

7 Hours CDE for \$50 to Members of the Seattle-King and WAGD !!!!

Virtues of Profitable Dentistry-February 18th, 2011

Location: SeaTac Airport Marriott, 3201 S. 176th Street, Seattle, WA 98188

Time: 9:00am - 4:00pm

Speaker: Dr. Howard Farran

Subject Code: 250 Credit Hours: 7 Hours

*Parking and Lunch Included with Registration

*Important Registration Information (Please Read) This course is \$50.00 to members of the Seattle-King & WAGD. You must be a member of both organizations to register for \$50.00. To guarantee entry, you must Pre-Register and Bring the confirmation e-mail provided to you from the Seattle-King County Dental Society to the course. No confirmation sheet means no entry into the course. If you are a member of only one of the organizations, there is a registration fee (see below).

You must **RSVP** your attendance two weeks in advance. The SKCDS & WAGD reserve the right to cancel or alter a course. There will be no at the door registrations or walk-ins allowed. All courses have limited attendance.



February 18th, 2011-ATTENDEE REGISTRATION

SPEAKER-DR. Howard Farran

NAME	ADA & AGD# (Required for \$50 Entry)
E-MAIL ADDRESS (REQUIRED FOR COURSE CONFIRMATION)	FAX
CREDIT CARD BILLING ADDRESS	_WORK _HOME
CITY	STATE
ADDITIONAL ATTENDEES	ZIP
NAME	POSITION
METHOD OF PAYMENT	
PRICE: Seattle-King & WAGD Member- _ Dentist	_____ X \$50.00
ADA/AGD Member	_____ X \$99 = \$_____
AGD Member (Only) Dentist(s):	_____ X \$199 = \$_____
ADA Member (Only) Dentist(s)	_____ X \$199 = \$_____
Non Member of ADA or AGD-Dentist(s):	_____ X \$399 = \$_____
	Staff: _____ X \$50 = \$_____
	Staff: _____ X \$50 = \$_____
	Staff: _____ X \$50 = \$_____
	Staff: _____ X \$75 = \$_____
	Staff: _____ X \$75 = \$_____
	TOTAL DUE: \$_____
_VISA _ MasterCard _Check enclosed (Checks should be made out to Seattle-King County Dental Society)	
CARD ACCOUNT NUMBER	EXPIRATION DATE
FULL NAME (AS IT APPEARS ON CARD)	
CARDHOLDERS SIGNATURE	
TOTAL AMOUNT OF PAYMENT: \$_____	

Please send this form to:
Seattle-King County Dental Society
 2201 Sixth Avenue, Suite 1210
 Seattle, WA 98121-1832

Or fax to:
Seattle-King County Dental Society
 (206) 443-9308

Seattle-King County & the Washington Academy present:

Virtues of Profitable Dentistry February 18th, 2011



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Howard Farran DDS MBA MAGD is a noted international speaker on practice management. He graduated from UMKC Dental School in 1987, earned MAGD in 1998 and MBA in 1999. Founder and publisher of Dentaltown, Orthotown Magazines and www.towniecentral.com, he has written/produced multiple dental articles and video series for practice management.

Course Description: This course will provide the tools needed to help build a great, meaningful and profitable dental office.

Applying these tools provides the ultimate staff formula to create high energy for performance under stress and still achieve daily goals.

In addition, he will teach you how to control your accounts receivable with bonuses,

and to separate the main business strategies of market differentiation, cost leadership, and target marketing so you can acutely focus your business while turning your patients into raving fans.

Topics include:

- Basic business fundamental virtues
- Dental Practice profitability with diminished stress
- Staffing formula for a highly motivated team
- Profitable practice marketing

9th Annual William Howard Lecture is not only an educational experience but a charitable event. This year, Seattle-King County Dental Society and Washington AGD will make a donation to the University of Washington Dental Student Program and to the Dental Clinic-Union Gospel Mission, Seattle, WA.

This gesture shows attendees the importance of philanthropy and how we can make a difference in our society. Sponsors contributions have been made to partly benefit these charities and to underwrite the costs of the William Howard program.

