

Cal-Lab Association

Program Detail 2024

“Get a Grip on Your Business. Six Keys to Getting What You Want from Your Entrepreneurial Company” - an EOS panel presentation

Thursday 8:45 - 10:00 am

Moderator: Eric Larsen

Panelists: Chris Waldrop, CDT; Jim Caruso; Stuart Steinbock

At the conclusion of this workshop, you will walk away with a set of simple, practical tools that you and your leadership team can use immediately to focus on priorities, get clear on issues, and gain traction together, as a healthier leadership team.

Eric Larsen brings his deep experience and hands-on know-how as a Certified EOS Implementer having run three companies using the Entrepreneurial Operating System. Having worked intimately with EOS tools, Eric is uniquely positioned to coach business leaders with a long history of practical application.

Eric spent his early career at Fellowes, a 4th generation family-owned business where he twice was awarded “Gutsiest Entrepreneur of the Year”. He earned his Bachelor of Science Degree from Taylor University. His postgraduate education included attending Ball State University’s Business School where he focused on Entrepreneurship while serving as a Graduate Assistant. As a Certified EOS Implementer, Eric’s passion is seeing entrepreneurial leaders grow and get what they want from their businesses.

Chris Waldrop, CDT is president of Burdette Dental Laboratory, Inc., CDL, a third generation, full service dental laboratory in Birmingham, Alabama. Chris is a 1995 graduate of the University of Alabama in Birmingham with a BS in Finance. Prior to being named President of Burdette Dental Laboratory, Chris had responsibilities in accounting, sales, and technical operations during different time periods of his 29 years with the company. Chris has served as a member of the Visions Committee, Marketing Committee and Strategic Planning Committee of the Southeastern Conference of Dental Laboratories. He served as a trust member of the Foundation for Dental Technology and was the 2010 President of the National Association of Dental Laboratories. Chris is a current board member for the Cal-Lab Association. Chris has spoken domestically and internationally on a variety of topics including clinical/laboratory communication, the future of dentistry, capitalization of dental laboratories and Developing Trends in Dental Technology.

Jim Caruso has been instrumental in leading a thriving dental laboratory with 8 locations and 370 employees, serving dental professionals across the country out of three states: Illinois, Wisconsin, and Indiana. Together with his brother Luke, Jim serves as Co-President and Chief Administrative Officer of Ottawa Dental Laboratory, which operates on the cutting-edge EOS system. Their visionary leadership has been the cornerstone of the company’s growth, contributing to both industry and community advancement.

Jim’s active involvement on the Cal-Lab board and various local boards underscores his commitment to advancing both the dental industry and the communities they serve. He is also a member of Vistage, continuously refining his leadership skills through training and coaching. Beyond his professional life, Jim finds joy in hunting, golfing, and passionately following sports teams like the Chicago Bulls, White Sox, Kansas City Chiefs, and the Iowa Hawkeyes. However, Jim’s true joy lies in traveling with his wife, Nicolette, and creating cherished memories with their four children.

Stuart Steinbock began his career at Whip Mix in January 1999. Stuart is a 4th generation Steinbock at Whip Mix who was there for 19 years. Stuart led Whip Mix in their transformation from analog to digital. Stuart founded the Whip Mix Milling Center in 2007, added Whip Mix as the original distributors for both Roland and Asiga. While there, he oversaw the formulation and commercialization of the Vericore line of materials. During his tenure, Whip Mix received 6 JDT WOW awards.

After leaving Whip Mix, Stuart joined Carbon 3D where he was responsible for launching the L1 Print System for high volume thermoforming. After nearly two years at Carbon, Stuart left for Origin Laboratories where he was responsible for leading Origin’s 3D printed swab program that resulted in over 200,000 printed swabs being printed and distributed. Following the acquisition of Origin for \$100M by Stratasys, Stuart was Origin’s Product Manager for the integration into Stratasys where he was a key contributor to Stratasys’ overall Dental strategy. Since May of

2022, Stuart has been at ODL Dental Laboratory. There he has served as the VP of Corporate Business Development and since June of 2023 the full time EOS Integrator. ODL is a full-service Orthodontic Lab based in Buffalo, NY that is a leader in the use of Digital Technologies.

