

**2022 Sunrise Dental Solutions Annual Summit**  
Practice Prosperity & Growth During an Economic Downturn  
September 15-17  
Waldorf Astoria at Dana Point, CA

The 17<sup>th</sup> Annual Sunrise Dental Solutions Summit will convene September 15-17, 2022, at the elegant Five Diamond Waldorf Astoria Monarch Beach Resort at Dana Point, California. With the Pacific Ocean as its backdrop, this gorgeous property with its exquisite accommodations will serve as the perfect setting for the education, inspiration, and motivation that has become the hallmark of past Summits.



This year's meeting will address how Sunrise practices should respond to an economy with high inflation, rising interest rates, shrinking labor force, supply chain inadequacy, and low consumer confidence. The 2022 Summit will focus on how Sunrise practices can not only survive but thrive in a down market through practice growth - increasing market share, and personal growth - making the most of market opportunities.

As with all SDS Summits, the merit of the meeting is not confined to presentations given by the industry's best educators, but the value of networking with an incredible group of talented clinicians, highly profitable business owners, and ambitious entrepreneurs. Jim Rohn said, "You are the average of the five people you spend the most time with". The relationships that have begun and have grown through this meeting have not only changed the lives of those who have participated in them, but through the ripple effect impacted many more.

And in keeping with the SDS mantra – "Make More, Keep More, Enjoy More", we've scheduled events and time for you to enjoy some time in a beautiful place that has all the sun, beach, boating, games, and food and drink to recharge your physical, mental, and emotional batteries. Some of you need more recharging than others, so consider coming in a few days early or staying a few days afterwards.

The combination of education, networking, and fun will make for an unforgettable event you won't want to miss.

## Meeting Agenda

### Wednesday, September 14

6:00pm – 9:00pm - Welcome Reception, The Membership of Sunrise Dental Solutions  
Sunset Terrace

Cocktails and Heavy Hors d'oeuvres



### Thursday, September 15

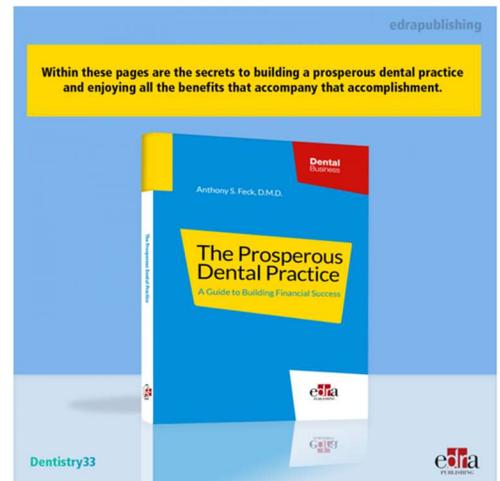
7:00 am – 8:00am – Breakfast – Monarch Ballroom

8:00am – 9:45am – Dr. Tony Feck - Opening Remarks of the 17<sup>th</sup> Annual SDS Summit, and *“Practice Prosperity & Growth During an Economic Downturn”*



*Recession....* Arguably the most negative (if not feared) word in the economic lexicon. And yet, in my nearly forty years of private practice ownership, I’ve encountered five recessions (1980, 1990, 2001, 2008, and 2020), that all totaled have amounted to nine years, or nearly one quarter of the existence of my business. In all that time, not one year has my business failed to increase its revenue over the previous year. Fact is, *good* businesses thrive as much if not more during economic downturns as they do when the economy is humming along. Why? Because good businesses do things ordinary businesses don’t do. I’ll be sharing these concepts and

strategies from my recently published book, *“The Prosperous Dental Practice: A Guide to Financial Success”*.



**10:15am – 11:45am – Ms. Cally Gedge – “A Rich Blend of Takeaway Solutions for Today’s Changing World”  
(Three Presentations in One)**



***Data – The Best Currency for Success in Today’s World***

Cally will present the most up to date marketing data for Social Media and Digital Marketing, working with real data, not hunches or feelings, empowering you to make the most out of your budget. This in turn creates confidence in your decision making and results in real growth.

Your monthly report you currently receive from your marketing company is probably not even looked at, or perhaps doesn’t make sense. Cally will give you the important areas to measure and provide easy-to-use ways on how to collect the right figures that really reflect the importance of your spending and return on investment.

***Social Media – Opportunity without Structure is Chaos***

Through social media, Cally will show you how to be truly unique and engaging within your community. She will highlight what a performing marketing company looks like by competing on value not price.

***Culture – How to inspire and be consistent with your team and growth***

Maintaining a consistent dynamic team is challenging in today’s world. Cally will share some easy to implement techniques and ideas which will keep your team motivated and forward thinking. You will be gifted real ideas and tips on how to be consistent in your approach which will immediately reflect on the energy and input from your team.

**Cally Gedge, Founder Connect My Marketing – Biographical Information**

After setting up and running her own business since the age of 25, Cally’s entrepreneurial spirit and her unparalleled flair at “getting things done” led her into the field of private dental office marketing.

