4:15pm	Dr. Sylvain Chamberland	Consideration of Maxillary Skeletal Expansion (MSE) and Mandibular Symphyseal Distraction Osteogenesis (MSDO)		●		
4:15pm – 5:15pm	Welcome Reception					
5:15pm – 6:15pm	Alumni Receptions <i>(select programs)</i>					

SPEAKERS



Dr. Sean Carlson



Dr. Sylvain Chamberland



Dr. Sylvia Frazier-Bowers



Ms. Corinne Hancock



Dr. Laura Iwasaki



Dr. Cole Johnson



Dr. Christian Kenworthy



Dr. Glenn Krieger



Dr. Barbara Sheller



Ms. Avery Spencer

SATURDAY OCTOBER 23, 2021

WHOLE TEAM LECTURE SCIENTIFIC LECTURE CLINICAL LECTURE PRACTICE SYSTEMS LECTURE

7:00am – 8:00am	Component Breakfast <i>(select components)</i>			
8:15am – 9:30am	Mr. Danny Snow	Delivering a World Class Patient Experience: Lessons from the Mouse	●	
10:00am – 11:30am	Dr. Rich Hirschinger	The Puzzle of Non-Odontogenic Pain: How to Account for Pain When You Can't See a Cause		●
10:00am – 11:30am	Ms. Tracy Martin	Stop Crying in the Bathroom: How Scheduling Coordinators Crush the Chaos and Keep Smiling		●
10:15am – 11:45am	Dr. Willy Dayan <i>(sponsored by Align)</i>	Complex Orthodontic Treatment Planning and Aligner Bio-Mechanics	●	
12:45pm – 2:00pm	Ms. Brenda Ashwell	Be a Hero In Your Patient's Day		●
12:45pm – 2:00pm	Ms. Kayla Hoorelbeke	Balancing Act: TCs and FCs Working Together		●
1:15pm – 2:45pm	Dr. Kathryn Preston	A Craniofacial Orthodontist's Perspective on Radiograph	●	
2:30pm – 4:15pm	Team Member Idol			●
2:30pm – 4:15pm	Power Talks for Team Members			●
3:15pm – 5:00pm	Ortho Doc Idol			●
5:00pm – 6:00pm	New & Younger Member Reception			
6:30pm – 8:30pm	Closing Celebration			

SUNDAY OCTOBER 24, 2021

9:00am – Noon	Ritz-Carlton Leadership Center	Brand Differentiating Service Delivering an Elevated Experience	●
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Ms. Brenda Ashwell



Dr. Willy Dayan



Dr. Rich Hirschinger



Ms. Kayla Hoorelbeke



Ms. Tracy Martin



Dr. Kathryn Preston



Mr. Danny Snow

1ST ANNUAL

WOCON WESTERN ORTHODONTIC CONFERENCE

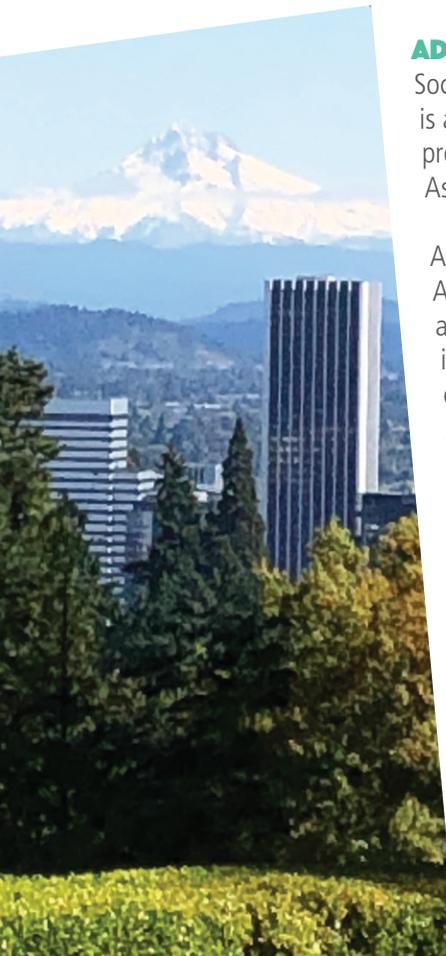
COMBINED MEETING PCSO & RMSO

2021 • PORTLAND, OR • OCT. 22-24

Registration availability at the 2021 WOCON Annual Session will be managed based on the current regulations in place for social distancing. As those regulations are modified, we will continue to update availability.