1.5 hours Scientific Credits

“Key Trends Reshaping Dentistry: What Will the Future Bring?”

Thursday 10:15 - 11:00 am

Kamyar Nasseh, PhD

Dentistry is going through a major paradigm shift, both in terms of practice modality as well as patient mindsets. Solo practice is being replaced by group practice, more rapidly than previously thought. Millennial patients value different things than Baby Boomer patients. We will discuss key trends reshaping dentistry and how various stakeholders can thrive in this rapidly changing environment. Get ready to be uncomfortable. The status quo is unsustainable. We will have lots of time for discussion and debate.

Kamyar Nasseh is a health economist at the American Dental Association and has been with the organization since May 2012. Dr. Nasseh has published recent articles in Health Affairs, Health Services Research, Health Economics, Medical Care, The American Journal of Public Health and the Journal of the American Dental Association (JADA). His research focuses on healthcare economics and dental economics. Dr. Nasseh received his PhD in Economics in 2007 from Michigan State University, where his area of specialization was in cross-section and panel data econometrics.

1 hour Scientific Credit

“What’s New in 2024?”

Thursday 11:00 - 11:30 am

Jeff Stronk

It's back by popular demand! We will take a look at new products, equipment, and techniques coming to market this year. There are so many changes and Jeff's program is unbiased, peer-to-peer, and is the perfect place to learn before you make crucial financial decisions. We'll also recap some of the 2023 products to see if they lived up to expectations.

Jeff Stronk is co-owner of Treasure Dental Studio in Salt Lake City, UT. He's been in the dental industry for 30 years with a focus on implants and surgical case planning. Jeff currently serves as Chair of the Cal-Lab Association Board and is on the faculty of NADL University. He recently served on the Board of Directors of the NADL and was President in 2011. Jeff also served on the Board of the Foundation of Dental Technology where he was chair from 2015-2016.

.5 hours Scientific Credits

Closed Forum #1

Thursday 12:30 – 1:15 pm

Jeff Stronk

We will discuss business trends, techniques, products, and implementation during this **members-only** forum. Audience feedback and participation is encouraged as we will poll the audience on various topics. This is always a highlight of the Cal-Lab meeting and is rated one of the most valuable member benefits!

1 hour Scientific Credit

“Artificial Intelligence and the Future of Dental Labs”

Thursday 1:15 - 2:30 pm

Byron Reese

Is AI a tired, overused, meaningless buzzword? Or amazing world-changing technology? Both, maybe. In this talk, Byron Reese separates reality from hype, focusing on how this technology will benefit humanity... and your business.

Speaking across the globe, **Byron Reese** brings great enthusiasm and talent for deciphering our common destiny and unlocking business opportunities within it. As a successful entrepreneur and award-winning futurist, Byron employs his perspective as a historian, futurist, and technologist to illuminate how the technology of today can solve some of our most daunting global challenges.

As a futurist, he understands the unprecedented technological change upon us and explores the dramatic transformation of society it will bring. As a technologist and entrepreneur, he knows how to manage change and inspire innovation, while still meeting the immediate obligations and realities of operating a business.

Byron speaks around world to both technical and non-technical audiences, and his keynotes and appearances include SXSW and TEDxAustin, Fortune500 companies (Google, Dell, FedEx, Nvidia, Johnson & Johnson), universities (Rice University of Texas, Queen's University, TWU) and futurist conferences (TimeMachine, PICNIC Festival in Amsterdam, Wolfram Data Summit, and the IEEE Conference) among others.

Byron has enjoyed a wide range of success over 30 years, including two NASDAQ IPOs as well as the sale of three companies he founded. He has written six books that have been translated into a dozen languages.

A highly sought-after keynote speaker, enlightening attendees across nations, Byron is an in-demand forward thinker in his field.

1.5 hours Professional Development Credits

“As Simple as AI” – a panel presentation

Thursday 2:45-4:00 pm

Moderator: B.J. Kowalski

Panelists: Cambron Carter; Teresa A. Dolan, DDS, MPH; Doug Gillespie

This awesome panel along with moderator, B.J. Kowalski, will be addressing various topics relative to how AI can be utilized in the dental lab space, the pros and cons of using AI, and how using AI can affect products, new materials, dentist communications, and automation. Bring your questions/comments to the Q&A portion of this presentation and learn how AI can help your business today.

