

A decorative banner with a rope border and a central yellow oval containing the text "NEW IMAGE CREATION". The rope is yellow with a black outline and is arranged in a rectangular shape with rounded corners. The central oval is yellow with a white outline. The background is a solid brown color.

NEW IMAGE CREATION

EARLY SUMMER REGISTRATION

Dentist \$895
Team member \$95

Must be register before
May 9,2008

New Image Creation Dental Laboratory proudly presents: **Secrets to Patients Saying "YES" to Comprehensive and Elective Dentistry Revealed!**

A 'MUST PROGRAM' FOR THE ENTIRE OFFICE TEAM

COURSE OVERVIEW:

- Why dentistry is flourishing again and what you need to be doing
- How to **practice smarter** in an uncertain economy and still prosper
- How to **double your net income** and cut your work schedule in half
- Learn how to **do more Comprehensive, Cosmetic and Implant Dentistry**
- Find out how to **put fun back in to your practice** and enjoy dentistry again
- Learn what they don't teach you at dental school or other post-graduate training seminars
- Creating a **world class dental practice** that attracts fee-for-service patients, and the best employees
- How your income is directly proportional to the RIGHT CE courses
- Learn the **five things that you must do** in order to become a comprehensive dentist
- Why Trust plays a major role in your treatment presentation and how to make **your patients trust you at the very first appointment**
- How to make **dental insurance work to your advantage** instead of against you
- Proper treatment and fee presentation and how to address insurance
- What educational programs in the country will give you **the best training** for your buck
- Use of Photography to **increase your bottom line** immediately
- Learn who needs to be selling in your office
- How to **talk to your patients** regarding dental benefits and how to overcome their objections
- What words to use to **excite & motivate patients in accepting their treatment plan**
 - How to **create value** selling the intangible
 - Learn the necessary scripts to **upgrade and close your next big case**
 - How to **outsource all your insurance workload** and spend more time with your patients
 - Ways to **increase your cash flow**, collections immediately
 - Approaches to **external marketing**
 - How to **increase your internal marketing** efforts
 - How to **involve all your team members** in your internal marketing efforts and promote your services
 - What **deadly marketing assumptions** you should avoid
- Steps to **transform your existing dental practice** to a comprehensively treatment-oriented dental practice without dropping dental insurance
 - Team **role play** (the most productive and fun part of the lecture for the entire team)

**"Most Popular and
Most Productive
Dental Seminar for
Dentists and their
Team members."**

Adam Diasti DDS
President of Coast Dental
Services, Tampa, FL

**"The lecture taught
me that in order
to become a great
dentist, not only do
I need great clinical
education but must
also master the
business skills to
be able to close
more cases."**

Alex Hashemi DDS
London, UK



UPCOMING 2008 SEMINAR EVENTS

Las Vegas, Nevada

April 11



Honolulu, Hawaii

May 30



San Francisco, California

June 13

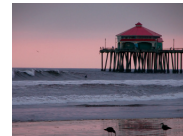
HURRY, ALMOST SOLD OUT!



Irvine, California

July 18

HURRY, ALMOST SOLD OUT!



Phoenix, Arizona

September 12



Tuition

Dentist: \$995 each

Team member: \$125 each

7 CE AGD Approved Credits plus all meals

SEATS SELL-OUT QUICKLY. REGISTER TODAY!

1.877.90.IMAGE (46243)

Call us today to find out how you can qualify for 50% off of your Tuition!

"Every time I attend one of Dr. Nazeri's seminars, my production goes up. This is a must attend seminar for the entire team."

Sam Simos DDS, IL LVI Instructor

"Having Dr. Nazeri as a mentor and a coach, it has helped me not only enjoy dentistry again but has increased my bottom line."

D. Brown DMD

ABOUT THE SPEAKER:

Dr. Allen Nazeri is a 1990 graduate of Creighton University School of Dentistry and has held faculty positions at both UCLA and USC schools of dentistry. Dr. Nazeri practices Comprehensive and Aesthetics dentistry in Palm Desert, California and has created one of the most sought-after dental practices among celebrities and dignitaries alike. He is trained at UCSF Advanced aesthetic program as well as the Las Vegas Institute.



