

## **‘Thrive...don’t just survive’**

### **Patient, Team & Business Management for Growth & Stability**

**17 Practice Management Programs  
for Dental Meetings & Conventions**

by

# **Jennifer de St. Georges**

## **Speaker Packet**

**Contact:** Ida Taft, Program Manager, JdSG International Inc.  
**Telephone:** 1.800.366.7004 • 1.801.953.0291  
**Email:** [speaking@jdsg.com](mailto:speaking@jdsg.com)  
**Web:** [jdsg.com](http://jdsg.com)  
**Address:** P.O. Box 7735, Menlo Park, CA 94026 USA

## Jennifer de St. Georges Speaker Packet Table of Contents

### Programs

Program Titles .....	1
Program Overviews: Short Version .....	2-4
Program Overviews: Expanded Version .....	18-25
Programs for Specialists & Special Groups .....	1

### Client & JdSG History

Testimonials from Meeting Planners.....	5-6
Testimonials from Attendees .....	6-7
JdSG Curriculum Vitae .....	8
JdSG History of Client Bookings.....	9-17

### Additional Information (back cover pocket)

#### CD—'JdSG's 'Effective Patient Communication-The Financial Discussion'

Speaker Agreement (blank) .....	26-27
Co-marketing strategy .....	28
Direct mailer (example) .....	29-30
Article (spread the word!) .....	31-34

## Programs: 'Thrive...don't just survive!'

---

---

### Patient Management

#### ❖ Build Patient Relationships

- 101 ♦ Grow Your Practice
- 102 ♦ Find Lost Patients
- 103 ♦ Deliver Quality Service

#### ❖ Patients and Money

- 104 ♦ Communicate Financially
- 105 ♦ Dental Insurance Implications
- 106 ♦ Accounts Receivables
- 107 ♦ Dental Bookkeeping

#### ❖ Time Management

- 108 ♦ Schedule by Design

#### ❖ Legal Issues

- 109 ♦ Risk Management

---

---

### Team Management

#### ❖ Hire for Retention

- 110 ♦ Attract Quality Staff

#### ❖ Manage for Harmony

- 111 ♦ Manage Team & Communications
- 112 ♦ The Spouse as a Dental Partner

#### ❖ Address Issues Promptly

- 113 ♦ Payroll Pitfalls
- 114 ♦ Today's Hot Staff Issues
- 115 ♦ Part Company for Sanity
- 116 ♦ Embezzlement

---

---

### Business Management

#### ❖ Evening Program

- 117 ♦ Sleep Well at Night

---

---

#### Length of Programs

- ♦ All programs can be *adjusted* to range from 2 to 4 hours.  
(Programs #104 & #108 are *expandable* to a full day on request)
- ♦ Jenny enjoys working with Meeting Planners to *pick* the best programs for their particular meeting and other featured Speakers

#### Custom Programs

- ♦ Dental Specialties & Groups ♦ Women Dentists ♦ Dental Study Clubs ♦ The New Dentist Practice

## ▶Program Overviews: Short Version

### Patient Management

#### Build Patient Relationships

##### 101 ❖Grow Your Practice: Marketing in today's world

With today's economy taking a toll on consumers' pocket books, successful practices are reaching out to their patient base to raise the practice professional profile. Consumers are spending as long as they are confident they're getting a good ROI.

---

##### 102 ❖Find Lost Patients: Do you know where your patients are?

Successful practices are proactive in setting up strong internal controls to protect themselves from losing track of patients. Doctor and Team can 'drive patients away' through poor communication and/or lack of solid management systems and effective follow-up monitoring.

---

##### 103 ❖Deliver Quality Service: Build & maintain practice/patient relationships

When Doctor and Team deliver a consistent, patient-centered approach to interact with patients at every step, successful and long-lasting relationships are formed.

#### Patients & Money

##### 104 ❖Communicate Financially: Getting paid for what you produce

How you commence your financial communication with new patients dictates the respect they have for your financial policies during and after treatment. Jenny covers philosophies, tools and techniques needed to start off on the right foot—and enjoy faster cash flow.

---

##### 105 ❖Dental Insurance: Its implications on your practice cash flow

It's harder to collect money from patients with insurance than non-insured patients. When a practice doesn't take control of insurance patients, patients take control of your money. The secret to working with insurance patients is utilizing a high level of communication in a very proactive manner.