B.J. Kowalski is the President of ROE Dental Laboratory, a progressive full-service laboratory located outside of Cleveland, Ohio with additional satellite locations. ROE prides itself on leading dental technology through CAD/CAM investment and highly skilled staff, while remaining aware of the perils of early adoption. The laboratory has fully integrated all areas of production in a digital process and is a beta site for multiple companies. B.J. is a member of numerous study groups and professional organizations and lectures on all areas of dentistry. The audience is sure to learn from both his accomplishments and mistakes.

Cambron Carter is a computer scientist and the chief technical officer at Pearl, where he leads the development of AI technologies for diagnostic and business analytics applications in dentistry. Previously, he led computer vision engineering at the digital advertising and sponsorship analytics company, GumGum. A specialist in scalable computer vision, unsupervised learning and generative modeling solutions for real-world applications, Mr. Carter is a published researcher in the field of medical imaging analysis, whose work contributed to the development of a computer aided diagnostics system for early detection of malignant pulmonary nodules in chest CT scans. He holds Bachelor of Science degrees in electrical engineering and physics (with a concentration in optics), and a Master of Engineering in electrical engineering from the University of Louisville.

Dr. Teresa (Terri) Dolan is the Chief Dental Officer at Overjet (www.overjet.ai), the global leader in dental AI. She previously served as Dentsply Sirona's Chief Clinical Officer, leading the global Clinical Affairs function, supporting new product development, and overseeing the largest global clinical education program sponsored by the dental industry. Dr. Dolan is also professor and dean emeritus of the University of Florida College of Dentistry, where she served as dean and chief academic officer from 2003 until 2013. She is recognized for her contributions to dental public health, geriatric dentistry and as a champion for diversity and women in dentistry. Dr. Dolan is a Phi Beta Kappa graduate of Rutgers University; she earned a DDS degree from the University of Texas and an MPH degree from the University of California, Los Angeles. She was a Robert Wood Johnson Foundation Dental Health Services Research Scholar, completed a Veterans Administration Fellowship in Geriatric Dentistry, and is board certified in Dental Public Health. As a recognized leader in the dental profession, she currently serves as past-president of the Santa Fe Group, president of the American College of Dentists, and serves on the board of directors of the American Dental

Association Science and Research Institute.

Doug Gillespie is an expert in Artificial Intelligence for Dental Imaging and Digital dentistry. Doug helped launch 2 Dental Artificial Intelligence dental companies. With over 30 years of working in the Dental field, Doug has been on the leading edge of Ai for dentistry. Using his laboratory and Dental implant experience from Ivoclar to Nobel Biocare on how Ai will help Dental companies align the digital workflow to create a quicker and more accurate digital workflow.

1.5 hours Scientific Credits

“Developing Strategies for Lasting Partnerships with Dental Service Organizations” – a panel presentation

Friday 8:45 - 9:45 am

Sean Siegel - moderator

Panelists: Rick Workman, DMD; Richard “Rick” Sisk; Jamie Stover, CDT

The dynamic landscape of the dental industry has witnessed a notable shift in recent years, as dental service organizations (DSOs) have emerged as key players in reshaping the traditional paradigms of oral healthcare. As these DSOs continue to expand their influence and reach, an unprecedented opportunity arises for collaboration with the dental laboratory profession. Navigating this relationship presents a strategic imperative for both parties, as they stand at the crossroads of innovation and efficiency. The dental laboratory industry can glean valuable insights from the DSO model, particularly in terms of streamlined processes, technological integration, and patient-centric approaches. By understanding and adapting to the evolving needs of DSOs, dental laboratories can position themselves as indispensable partners, contributing not only to the delivery of high-quality dental services but also to the overall success and growth of the oral healthcare ecosystem. Embracing a symbiotic relationship, marked by open communication and a shared commitment to advancing patient care, offers a promising avenue for mutual benefit. As the dental landscape continues to evolve, the collaborative potential between dental laboratories and DSOs holds the key to a future where innovation and patient well-being are at the forefront of oral healthcare.