WHAT TO EXPECT FROM THE CONFERENCE

- Educational Sessions for Doctors and Team
- Up to 14.5 CE Credits
- Complimentary lunch and breaks on Friday & Saturday
- Complimentary basic wifi in all public lobbies and meeting rooms
- Networking opportunities with PCSO & RMSO colleagues
- Large Exhibit Hall with Poster-Board Presentations



ADA CERP | Pacific Coast Society of Orthodontists (PCSO) is an ADA CERP recognized provider approved by American Association of Orthodontists.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

PCSO designates this activity for 14.5 continuing education credits.

SPECIAL EVENTS

FRIDAY, OCTOBER 22

WOMEN ORTHODONTISTS BREAKFAST

NEW THIS YEAR | 7:00-8:00am | Join fellow women orthodontists over breakfast to collaborate and network with friends, colleagues, and fellow businesswomen. Come away inspired and recharged! Limited space available; pre-registration is required.

WELCOME RECEPTION | 4:15-5:15pm | Join your colleagues for a conference social hour to kick off the meeting with suppliers in the exhibit hall. Food and beverage provided. *Sponsored by 3M*



SATURDAY, OCTOBER 23

POWER TALKS FOR TEAM MEMBERS | 2:30-4:15pm |

Come to the table and be prepared to share, educate, inspire, and be inspired. These powerful discussions will be led by subject leaders sharing relevant conversations in the rapidly changing profession. Limited space available for each table topic. Register early to take advantage of this extra learning and networking opportunity. *[Held at same time as Team Member Idol. Do not register for Power Talks if you plan to participate in the Team Member Idol program instead].*

TOPICS INCLUDE:

- Aligner Attachment delivery | Getting those attachments to stick and other tricks
- From chairside to Director of Operations | How to transition to management in your organization
- Give them what they want | Virtual appointments for patients in treatment
- How to implement tiered pricing to boost case acceptance
- Marie Kondo your clinic
- Reducing your Carbon Footprint | Environmental changes for a big impact on waste
- "Susie isn't ready for treatment yet; is this appointment really necessary?" - What observation appointments are for and how to create value
- The role of the digital assistant and streamlining your in-house lab
- Tips for virtual NP consults
- Tricks to working with special needs patients in the ortho office

ORTHO IDOL | NEW THIS YEAR

ORTHO DOC IDOL | 3:15-5:00pm

TEAM MEMBER IDOL | 2:30-4:15pm (held at same time as Power Talks) | Up-and-coming speakers will each have 30 minutes to share their message. Three speakers will be featured on the ortho doc and team member side of the program.

NEW & YOUNGER MEMBER RECEPTION | 5:00-6:00pm |

Join your colleagues for food & conversation at this networking event. This event is for new and younger members only and pre-registration is required. Limited space available.
Sponsored by American Orthodontics.



CLOSING CELEBRATION | 6:30-8:30pm | Oregon Museum of Science & Industry | Plan to attend a fun and intriguing 'Night at the Museum' with colleagues and friends. Join the celebration under the stars in a world-class planetarium. Explore all the acclaimed exhibits. You'll marvel as hall after hall offers different themes and interactive experiences. Enjoy smooth DJ grooves, dancing, food, a photo booth, and a cash bar. See back page for more details.

SUNDAY, OCTOBER 24

RITZ-CARLTON LEADERSHIP CENTER | 9:00am-Noon |

The Ritz-Carlton Leadership Center will present a seminar for the whole team entitled, 'Brand Differentiating Service | Delivering an Elevated Experience'. Taking from Ritz-Carlton processes, they will identify how these can be applied in your orthodontic office.

