

The **Sunrise Dental Solutions Annual Summit** will convene at the beautiful St. Regis Bahia Beach Resort in Rio Grande, Puerto Rico, September 27-30. This will be our 18<sup>th</sup> annual meeting, and while a very tall order, the team at SDS has and continues to work very hard to make sure this meeting will surpass all previous ones.

This year's theme is *Winning at the Game of Dentistry*. All the planned presentation topics and network problem-solving is designed to help you grow the value of your business, and extract as much of that value so that you can realize financial and lifestyle freedom as soon as you can.

The purpose of the first Summit held in 2005 in Cabo San Lucas was and continues this year in Puerto Rico:

1. To learn innovative methods from experts on how to make your practice more profitable
2. To reboot, refresh, and recharge your minds to succeed in the coming year
3. To examine industry and marketplace current events and likely future directions in order to take advantage of opportunities and prepare for challenges
4. To network with some of the most successful, advanced thinking dentists in the country
5. To have fun in a beautiful location

I am pleased to inform you that this year's meeting is designed to accomplish all five of these objectives.

### **Accommodations**

Let's start with the obvious – Puerto Rico is a beautiful, tropical paradise. The St. Regis prides itself as the best address on the island, where its guests can relax in a luxurious setting situated at the foothills of a rain forest on one side and stunning views of pristine, private beaches overlooking the Atlantic Ocean on the other. What better setting to learn and relax in?

### **Speakers and Topics**

Speaking of learning, we've assembled a group of speakers and topics including *JM Ryerson* on the winning mindset, *Dr. Tom Larkin* on a unique approach to developing your hygiene department, *Jack Marrano* on digital workflow, *Dr. Bob Martino* on developing the CEO and Entrepreneur within you, and *Dr. Emmanuelle Zennie* on the role your mindset plays in your professional and personal lives, and how to harness your potential to achieve your vision. The learning doesn't stop there, however. **See attached presentation descriptions and speaker biographical information.** Some of the best learning happens when we interact with one another.

### **Networking Opportunities**

Nothing highlights the unique *community* that exists within *Sunrise Dental Solutions* more than the Summit. Nearly every outside speaker comments on this after experiencing our group interactions at the meeting. During the meeting itself, there will be structured breakout sessions where sharing and problem-solving will take place about important topics that dental practice owners are facing today and in the future. Meeting participants will be guided to interact with certain individuals and are encouraged to meet as many other like-minded dentists

in this setting where so much talent, creativity, and success is concentrated within one group. It is not hyperbole to say that fortunes have been made and businesses launched through conversations poolside, playing golf, over dinner, at a Summit reception, or some other fun event.

### **Fun Events**

The SDS Summit is famous for having fun. One third of the Sunrise Mantra (Make More, Keep More, Enjoy More), and one-half of the annual meeting is about fun. We learn in the morning, and we network and play in the afternoons and evenings. Here's a run-down of the planned fun:

#### **Wednesday**

##### **Welcome Reception**

It's a White Party! Everyone is encouraged to dress in white, linen or Khaki. Here's where you pick up your meeting gifts, grab a refreshing beverage, indulge in heavy hors d'oeuvres, meet new friends, and get reacquainted with existing ones.

#### **Thursday**

##### **The 18<sup>th</sup> Annual SDS Golf Scramble Tournament**

Whether you're a seasoned golfer, or an occasional duffer, you're welcome to play in this scramble format on this seaside golf oasis where it's all about having fun. Please register in advance, as last-minute entry requests may not be available.

#### **Friday**

##### **San Juan Harbor Catamaran and Private Island Excursion**

Private-chartered buses will transport our group to the marina where we will board two Catamarans for a tour of the San Juan harbor. The three-and-a-half-hour tour will include a visit to a private island, and beach-time, snorkeling, and for some – Puerto Rican Rum. We will return in time to get ready for a reception honoring our longest-term members.

##### **Friday night Reception Honoring our Diamond Members**

This traditional celebration honors our longest-tenured members. Refreshments and heavy hors d'oeuvres will be served, along with continued fun and networking.

#### **Saturday**

##### **Saturday night Gala Celebration**

This end-of-meeting event is where the Sunrise Community enjoys fine dining, music, and a celebration of outstanding accomplishments of our members, serving as an inspiration to all who take part in it.

