The Middle Atlantic Society of Orthodontists (MASO) will host its annual session from Sept. 20–23 at the Hilton Baltimore on Baltimore’s inner harbor. During this time, you and your colleagues will be “Charting a Course for the Future.”

Annual session speakers include: Drs. David Sarver, Roger Levin, Neal Kravitz, Jeffrey Posnick, Normand Boucher, Jeff Behan and Chris Bentson. MASO’s staff program will include Char Eash and Tina Byrne.

At this annual session, MASO will present its Lifetime Achievement Award to Dr. David Paolini. Paolini graduated from La Salle College in Philadelphia and the University of Pittsburgh School of Dental Medicine in 1964. He received a three-year fellowship in orthodontics at the start of his sophomore year in dental school, which started him on the career path of this specialty. After completing dental school, Paolini married his wife, Caroline, and began his orthodontic training at Pitt. He received his certificate in orthodontics and his master’s in dentistry, and then entered military service, spending two years at Fort Benning, Ga.

In 1972, he established his first office in Gettysburg, Pa., and opened a satellite office in Waynesboro a year later. He retired in 2010. During his 38 years of practice, Paolini has served as president of both the Pennsylvania State and Middle Atlantic Society of Orthodontists. During his service on, and chairmanship of, the AAO’s Council on Insurance, he achieved the highlight of his AAO career when he was instrumental in establishing the current malpractice program. He served on the council for an additional five years. He has served two eight-year terms in the AAO House of Delegates and eight years on the Council on Orthodontic Practice.

Session schedule

Thursday, Sept. 20
- 7–11 a.m.: MASO Board Meeting (invitation only)
- 1–5:30 p.m.: Golf outing at the Country Club of Maryland
- 1–6 p.m.: Registration/exhibitor set-up

Friday, Sept. 21
- 7:30–8:30 a.m.: Continental breakfast in exhibit hall (complimentary)
- 7:30 a.m.–4 p.m.: Registration/exhibit hall open
- 7:30 a.m.–4 p.m.: ABO case displays
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8–9:30 a.m.: Staff session, Dr. Neal Kravitz, “Developing the ‘Dream Team’: 10 Characteristics of an Elite and Irreplaceable Orthodontic Team Member”

8:30–10 a.m.: Doctor session, Dr. Roger Levin, “Create the Ideal Ortho Practice, Part One” (co-sponsored by Levin Group)

9:30–10:30 a.m.: Beverage break in exhibit hall (complimentary)

10 a.m.–noon: Staff session, Tina Byrne, “Navigating as Part of the Ortho Crew: Winning May Be As Simple As Adjusting Your Sails, Part One” (co-sponsored by Byrne Consulting Group)

10:30 a.m.–noon: Doctor session, Dr. Roger Levin, “Create the Ideal Ortho Practice, Part Two” (co-sponsored by Levin Group)

Noon–1:30 p.m.: Box lunch in exhibit hall (complimentary)

Noon–1 p.m.: MASO delegates meeting with MASO Board (invitation only)

12:15–1:30 p.m.: ABO certification information meeting

1–2 p.m.: Doctor session, Dr. Neal Kravitz, “Creating an Elite Orthodontics Office: A comprehensive review on how to increase case-starts, brand your office and develop a reputation within your community”

1:30–3 p.m.: Staff session, Tina Byrne, “Navigating as Part of the Ortho Crew: Winning May Be As Simple As Adjusting Your Sails, Part Two” (co-sponsored by Byrne Consulting Group)

2–3 p.m.: Doctor session, Dr. Normand Boucher, “Diagnosis and Management of Joint Related Malocclusion”

3–4 p.m.: Beverage break in exhibit hall (complimentary)

4–5 p.m.: MASO member/business meeting (all members welcome)

6–7 p.m.: Welcome reception in exhibit hall (complimentary; co-sponsored by Maryland State Society of Orthodontists)

Saturday, Sept. 22

6:30–7:30 a.m.: Fun run and historical walking tour of Baltimore Harbor

7:30–8:30 a.m.: Continental breakfast in exhibit hall (complimentary; sponsored by Invisalign/OrthoCAD)