Sean Siegel is a Regional Director for the Apex Dental Laboratory Group and previous owner of Castable Ceramics in Anchorage Alaska. Sean has been in the dental laboratory industry nearly his whole life, growing up in and around the lab as his Dad founded Castable Ceramics. Sean spent many years in the travel & tourism industry before purchasing the lab from his parents in 2009. Following the purchase in 2009, Castable Ceramics grew considerably over the next decade plus allowing the merger with Apex in 2020. Sean serves on the Apex board of directors. Sean is a current Cal-Lab Board member, Past Chairman for the Foundation for Dental Laboratory Technology, current board member for Identalloy, and serves on the Journal of Dental Technology/Communications Advisory Board.

After graduating from dental school and starting his own office, **Dr. Rick Workman** set out to create a world-class dental service organization to relieve the management burden for affiliated dentists by offering non-clinical, administrative support. Today, Heartland Dental is one of the leading dental support organizations in the country, with over 400 affiliated dental offices in 19 states. Dr. Workman has received many awards, including the Ernst & Young Entrepreneur of the Year Award — Masters Category. In addition, Heartland Dental has been recognized in *Inc. Magazine's* Top 500 fastest growing companies and ranked sixth on their 2012 Hire Power list.

Richard “Rick” Sisk received his bachelor's in finance from the University of Central Arkansas. Upon graduating, he found himself in multiple fields ranging from retail, to transportation, and to manufacturing. He first entered Dental in 2021 and has worked for two individual DSOs since then handling procurement functions. He is currently with Gen4 Dental Partners. At Gen4, he handles special projects including expansions and office consolidations, real estate, and leases, and of course, all other procurement related functions all as a team of one currently. He was named Arkansas's 20 in their 20's back in 2022 for up-and-coming professionals. He has also been featured in a couple of procurement focused publications including most recently on the December edition of *CPO Procurement*.

Jamie Stover, CDT is the Senior Manager of Dental Lab Applications at Carbon. Jamie has been a dental laboratory technician for over 25 years and, in his current role, oversees application support globally for dental materials. Jamie is a consultant for labs and clinicians on streamlining production with the digital workflow, implementing strategies for business growth and development and utilization of new applications. Jamie is a respected educator with dozens of dental technology articles published domestically and internationally, and hundreds of lectures both live and web based.

Jamie is a member of The Dental Technician Alliance of the American College of Prosthodontists, a member of the NADL Business Management Committee, is Chair of the National Board for Certification in Dental Lab Technology and was awarded the 2021 NADL Merit Award for Outstanding Achievement.

1 hour Scientific Credit

Closed Forum #2”

Friday 9:45-10:30 am

Jeff Stronk

We will discuss business trends, techniques, products, and implementation during this **members-only** forum. Audience feedback and participation is encouraged as we will poll the audience on various topics. This is always a highlight of the Cal-Lab meeting and is rated one of the most valuable member benefits!

1 hour Scientific Credits

CLOSING KEYNOTE

“The Art and Practice of Self-Disruption”

Friday 10:45 - 11:45 am

James R. Glidewell, CDT

Join us as Jim reflects upon a half-century of dental lab innovations, provides a behind-the-scenes look at today’s most promising technologies, and offers insight on how to position today’s lab for tomorrow’s success.

James R. Glidewell, CDT is an American entrepreneur and philanthropist best known as the founder, owner, and former CEO of Glidewell, the world’s most innovative dental laboratory. Spurred by a desire to make rehabilitative dentistry affordable for all, Jim applied a unique blend of technical knowledge, business principles and marketing philosophies to expand his one-man, kitchen-table operation into a multifaceted technology company among those at the forefront of the oral health industry today. Employing a diverse team of dental technicians, engineers, scientists, clinicians and support personnel, Jim continues his lifelong dream of advancing the materials and techniques available to treatment providers, enhancing knowledge through free education platforms, increasing patient access to premium services, and growing the careers of the more than 5,000 employees who have joined him in his pursuits. A respected member of the Southern California community, Jim actively supports an extensive array of local and national organizations that provide assistance to underserved children, families, military veterans, and more.

1 hour Scientific Credit