MOBILE APP

Download the conference mobile app to view the complete meeting schedule, session descriptions, speakers, sponsors and exhibitors, interactive maps, and city information. Users can also access the WOCON attendee list, view social media posts and announcements, and add Continuing Education credits to their CE record.

ACCOMMODATIONS

HOTEL ROOMS | MUST BOOK BY 9/28

Hyatt Regency Portland at the Oregon Convention Center

375 NE Holladay St., Portland, OR 97232

Stay steps from the Oregon Convention Center and Moda Center with a room at this brand new, Gold LEED certified hotel centrally located in the Lloyd District. Walk to high-end eateries and breweries nearby, or head across the river to see local landmarks like the International Rose Test Garden.

Rooms must be booked through the dedicated WOCON link provided upon registration confirmation in order to receive rates listed. Note: Rates listed do not include state/city taxes or tourism fee.



Guests	King	Queen/Queen
Single Occupancy	\$234	\$234
Double Occupancy	\$234	\$234
Triple Occupancy	n/a	\$259
Quadruple Occupancy	n/a	\$284

All rooms booked with the WOCON link receive complimentary health club/fitness center access as well as complimentary standard internet in guest room and complimentary welcome refreshment.

KEEPING WELL

On-site Wellness Protocols:

Currently, masks are required in all indoor public areas as required by city/state mandates. All attendees are encouraged to bring your own mask to the conference.

We are already planning for physical distancing in all areas of the meeting space. If attendee temperature checks or any other precaution is required by any national / state / local agency, the PCSO/RMSO will be prepared, and attendees agree to comply as necessary. In partnership with the Oregon Convention Center and the Hyatt Regency Portland, and in accordance with all current national / state / local restrictions, the PCSO/RMSO will provide:

- Responsible food & beverage service for all meeting spaces, as required at the time of the conference;
- Appropriate signage/floor decals to reinforce spatial distancing and other safety reminders;
- Hand sanitizer stations positioned throughout the meeting space.

Personal Accountability Commitment: By attending the 2021 Western Orthodontic Conference in Portland, OR all attendees agree to abide by and engage in certain health-and-safety beneficial conduct while attending the event. This includes, but is not limited to, submitting to restrictions set in place during the event that may include daily temperature checks, wearing a mask at all times in indoor public areas and engaging in appropriate physical distancing. Additionally, registrants agree to forgo attending the in-person event in the event they become ill or have been recently exposed to COVID-19.

INDEMNITY & PHOTOGRAPHY POLICY

In consideration for my being allowed to participate in the 2021 Western Orthodontic Conference, a joint meeting of the PCSO & RMSO, the PCSO/RMSO and their authorized agents are hereby released from any damages caused or incurred in connection with these activities.

I agree to indemnify and hold the PCSO/RMSO and their authorized agents harmless against any liabilities, including reasonable attorney's fees, arising from, or in connection with, these activities. I grant permission to all of the foregoing to use any photographs, motion pictures, or any other record of my/our participation in this event.

REGISTRATION CANCELLATION/REFUND POLICY

The PCSO/RMSO must receive written notice of cancellation no later than September 21, 2021 to info@pcsortho.org. Requests for full cancellations will be refunded less a \$50 administrative fee per registrant. Cancellations or no-shows after this date are not eligible for a refund. Special requests for refund may be granted after the 30-day cut-off for personal emergencies. This policy covers registration and ticketed events. Cancellation requests should include attendee name, registration confirmation number, AAO member number (if applicable).

Please allow up to four weeks for delivery of refund. In most cases, fees will be refunded the same way they were paid to the PCSO/RMSO. No refunds will be processed on site during the course itself.

The PCSO/RMSO is not responsible for monies registrants may have spent on penalty or non-refundable airline tickets or hotel deposits in the event the course is canceled or sold out. If a program is canceled by the PCSO/RMSO, every effort will be made to notify registrants at least 30 days prior to the first day of the course and registration fees will be refunded.

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REGISTRATION FORM

REGISTER ONLINE:
pcsortho.org/2021-annual-session/

FAX:
913-845-4527

To register multiple attendees from one office,
please use online registration or call 833-621-7276.

