Orthodontists on the West Coast and the East Coast have a lot to look forward to during the next few weeks as both the Pacific Coast Society of Orthodontists (PCSO) and the Northeastern Society of Orthodontists (NESO) put on their annual sessions, both featuring a wide range of educational opportunities, social events and more.

The 73rd annual PCSO, which will take place Oct. 22–25 at the Phoenix Convention Center in Phoenix, Ariz., is focusing this year’s program on “kaizen,” the Japanese word for improvement. Meeting organizers promise that this year’s session will build on this theme by helping attendees explore new technologies and refine current techniques to achieve success in today’s changing environment.

The meeting kicks off Thursday, Oct. 22 with a new and younger member program and reception, but the real action gets under way on Friday, starting with a joint doctor/staff lecture by Dr. Roger Levin. He will discuss what you should do to position your practice for the future.

Other speakers that day include Holly Armentrout on implementing current technology, Lori Garland Parker on new technologies and their applications in a busy practice, Dr. Lysle Johnston on orthodontic education and its current and future impact on the profession and an interactive panel discussion addressing TMJ, estradiol dysfunction and micro-implants.

Saturday’s topics will focus on marketing, Web site development, patient care, mechanics, facial harmony, self-ligating brackets, soft-tissue lasers and mini-implants. Sunday’s staff portion features two lectures: Carol Eaton on the importance of the new patient experience and Jackie Dorst on TADS.

The clinicians’ program ends the weekend with more emphasis on technology and multidisciplinary topics as Dr. Claude Boutin lectures on the implication of the Internet on your practice, Dr. Jerry Nelson talks about multidisciplinary treatment at the University of California, San Francisco, and Dr. David Kennedy leads a discussion on early treatment.

In addition, attendees will have an opportunity during the weekend to attend alumni receptions, tour the exhibit hall and socialize with friends and colleagues at the Rawhide Western Town welcome party from 7–10 p.m. Friday. Attendees will enjoy a steakhouse, saloon, shops and rodeo arena.

In a re-created 1880s Western town with a steakhouse, saloon, shops and rodeo arena, attendees will enjoy stage shows, country music, a petting zoo, rock climbing, a sundown cookout and a marshmallow roast around a bonfire. Tickets are $75, and transportation is provided.

For more information on the PCSO annual meeting or to register, visit www.pscoortho.org.

NESCO highlights
The NESO 88th annual meeting, taking place Nov. 13–15 at the New York Hilton in New York City, is centered around the theme “Something for Everyone.” There will be discussions on the latest technology, including reports on intraoral scanning, computer-aided brackets and other new developments; discussions on when to treat children, with opposing points of view presented and debated; and in a special joint session given by Dr. Bill Arnett, there will be discussions on making soft tissue your primary focus.

In addition, staff sessions will focus on communication and conflict resolution, digital trends and risk management.

When not attending the educational programs, attendees will be able to have lunch in the exhibit hall so they can visit with the exhibitors and see what’s new for their practice.

On Friday night, Nov. 15, the president’s reception will give attendees the opportunity to meet and greet friends, classmates and colleagues before heading out on the town.

For more information on the NESO annual meeting or to register, visit www.neso.org.