



# How to Thrive in a “Challenged” Economy

## 12 RULES FOR A NEW REALITY

An extraordinary day of dental team education with

Friday, November 6th  
Pearl River Hilton

For over 20 years **Steven J. Anderson** has entertained, educated and delighted dental teams at meetings and conventions all over North America, Canada, Australia, and the UK. From a business and patient’s perspective, he brings common sense ideas to practices that dramatically improve their results.



He is the founder and president of the Total Patient Service Institute, working with dental team to improve productivity and treatment acceptance. He is the author or co-author of five books, dozens of audio and video learning programs, and dozens of industry articles published in the most the most widely distributed dental magazines and newsletters. He is Co-founder of the Crown Council and the Smiles for Life Foundation. In the early 90’s, he co-founded the Dental Boot Kamp® with Walter Hailey. Today Steve carries on a rich tradition of dental team education and practice productivity around the world.

“I have known Steve Anderson for many years. Both me and my team members through the years have seen the direct benefits in our practice from the ideas and systems he presents. Besides, he makes education fun. Just go!”  
David Hornbrook, DDS, FAACD

“It does not make much difference what you know clinically if your patients will not accept your recommendations. Steve Anderson has the keys to fee for service, private care treatment acceptance success. Don’t miss it. It will change your practice and your life.”  
Ray Bertolotti, DDS

“A great presenter but also a great person. He will entertain you, he will challenge you and your team, and most of all he will improve the practice of all who attend.”  
Dennis J. Wells, DDS, AAAC



Dr. Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_

**Tuition**

- ESACD Member Doctor - \$225
- Non-ESACD Member Doctor \$295 (includes 1yr membership)
- Student \$145
- Staff – \$95
- Technician- \$225
- doctor & 3 staff \$495

Credit Card # \_\_\_\_\_ Exp date \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Empire State Academy of Cosmetic Dentistry  
 1540 Route 202, STE 14  
 Pomona, NY 10970  
 845.364.0400

Please note: These are early bird fees. Fees will go up by \$50 per person after May 8th