

Tennyson Study Club

www.dentaltechs.org

Simi Valley Adult School & Career Institute

Sept 29, 2018

**Saturday Sept 29th
8:00 to Noon**

New Room 504

Click on Map

www.dentaltechs.org

President's Message

Kurt Tennyson, CDT

2018

15th Annual DLOAC

CAD/CAM expo October 11-13,
2018 / Orange County, CA at the
Great Wolf Lodge in Anaheim

go to <http://dloac.org/symposium/>

Olga will introduce her new cad/cam classroom and program. Too busy to train your employee on scan and design send them over for the Saturday class

Renewal of Tennyson Study Club dues \$210 made out to Tennyson Study Club. This includes your \$35 annual campus insurance fee which we will pay to the school. Guests pay \$35 to cover the liability insurance fee for this meeting.

Cynthia Bollinger, IDIA



Maintaining a Successful Practice in a Changing Environment

Cynthia Bollinger recently did a lecture for Don Nichevich's Study Club and presented unbelievable data of Corporate dental offices quickly moving from the east coast to the west coast. You have probably seen them popping up around town. Chances are they have no interest in working with your lab as they seem to create their own low cost lab to support their young dentists. I recently read an article is the **solo practice dead?** Cynthia will scare you, yet has a plan to fight back. She is interested in our laboratory feedback.

Topics:

- The rise of corporate dentistry: what it means and how to compete with it
- Competing with Clear Choice Dental Implant Centers that have recently opened across the Southland and their ubiquitous advertising claims
- The commoditization of dental implants and consumer expectations
- Communicating quality to patients that seem to be focused solely on what is covered by their dental insurance
- Marketing resources to support private practice team-based dentistry

- Implementing a marketing strategy that will lead to future success in spite of current trends

Want to Know more about Dental Implants? Come join us Friday September 28th

Osseointegration Study Club of Southern California.

**Lab technician \$100
Dental lab student \$50
Registration**

<https://osseosocal.org/meeting-registration/rsvp-2/>

This meeting includes the osseointegration study club of Japan presenting in the afternoon. Lunch included. Ayres Hotel
Manhattan Beach-14400
Hindry Ave. Hawthorne,
CA 90250

**Next TSC Speaker
Jungo Endo, CDT
Oral Design Santa Monica**

The edentulous arch full contour zirconia with tissue shade pink ceramics. What are the pre-sinter stain techniques, post sinter stain and glaze with pink porcelain. Firing cycles for success.