Dr. Allen Nazeri cornerstonedentistry.com Palm Desert, California

PROGRAM SPONSORS



Dr. Nazeri also has had extensive management training at some of the most elite leadership training programs, including the Ritz-Carlton. He has been involved in the training of over 700 dentists since 2002, in some of the major group dental practices, helping them to raise their net income by up to 50% while cutting their work schedule. Dr. Nazeri is a partner and co-founder of NIC, dental labs and resource center for dentists.



NEW IMAGE CREATION

FULL SERVICE DENTAL LABORATORY & TRAINING SEMINARS

The logo consists of a thick, braided rope in a golden-yellow color, outlined in black, forming a rectangular border with rounded corners. At the top center of the rope, there is a decorative knot. In the center of the rope border is a large, horizontal oval with a white outline and a golden-yellow fill. Inside this oval, the text "PUNJABI DENTAL SOCIETY" is written in a bold, black, sans-serif font.

PUNJABI DENTAL SOCIETY



AN AWARD WINNER INTERNATIONAL ORGANIZATION
 PROMOTING EXCELLENCE IN DENTAL EDUCATION
 Over 1700 Members Strong

Presents

A Must attend seminar for you and your staff

MEDICAL EMERGENCIES IN THE DENTAL OFFICE
BY
DR. WALTER M. SIEGEL

On
JUNE 22ND, 2008 (Sunday) 9:00 am till 5:00 pm
(AGD & CA Board 7 hrs C.E. units)
 At

EMBASSY SUITES HOTEL
900 EAST BIRCH STREET, BREA, CA 92821

(Please print in capital letters or attach your business card)

Name DR/RDH/RDA/DA _____ Lic no _____
 Circle one first middle initial Last

Address _____

city state zip
 Phone no Fax no e-mail

ARE YOU A PDS MEMBER YES NO Membership no _____

COMPLIMENTARY PARKING & LUNCH INCLUDED

| REGISTRARION FEE | Before June 15, 2008 | After June 16, 2008 |
|-----------------------------|----------------------|---------------------|
| Dentist Non-members | \$ 89.00 | \$ 99.00 |
| Members | \$ 79.00 | \$ 89.00 |
| Hygienist/R.D.A.Non-members | \$ 69.00 | \$ 79.00 |
| Members | \$ 59.00 | \$ 69.00 |

FOR REGISTRATION / MEMBERSHIP / STAFF DISCOUNT OVER THE PHONE PLEASE CALL

TOLL FREE 1-866-422-5573 (1-866-4-CALL-PDS) OR 909-933-9076

We accept Visa, Master card, American Express & Discover

VISIT US ON OUR WEB SITE: WWW.PDSOCIETY.COM TO DOWNLOAD MEMBERSHIP FORM

Dr. R. Salwan
 President

Make check payable to
 PDS
 1361 E. 4TH STREET ONTARIO, CA 91764

Dr. D.P. Singh Nagra
 Chairman



DR WALTER M. SIEGEL

Dr Siegel DMD is Assistant Clinical Professor, and Director of Oral Surgery Clinic at University of Southern California, Los Angeles. Dr. Siegel completed his D.M.D. degree from Tuft University and specialty training in Oral Surgery at the University of Pennsylvania. He holds board certification in Oral and Maxillofacial Surgery. Dr Siegel has served in United States Army reserve as Major. He served as chief of Oral and Maxillofacial surgery department at Veterans Administration Medical center, Long Beach, California. He Siegel is passionate about sharing his knowledge and experience on Prevention and Treatment of Medical Emergencies in Dental Offices.

SYNOPSIS

Title: “Medical Emergencies in Dentistry”

1. Pre-operative medical assessment of patient
2. Emergency Meds - with an understanding of their actions and when / how to use
 - a. Essential -oxygen and delivery, epinephrine, albuterol, nitroglycerine, benadryl aspirin, glucose
 - b. Non-essential –glucagon , benzodiazepines, steroids, vasopressors ,aromatic ammonia
3. General response to emergencies and the importance of the team approach
4. Required Emergencies - with a understanding of the pathophysiology, findings, treatment and prevention
 - a. Vasovagal syncope and postural hypotension
 - b. Hypoglycemia
 - c. Stroke
 - d. Acute airway problems
 - e. Hyperventilation
 - f. Steroid dependent patient
 - g. Seizures
 - h. Allergic reactions
 - i. Local anesthesia-epi reactions, toxicity
 - j. Angina and Myocardial Infarction