

REGISTRATION INFORMATION

# 92<sup>nd</sup> Annual



SPONSORED BY  
MINNEAPOLIS DISTRICT  
DENTAL SOCIETY

Friday, January 26, 2018

Minneapolis Marriott Northwest Hotel  
7025 Northland Drive North  
Brooklyn Park, Minnesota

REGISTRATION DEADLINE: JANUARY 22, 2018

## 2018 Midwinter Dental Meeting

Friday, January 26, 2018

Minneapolis Marriott Northwest Hotel

7025 Northland Drive North, Brooklyn Park, MN 55428

7:00 a.m. - 8:30 a.m. Registration, Exhibit Area Opens,  
and Hot Breakfast Buffet

8:30 a.m. - 10:00 a.m. Mary Osborne Lecture

10:00 a.m. - 10:30 a.m. Refreshments in Exhibit Area

10:30 a.m. - 1:30 p.m. Mary Osborne Lecture

1:30 p.m. Adjournment

- ADA Dentist, (ADA # \_\_\_\_\_) \_\_\_\_\_ x \$100.00 = \_\_\_\_\_
- Non-ADA Dentist \_\_\_\_\_ x \$200.00 = \_\_\_\_\_
- Dental Staff or Non-Dental Guest \_\_\_\_\_ x \$50.00 = \_\_\_\_\_
- Dental Student \_\_\_\_\_ x \$20.00 = \_\_\_\_\_

For registration after January 22,  
add an additional \$20.00. \_\_\_\_\_ x \$20.00 = \_\_\_\_\_

Total Payment Enclosed: \_\_\_\_\_

### Form of Payment:

- Check enclosed: Check # \_\_\_\_\_  
(Please make check payable to the Mpls. District Dental Society.)
- Charge this to my:  MASTERCARD  VISA

CREDIT CARD NUMBER

EXPIRATION DATE

ZIP CODE OF BILLING ADDRESS FOR CREDIT CARD

AUTHORIZED SIGNATURE

PLEASE PRINT IN BLACK BALL POINT OR PERMANENT PEN: (COPY FORM AS  
NECESSARY OR ATTACH ADDITIONAL PAGE FOR STAFF MEMBERS.)

NAME (PLEASE PRINT)

TITLE

DENTAL PRACTICE NAME

EMAIL

ADDRESS

CITY/STATE/ZIP CODE

TELEPHONE

NUMBER ATTENDING (PLEASE ATTACH A LIST OF ALL ATTENDEES)

NO REFUNDS AFTER MONDAY, JANUARY 22, 2018.

Those paying by credit card are encouraged to fax their completed  
registration form to (651) 631-9846.

Registering by mail? Please mail it to:  
Minneapolis District Dental Society  
2475 - 15th Street NW, Suite C  
New Brighton, MN 55112-5606  
Telephone: (651) 631-9845



# Education. Recreation. Celebration.

## The Power of the Question



**Mary H. Osborne**

Mary Osborne has worked in dentistry for over forty years as a clinical hygienist and patient facilitator. She brings to her work enthusiasm, intelligence, humor, and a deep belief in the potential for significant growth through authentic communication.

- Mary is known internationally as a consultant, writer, and producer of newsletters and audio/video programs for Mary H. Osborne, Resources in Seattle, Washington. She has served on the visiting faculty at the Pankey Institute and as an advisor to the Pankey Foundation. Her writing is published in national magazines and websites and she is a popular speaker at major state, national, and international annual meetings.

### Course Overview

- Teaching and telling are the skills most of us have learned to help patients move toward better dental health. Sometimes they are helpful, but not sufficient. You can learn another set of skills. You can learn to formulate effective questions and to listen more deeply, skills that will help you have a greater positive impact in all areas of your life. In your work, in your family and in your communities, you are in a unique position to make a positive difference in people's lives.

Listening is the most significant communication tool you can learn. You can go beyond intimidation or fear, and learn to use the power of the question to help you communicate with compassion and confidence. This program will help you:

- **Help** your patients work through barriers they perceive to ideal dental health.
- **Develop** a team dynamic focused on results.
- **Communicate** in a way which is powerful, ethical, non-manipulative, and patient centered – not insurance centered.

With passion, wit, and wisdom, Mary Osborne will share insights and real life examples to help you learn powerful communication tools to put into

practice immediately in every aspect of your life. You will learn:

- **Skills** to become a better listener in your personal as well as your practice life.
- **Language** that responds to the needs of each person, without compromising your ethical standards.
- **Questions** designed to help you learn about others as they learn about themselves.

If you care about your patients but sometimes feel frustrated when they seem to be in denial about the conditions you point out, this program will bring a new perspective to you and to your team. Join us to learn how to close the gap between what your patients think they want from you, and what you know you can do for them.

### Testimonial

Mary Osborne is one of the most influential people in my professional life. Mary's gift is patient communication and team development. Over the years I have worked with her personally to develop my communication skills and patient process with phenomenal results, as well as have her work with my entire team. Don't miss this opportunity to elevate your entire teams communication skills and increase your effectiveness at helping patients move forward with the treatment you recommend.

~ *Lee Ann Brady, D.M.D.*  
*Director of Education for the Pankey Institute*

Mary Osborne has worked with my team for the past year. She truly has a gift for helping people navigate complicated situations. She has helped equip my office with the skills to not only learn to work as a more cohesive team, but to also be able to have more understanding of patients and their needs. Through meaningful conversations, we are gaining more appreciation of each other, and meeting patient needs at a higher level.

~ *Melissa S. Zettler, D.D.S.*  
*Program Committee Chairperson,*  
*Minneapolis District Dental Society*

You will earn five core continuing education credits for this lecture.

The Minneapolis District Dental Society wishes to extend a special *Thank You* to our corporate sponsors for making it possible for the dental, dental hygiene and dental assisting students to be in attendance at the Midwinter Dental Meeting. Without their continued support, this would not be possible.

Partial listing of sponsors as of October 15.

### Gold Level Sponsorship

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### Silver Level Sponsorship

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Sabó Dental Lab, Inc.  
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Final listing of all sponsors will be printed in the program brochure distributed on the day of the meeting.