7:30 a.m.–4 p.m.: Registration/exhibit hall open

7:30 a.m.–4 p.m.: ABO case displays

8–9:30 a.m.: Staff session, Char Eash, “Taking Back the Specialty — Game On! Part One” (co-sponsored by Profit Marketing Systems)

8:15–8:30 a.m.: AAOF presentation

8:30–10 a.m.: Doctor session, Dr. David Sarver, “Goal-Oriented Treatment Planning and Technological Advancements, Part One”

9:30–10:30 a.m.: Beverage break in exhibit hall (complimentary)

10 a.m.–noon: Staff session, Char Eash, “Taking Back the Specialty — Game On! Part Two” (co-sponsored by Profit Marketing Systems)

10:30 a.m.–noon: Doctor session, Dr. David Sarver, “Goal-Oriented Treatment Planning and Technological Advancements, Part Two”

Noon–1:30 p.m.: Box lunch in exhibit hall (complimentary)

Noon–1:30 p.m.: Component roundtable discussions

Noon–1:30 p.m.: Educators luncheon (invitation only)

1:30–3 p.m.: Staff session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part One” (co-sponsored by Profit Marketing Systems)

1:30–3 p.m.: Doctor session, Dr. David Sarver, “Goal-Oriented Treatment Planning and Technological Advancements, Part Three”

3–3:30 p.m.: Beverage break in exhibit hall (complimentary)

3:30–4:30 p.m.: Staff session, Char Eash, “Marketing — No Gimmicks, Just a Lesson in Building the Network from Within, Part Two” (co-sponsored by Profit Marketing Systems)

3:30 p.m.–4:30 p.m.: Doctor session, Dr. Jeffrey Posnick, “Contemporary Management of Chronic Upper Airway Obstruction in a Dentofacial Deformity”

4:30–5:30 p.m.: Resident session (mandatory to receive grant), Chris Bentzon, “The Process of Locating a Practice to Build, Join, Partner or Purchase” (co-sponsored by Bentzon, Clark & Copple, LLC)

4:30–5:30 p.m.: Component business meetings/Delaware, District of Columbia, Maryland

6–10 p.m.: President’s party — Geppi’s Museum of Pop Culture (Sponsored by 3M Unitek)

Sunday, Sept. 23

7–8 a.m.: MASO board meeting (invitation only)

7:30–8:30 a.m.: Continental breakfast in exhibit hall (complimentary)

7:30 a.m.–noon: Registration/exhibit hall open

7:30 a.m.–noon: ABO case displays

8:30–9:45 a.m.: Doctor session, Chris Bentzon, “Benchmarking the Orthodontic Practice” (co-sponsored by Bentzon, Clark & Copple)

9:45–10:30 a.m.: Beverage break in exhibit hall (complimentary)

10:30 a.m.–12:30 p.m.: Doctor/staff session, Jeff Behan, “Using the Power of Story to Grow Your Members” (co-sponsored by VisualTrust Communications)

Information/registration

Go to www.MASO.org to register or to seek out additional information.
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Enhanced social events and a focus on presenting clinical and entrepreneurial ideas in a fresh environment have attendees and the event organizers preparing for another dynamic "social meeting" experience with the OrthoVOICE 2012, which takes place Oct. 11–13 at Paris & Bally’s Resort in Las Vegas.

Leading off with an entertaining and educational talk with Dr. Lysle Johnston, OrthoVOICE attendees are in for a wild ride of mind-stretching ideas for practice growth, according to organizers.

With a unique take on building the speaker lineup and creative social events, OrthoVOICE is set to be orthodontics’ most innovative and socially interactive meeting of the year, its organizers say. “For OrthoVOICE, it’s about education, fun and giving back,” according to the event organizers.

Plan to attend the meeting’s second charity golf event on Thursday morning, Oct. 11. This year’s event will be held at Desert Pines Golf Club to benefit Smile for a Lifetime Foundation (S4L).

The $229 registration is open online at www.orthovoice.com and includes a donation to S4L, breakfast and lunch, round-trip transportation, green fees, carts and range balls.

To learn more about the full range of events and lectures at OrthoVOICE 2012, visit www.orthovoice.com.

Twelve C.E. credits are offered and doctor/team registration is only $399 per person, through Sept. 30. Registration is open now at www.orthovoice.com.