Today she leads the award-winning Connect My Marketing team where business decisions are made through exploring new ideas coupled with existing data the company has been monitoring for the last 18 years.

Cally has a keen eye for spotting new opportunities and delivering results which is even more relevant today within the world of private dentistry. She believes in a strong work ethic coupled with determination and stamina and “consistent persistence” which she brings to her clients and team member’s lives every day.

Cally has a passion for analyzing data and her decision making is based on facts enabling the team to make informed decisions on spend. She has the ability to spot an opportunity and drives plans and strategies forward with energy and passion ensuring fast results.

**11:45am – 2023 SDS Summit Location Announcement and Pre-Registration!**

**12:00pm – Free time to enjoy the Waldorf Astoria’s private beach club, newly renovated spa, charter a Fishing excursion, lounge by the pool, or explore the area’s variety of local shoppes and restaurants (unless you’re participating in the golf tournament)**



**12:30pm – 5:30pm – 17<sup>th</sup> Annual Sunrise Dental Solutions Golf Tournament (Box Lunch Provided)**

Always fun, this annual scramble has become a can't miss experience for novice and experienced golfers alike. This year's tournament will be held at the Monarch Beach Golf Links, which has been named one of Golf Digest's "Best Places to Play" and a GOLF Magazine "Gold Medal Resort". The Robert Trent Jones, Jr., design includes tight fairways, firm greens, and panoramic ocean views. Please pre-register as we may not be able to accommodate late entries.



**7:00pm – 8:30pm      Cocktail Reception**

## Friday, September 16

7:00am – 8:00am Breakfast – Monarch Ballroom

8:00am – 9:30am – Dr. Travis Campbell – *“What the Dental Insurance Companies Don’t Want You to Know! Secrets Revealed on Increasing Profit, Decreasing Stress, and Achieving Happier Patients.”*



We all deal with dental insurance in some capacity, whether we file claims for patients or help them file their own. However, many of the myths surrounding dental insurance plague all dentists and increase their overhead and decrease their reimbursements. This course will bust these myths and help teach you and your team how to play the insurance game for better reimbursement, less denials, and best practices for your patient's benefit in less time. There are simple and practical steps all throughout this CE course that will guide you to a better understanding of insurance and how you can manage the process. Are you ready to change dealing with insurance from a nightmare to just a mild annoyance?

Travis Campbell – Biographical Information

Dr. Campbell is a practicing dentist and multiple practice owner who lives in Prosper, Texas with his wife and two young children.

Having gained a reputation as an expert in the complex area of dental insurance, Dr. Campbell is commonly known as “The Dental Insurance Guy!” From understanding insurance to developing strategies to accelerate practice growth, Dr. Campbell delivers practical, actionable content that dentists and team members can use immediately. He dispels many of the myths and misinformation around today’s dental insurance policies and explains how to navigate the complexities of being an exceptional dentist, business owner, and leader while still having a life outside of work.

His most recent textbook, *Understanding Dental Insurance*, has become a bestseller in dentistry and has already sold out once in just a few months. He has also launched the most comprehensive online resource for dental insurance.

**10:00am – 12:00pm – MasterMind Break-Out Sessions – Practice Owners, Associates, & Spouses**

The always popular small group interaction of problem-solving will tackle the biggest challenges facing our members today and into the future. This year will be a variation of past masterminding sessions using individuals designated in advance to facilitate the masterminding of challenges unique to each group.

**2:30pm – 5:30pm – Dana Point Harbor and Coastal Cruise aboard the *Dana Pride* (Please register in advance)**  
**Please join us for a tour of the Dana Point Harbor and adjoining coastline – (Catered food and 3 drinks/person included in registration fee)**

The Dana Pride is the flagship of the Dana Wharf sightseeing and fishing charter boat company. The 95-foot ship has both outside and indoor air-conditioned space and can accommodate up to 100 guests. While we can’t promise what wild life we’ll encounter, there are usually whales, dolphins, and sharks swimming in these waters. In fact, Dana Point is called the “Dolphin & Whale Watching Capital of the World”. On-board naturalists will point out any sightings along with interesting information. In September, we may still be seeing Blue Whales – the largest animal to have ever lived on earth.

## Saturday, September 17

7:00am – 8:00am – Breakfast – Monarch Ballroom

8:00am – 9:30am – Dr. Bao-Tran Nguyen & Dr. Nathan Jeal – “How to Use Instagram & Google to Attract Today’s Dental Consumers”



Today’s dental consumers are aware of their options like never before. Doctors that aim for practice growth under these circumstances have an opportunity to control the narrative and build a presence where their patients spend so much of their time...Online! In this presentation you will learn how dentists are using search engine marketing to attract new patients, discover the keys to making Instagram work for dental practices, experience a fresh approach to increasing case acceptance, and see these principles applied in a \$100,000 Day!



### Dr. Nate Jeal and Dr. Bao-Tran Nguyen – Biographical Information

Drs. Jeal and Nguyen are the founders of *Fast Growth Practice*, where they specialize in helping dentists increase profits and freedom of time by focusing on the right patients and procedures.