In addition, members are encouraged to arrive early, stay after the meeting officially ends, and utilize the many amenities of the resort. These include a world-class spa, on-site restaurants and bars, the beach, and the pool. Just outside the resort, charming Old San Juan is only a short drive away, and guided jungle tours highlighted by breath-taking waterfalls whether on an ATV,

on foot, or by horse-back riding come highly recommended. Guided fishing tours are also available.

## **Meeting Agenda\***

### **Wednesday, September 27**

**6pm - 8pm** - White Party Reception on the Estate Lawn

### **Thursday, September 28**

**7:00am - 8:00am** – Breakfast on the Astor Terrace

**8:00am - 9:45am** – Dr. Tony Feck welcomes the SDS membership to the 18<sup>th</sup> Annual Summit, and presents, “Winning the Game of Dentistry”

**9:45am - 10:15am** – Break

**10:15am – 11:30am** – JM Ryerson presents, “Showing Up as You”, & “The Winning Team Game Plan”

**11:30am - 11:45am** – Announcement of 2024 Summit Location & Early Registration

**1pm - 5:30pm** - The 18<sup>th</sup> Annual SDS Golf Tournament – Robert Trent Jones Jr. designed seaside course. Box Lunches Provided

### **Friday, September 29**

**7:00am - 8:00am** – Breakfast on the Astor Terrace

**8:00am - 9:30am** – Dr. Tom Larkin presents, “Salivary Diagnostics in Dentistry: The Time is Now”

**9:30am - 9:50am** – Break

**10:00am – 12:00pm** - MasterMind Break-Out Sessions, for Doctors and Significant Others. Participants will participate in one of three groups:

1. Production, Profitability Breakout – Grow Your Practice by Increasing the Amount of Production/Unit Time
2. Team Building/Leadership Breakout – Grow Your Practice by Increasing the Quality of Your Team
3. More Quality Patients Breakout – Grow Your Practice by Increasing the Demand for Your Services

**1:00pm - 6:00pm** – Catamaran tour of San Juan Harbor and Island Excursion (box lunches, transportation to and from resort, and refreshments/snacks provided)

**7:00pm - 9:00pm** – Diamond Club Reception on the Sea Breeze Event Lawn sponsored by CEDR

### **Saturday, September 30**

**7:00am - 8:00am** – Breakfast on the Astor Terrace

**8:00am - 9:00am** – Dr. Bob Martino presents, “DDS to CEO to Entrepreneur – How I Put Down the Handpiece at Age 38 and Grew Multiple Companies”

**9:00am - 9:45am** – Jack Marano of Absolute Dental Lab presents “Synergy through Technology – The Restorative Value of a Digital Workflow from Planning to Final Delivery”

**9:45am - 10:15am** – Break

**10:15am - 11:55am** – Topic Solutions from Yesterday’s Breakout Session, Presented by Matt VanderMolen, John Phillips, and Chris Phelps

**11:55am - 12:30pm** – Dr. Emmanuelle Zennie presents, “Against All Odds – Defining Your Narrative”

**6:00pm - 7:00pm** – Gala Reception on the Astor Terrace

**7:00 - 10:00pm** – Gala Dinner and Celebration in the Astor Ballroom

\*Unless otherwise designated, all meeting activities plus the Gala Celebration will take place in the Astor Ballroom and adjoining meeting rooms

**Answers to Frequently Asked Questions:**

**Do I need a passport?** Not if you’re an American Citizen. Puerto Rico is a U.S. territory, so American citizens just need the usual proof of identity they use traveling through any U.S. airport.

**What is the dress for the meeting?** For the Wednesday reception, wear white. Remember it’s a tropical location, so dress comfortably for tropical weather. For the meeting itself, dress is casual. For the catamaran tour wear soft-soled shoes, swimwear if you might take advantage of the chance to swim or snorkel. For the gala dinner on Saturday night, evening wear. The rest of the time you are in Puerto Rico, casual attire is fine and expected.

**What meals are provided at the meeting?** Heavy hors d’oeuvres at the opening and Friday night receptions, breakfast each day (protein, fruit, cereals, juices, and bread), box lunches for the golfers prior to the tournament, as well as the bus ride to the catamaran excursion, drinks and snacks on the catamaran and island stay, and a full plated, sit down dinner with drinks at the gala reception.

**What meeting costs do I have?** Travel to and from the meeting, your hotel room, transportation to and from the resort, personal purchases, and any food or drink other than at the meeting and the evening receptions. There is also a separate charge for the golf tournament and the catamaran excursion to cover costs. Registration for the golf tournament and the Catamaran Excursion will be sent in separate emails. Sunrise will cover all other meeting costs.