



NEW IMAGE CREATION

EARLY SUMMER REGISTRATION

Dentist \$895
Team member \$95

Must be register before
May 9,2008

“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

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)



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 yellow rope with black outlines, forming a rectangular border with rounded corners. At the top center, the rope is knotted. Inside this border is a horizontal yellow oval with a white outline. The text "PUNJABI DENTAL SOCIETY" is centered within this oval 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

**COSMETIC DENTISTRY FOR GENERAL DENTISTS
 BY
 LOU GRAHAM, DDS**

On
MAY 18TH, 2008 (Sunday) 9:00 am till 5:00 pm
(AGD & CA Board 7 hrs C.E. units)
 At

CROWNE PLAZA HOTEL
282 ALMADEN BLVD., SAN JOSE CA 95113

(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

REGISTRATION FEE	Before May 10, 2008	After May 11, 2008
Dentists Non-members	\$99.00	\$109.00
Members	\$89.00	\$99.00
Hygienist/R.D.A.Non-members	\$79.00	\$89.00
Members	\$69.00	\$79.00

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

LOU GRAHAM, DDS

Dr. Graham is an internationally recognized lecturer extensively involved in continuing education for dental professionals, focusing on incorporating current clinical advancements through “conservative dentistry.” He emphasizes in his teachings the same things he practices: dental health diagnosis, treatment plans for medically compromised patients, conservative treatment, cosmetic dentistry, and customized approaches to periodontal care, implants and laser dentistry.

He is the co-founder of Dental Team Concepts a continuing education company whose philosophy and programs use contemporary, interactive formats to integrate time-proven conservative dentistry with 21st century materials and techniques.

Dr. Graham is a published author in many leading national and international dental journals. He is a member of the American Dental Association, American Academy of Cosmetic Dentistry, Academy of General Dentistry, Chicago Dental Society and Illinois Dental Association.

Dr. Graham is a graduate of Emory Dental School. He is the former Dental Director of the University of Chicago’s Department of Dentistry. He enjoys providing dental care at his private practice, University Dental Professionals, in Chicago, IL – Hyde Park.

Synopsis:

- What is your philosophy on your practice?
- Understanding Addition versus Subtraction Dentistry
- Understanding the value of Enamel Preservation in small, medium and large restorations
- New Approaches to dentin and enamel replacement
- How do Glass ionomers fit into your daily restorative care
- With all the complexities of composites, simple approaches that make sense
- Various techniques for anterior and posterior restorations that allow you to choose your path
- The latest on polishing and sealing in 3 easy steps.
- Understanding the limitations in Composites and Indications for Indirect Laboratory Onlays
- Step by step preparation guidelines that include technologies beyond the drill
- Impression and temporization tips that include lasers, the latest in impression systems (potentially including digital impressions), and multiple approaches to temporization
- The absolutes keys to successful cementation. The do and don’ts along with the latest in cement technology
- Digital technology that allows you to look at x-rays totally differently in your daily diagnosis
- Trends in Treatment for
 - Acidity in the diet
 - Dentin Sensitivity
 - Erosion and Recession
 - Dry Mouth and it’s ramifications
 - Early Caries
- A look at the latest in digital communication for your patients...from the fifteen second answer to allowing the team to customize treatment plans