

"The Economics of Orthodontics in Today's Financial Climate"

**PLEASE NOTE
EARLIER STARTING
TIME THIS YEAR DUE
TO FULL AGENDA!**

Chris Bentson, President Bentson Clark and Cople, LLC

"State of the Orthodontic Union" -outlining trends and benchmarks and "Understanding Your Profit and Loss Statement".

Understanding orthodontic business trends and benchmarking your practices operational and financial data against industry norms are necessary planning tools. This lecture will present comparative practice management data compiled over the last twenty-five years and reveal current practice data based on revenue and expenses, collected from practices valued by Bentson Clark & Cople, with specific review of how to determine your true overhead from your profit and loss statement. Existing orthodontic market dynamics occurring in practices throughout the United States will be addressed. The information presented will provide a firm foundation to reference while strategically planning the direction of your orthodontic practice in the upcoming years. Speaker Biographical information:

Chris Bentson has worked in the orthodontic field for 21 years and currently serves as managing partner of Bentson Clark and Cople, LLC. The company provides valuation and transition services to orthodontists throughout the United States. Chris also serves as Chief Editor of the "Bentson Clark reSource" a quarterly newsletter on the business of orthodontics.

Randall Berning, J.D., L.L.M

"What's Your Strategy Doctor?"

Having in place a vision for the rest of your practice career and addressing the assumption that sooner or later practice growth will require transition and succession planning, including planning for retirement.

Mr. Berning maintains law offices in Chicago and the District of Columbia. Before entering private practice, he served as an Illinois Assistant Attorney General. He concentrates his practice on legal, financial and practice management issues affecting dentists, dental schools, and health care providers. He is experienced in business and transactional matters, mergers, acquisitions, contract

negotiations, planning for practice transition, succession and expansion.

Since 1979 Mr. Berning and the firm provide strategy and implementation for practice transition, vision building, strategic planning and professional services marketing for dentists and healthcare providers, dental schools and companies. He continues to serve as a Consultant to the ADA's Council on Dental Practice (1987 - present).

Darrell W. Cain, CPA

"Changing Times Require Action! A Commentary on the Current & Future Economic, Financial & Political Situation."

Mr. Cain is President of Cain, Watters & Associates, P.L.L.C. a "fee only" certified public accounting firm located in Dallas, Texas. Mr. Cain has designed financial plans for approximately 1,400 dental professionals across the country on how to take advantage of their earning power. Cain, Watters & Associates, P.L.L.C. also provides tax and accounting services, ongoing financial monitoring, investments solutions, practice valuations and transitions, and estate planning for their financial counseling clients.

PROGRAM

UNION LEAGUE'S REQUIRED DRESS CODE:
Gentlemen – jacket and tie.
Ladies – business attire.

WEDNESDAY, NOVEMBER 11, 2009

7:15 a.m. Registration & Continental breakfast
 8:00 a.m. Chris Bentson
 10:00 a.m. Refreshment Break
 10:30 a.m. Randall Berning, J.D., L.L.M.
 12:30 - 1:30 p.m. Lunch and Annual Meeting
 1:00 p.m. Manufacturer Display
 2:00 p.m. Darrell W. Cain, CPA
 4:00 p.m. Close and Questions

6 CE Credit Hours

RESERVATION SHEET

Advance Registration
 \$195 per attendee
 6 CE Hours

On site Registration
 Will be Accepted at the
 Following Rate:
 \$230 per attendee

Name _____

email _____

Phone Number _____

PRE-REGISTRATION FORM MUST BE RECEIVED BY OCTOBER 31, 2009.

NO CREDIT CARD RESERVATIONS ACCEPTED.

Space-permitting, on-site registration will be accepted, see rate:

Please return reservation with check to: The Greater Philadelphia Society of Orthodontists
 c/o Dr. Mark J. Mele
 2826 Mt. Carmel Ave.
 Glenside, PA 19038
 (215) 886-7880
 mcmele@comcast.net



The Greater Philadelphia Society of Orthodontists
c/o Dr. Mark J. Mele
2826 Mt. Carmel Ave.
Glenside, PA 19038

The Greater Philadelphia Society of Orthodontists

Annual Meeting

Celebrating Our 64th Year

"The Economics of Orthodontics in Today's Financial Climate"

WEDNESDAY, NOVEMBER 11, 2009

Union League of Philadelphia
(Required Dress Code)
www.unionleague.org
140 South Broad Street
Philadelphia, PA 19101
(215) 563-6500

The Greater Philadelphia Society of Orthodontists

Presents



Chris Bentson

Randall Berning, J.D., L.L.M.



Darrall W. Cain, CPA

www.gpso.org

NOVEMBER 11, 2009