As thought leaders in the clear aligner industry, Drs. Jeal and Nguyen have presented internationally to thousands of dentists and have been featured in media outlets such as Entrepreneur and Forbes, and as guests on numerous podcasts.

Their strategies are backed by real results. Over the past decade they have owned eight dental practices and gained experience with practice development, acquisitions, transitions and exits. They have earned Invisalign Platinum status in consecutive years and are designated as Key Opinion Leaders of the AACA, where, as advisory board members they have trained hundreds of dentists on their sales and marketing strategies.

Through their proprietary ‘100K Invisalign Day’ starter program, Drs. Jeal and Nguyen take dentists through a proven process to drive high production in a single day. This, in addition to the Fast Growth Practice private client program, provides dentists with a playbook for achieving quick results while building durable practices that produce profits without adding to doctors’ stress or workload.

## **10:00am – 11:00am – Ms. Leah Rolling – “The Algorithm for Freedom in your Practice”**

The formula for freedom is backed by neuroscience, performance psychology and metacognition. This framework has helped hundreds of thousands achieve the success they want free from the stress and burnout they don't. This algorithm reveals the truth about the science of life and whether we are operating in a state of flow (abundance) or in a state of resistance (scarcity). There are two things that will change your life. First, something new comes into it. Secondly, something new comes from within. What comes from within is a higher level of consciousness about choosing how to control what is in your control. Knowing how to do that is the path to the freedom you seek. Freedom to do what you want, when you want, how you want, whenever you want. Freedom from problematic people. Freedom from the constant doubt and indecision around recruitment and retention. Freedom to lead your practice, happier and more fulfilled.



### **Leah Rolling – Biographical Information**

Leah Rolling is a wellness warrior, mindset master and a high-performance coach. She has had the distinct privilege of learning from some of the best thought leaders in the science space of neuroplasticity, metaphysics, neuroscience and human performance and behavior. She has learned under the likes of Daniel Amen, Joe Dispenza, Bruce Lipton, Amit Goswami, Bruce Porter, to name a few.

She helps dentists just like you pair the science you know in Dentistry to the science she knows in fields of psychology, performance, and profitability.

She has taken 2+decades of research, learning and certifying and has created success and result oriented models, methods, and frameworks. Her BE method™ is a combination of this research, along with her multiple certifications and degrees in Cognitive Behavioral Therapy, Neurolinguistics programming, Hypnosis, Quantum Science, Metacognition, Metaphysics, and Phd programming.

These methods and models have been consistently producing results for thousands across the country.

## **11:00am – 12:00pm – Roundtable Discussion from facilitators of MasterMind Group Sessions**

Dr. Tony Feck will lead a roundtable discussion of the facilitators from yesterday's MasterMind Sessions. Information will be presented in practical, ready to apply solutions to Sunrise member's most challenging issues. Questions and comments from the entire assembled group are welcomed.

**12:00pm – 1:30pm – Mr. Randy Alvarez – “Marketing and Advertising Update for 2023” (Optional - Register in advance – buffet lunch included)**



Randy Alvarez will be offering the latest marketing and advertising updates, including:

- 1.) How to write and direct your own emotionally charged patient testimonial videos, and educational videos to drive new patients to your practice.
- 2.) What every dentist needs to know about advertising on Google, YouTube, Facebook and Instagram.
- 3.) An inside look at the marketing and advertising secrets of the most successful full arch dental implant practices.

#### Randy Alvarez – Biographical Information

In 1999, Randy Alvarez launched The Wellness Hour TV Show. Each week, The Wellness Hour airs on TV in approximately 70 million homes across the United States and Canada, featuring some of the nation's leading medical doctors, dentists, and other licensed health practitioners. The show airs more than 1,900 episodes each month on cable, satellite, and broadcast television.

The medical news show has become a television and social media platform for doctors to discuss breakthroughs in their specialty with the communities they serve. Alvarez has transformed the show's website ([www.wellnesshour.com](http://www.wellnesshour.com)) into an extensive online medical resource for both doctors and the public.

The Wellness Hour has three divisions: The Production Company, The Advertising Agency and Practice Consulting. As a consultant, Alvarez works with medical doctors and dentists to help them become more effective with their implant advertising, PR and social media marketing.

In 2014, Randy Alvarez founded [AlvarezU.com](http://AlvarezU.com) an online Business Development and Sales Education for General Dentists, Periodontists, Oral Surgeons, Prosthodontists, Orthodontists, Cosmetic Dentists and Pediatric Dentists. With more than 150 sales training modules to help dentists become more effective with the patients they serve.

**6:00pm – 7:00pm Cocktail Reception – Monarch Ballroom**

**7:00pm – 10:00pm Gala Dinner, 2021-2022 Celebration of Achievement**

Dress for the meeting is resort casual, with the exception of the Gala Dinner which is Semi-formal.

**We can't wait to host the Sunrise Dental Solutions membership at Dana Point!**