Name _____ Organization _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Post-Graduate Orthodontic Program _____

CATEGORY	PAY ON OR BEFORE 7/31	PAY AFTER 7/31	PAY ON SITE
PCSO & RMSO Member	\$575	\$625	\$675
PCSO & RMSO Retired	\$425	\$475	\$525
Resident/Student	\$0	\$0	\$0
AAO Member (not PCSO or RMSO)	\$625	\$675	\$725
Non-AAO Member	\$915	\$965	\$1,015
Team Member (Staff) Benefits Include: lectures, exhibit hall, food/beverage, closing celebration	\$375	\$425	\$475
Spouse/Guest Benefits Include: exhibit hall, closing celebration	\$175	\$225	\$275
Closing Celebration Tickets for Non-attendees	\$85	\$85	\$85
Closing Celebration Tickets (12 and under)	\$45	\$45	\$45
Women Orthodontists Breakfast	\$25	\$30	\$35
Component Breakfast			
California (ticketed event for members; sponsored by CAO)	\$25	\$25	\$25
Nevada (ticketed event for members; sponsored by NSOS)	\$0	\$0	\$0
Oregon (ticketed event for members; sponsored by OSSO)	\$0	\$0	\$0
Washington (ticketed event for members; sponsored by WSSO)	\$0	\$0	\$0
Power Talks for Team Members			
• Aligner Attachment delivery Getting those attachments to stick and other tricks	\$40	\$50	\$60
• From chairside to Director of Operations How to transition to management in your organization	\$40	\$50	\$60
• Give them what they want Virtual appointments for patients in treatment	\$40	\$50	\$60
• How to implement tiered pricing to boost case acceptance	\$40	\$50	\$60
• Marie Kondo your clinic	\$40	\$50	\$60
• Reducing your Carbon Footprint Environmental changes for a big impact on waste	\$40	\$50	\$60
• "Susie isn't ready for treatment yet; is this appointment really necessary?" - What observation appointments are for and how to create value	\$40	\$50	\$60
• The role of the digital assistant and streamlining your in-house lab	\$40	\$50	\$60
• Tips for virtual NP consults	\$40	\$50	\$60
• Tricks to working with special needs patients in the ortho office	\$40	\$50	\$60
Alumni Reception			
A.T. Still University (ticketed event for members; sponsored by ATSU)			
Loma Linda University (ticketed event for members; sponsored by LLU)			
Oregon Health & Science University (ticketed event for members; sponsored by OHSU)			
University of California - Los Angeles (ticketed event for members; sponsored by UCLA)			
University of the Pacific (ticketed event for members; sponsored by UOP)			
University of Washington (ticketed event for members; sponsored by UW)			

Will you attend the New & Younger Member Reception? Yes No How many?

PAYMENT INFORMATION

Check enclosed (payable to PCSO) in U.S. Dollars only; mail to: Pacific Coast Society of Orthodontists
Attn: Registration Department
15621 W 87th St., #267, Lenexa, KS 66219

Visa Mastercard American Express Discover

Cardholder Name _____

Credit Card Number _____ Expiration Date _____ CVV _____



WWW.PCSORTHO.ORG
 15621 W 87th ST., #267
 LENEXA, KS 66219

**WO
CON** | WESTERN
 ORTHODONTIC
 CONFERENCE
 COMBINED MEETING PCSO & RMSO
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PLAN TO ATTEND
**A NIGHT AT
 THE MUSEUM**



DJ • DANCING
EXHIBITS • FOOD • PHOTO BOOTH
CASH BAR • DISCOVERY • FUN!



The Oregon Museum of Science & Industry

JOIN IN THE CELEBRATION!

WHEN: Saturday, October 23, 2021
TIME: 6:30pm to 8:30pm
WHERE: Oregon Museum of Science & Industry



Join us under the stars in a **world-class planetarium** and explore all the acclaimed exhibits. You'll marvel as hall after hall offers different themes and interactive experiences*.

**Admission is included for registered attendees. Extra tickets for non-registered attendees and children are available for purchase.*