---

##### 106 ❖Accounts Receivables: Can they be eliminated?

Focus in on how to reduce old money on the books. Techniques to ensure you keep practice receivables to a minimum. Doctors should attend with their administrative staff for the best ROI. Leave with the tools, techniques, forms and legal knowledge to upgrade collection activity and increase cash flow.

---

##### 107 ❖Dental Bookkeeping: Systems to protect practice & profit

Proven, logical and efficient bookkeeping systems, techniques, and tips allows practices to speed up processing, increase the bottom line, set and maintain high bookkeeping standards. Additionally, stress is reduced at tax time as you are ahead of the planning curve! Jenny brings practicality to an overlooked area in dentistry.

---

► **Program Overviews: Short Version (continued)**

**Patient Management**

**Time Management**

**108 ❖ Schedule by Design: Decrease stress & increase productivity**

Running on time doesn't happen by accident! JdSG's Rock/Sand/Water program brings law and order to dentistry. This program is packed with solid proven and practical techniques; systems and tips to put structure into the practice. Unify Doctor and Team to tackle scheduling problems with a proactive, solution-based approach. One of Jenny's most popular and dramatic programs.

---

**Legal Issues**

**109 ❖ Risk Management: From a non-clinical perspective**

Patients instigate legal action against dentists for a variety of management issues; confusion over fees, incomplete post-up instructions, lack of informed consent, un-met expectations, misunderstandings etc. Increased practice/patient communication, supported by quality record keeping systems protects Doctor from frivolous legal action. A patient's perception is everything.

---

**Team Management**

**Hire for Retention**

**110 ❖ Attract Quality Staff (Doctor & Spouse only)**

The best ROI a small business owner can make in their business is hiring quality staff. Most dentists, unfortunately, haven't received any (or sufficient) training on this complex subject. Jenny estimates the majority of dentists are *legally noncompliant* in hiring and other HR issues. Jenny is passionate about, this areas as she found herself handling HR as joint practice owner and made every mistake in the book. Learn from her experience and protect yourself.

*Hire the Best:* An employer's out-of-pocket cost for any staff change is approximately one year's salary. Jenny provides the dentist/employer tools, techniques & knowledge to reduce making a hiring mistake.

---

**Manage for Harmony**

**111 ❖ Manage Team & Communications...and enjoy going to the office!**

Employers benefit from providing employees with a supportive work environment which encourages positive communication between Doctor & Team. This is a high-energy, content-driven program helps Doctor and Team be on the same page and supportive of each other.

---

**112 ❖ The Spouse as a Dental Partner: The Unsung Hero (Doctor & Spouse only)**

As a practice partner, the spouse has the potential to bring a wealth of management experience and talent, support, and guidance to the team and the practice/business. This employer only program is a must for partners working together. With over 29 years' experience of working 24/7 as a dental spouse, Jenny brings a very unique approach to this complex subject.

► **Program Overviews: Short Version (continued)**

**Team Management**

**Handle Staff Issues Promptly**

**113 ❖ Payroll Pitfalls: Issues to avoid, protocols to implement (Doctor & Spouse only)**

Payroll processing is fraught with legal, financial and management concerns for an employer. Most dentists process payroll in-house without strong HR management and legal training. Jenny covers the following payroll issues in-depth from a very practical perspective.

---

**114 ❖ Today's Hot Staff Issues: Forewarned is forearmed (Doctor & Spouse only)**

This fast-paced program provides employers correct solutions to staff management issues with legal implications. Great focus is placed on how employers introduce new and/or updated management guidelines/rules while maintaining or even increasing staff morale.

---

**115 ❖ Part Company for Sanity: When & how to handle pro-actively (Doctor & Spouse only)**

Whether their choice or yours, the separation process must be handled promptly, and within strict Federal/State legal guidelines. Employer reasons for termination range from drugs, theft, sexual harassment, embezzlement to poor attitude and everything in between. The name of the game is to follow a strict agenda, over the top communication and document everything. Rules to handle the employee who quits. Following strict protocols protects the employer from unlawful dismissal lawsuits.

---

**116 ❖ Embezzlement: Detect & Prevention (Doctor & Spouse only)**

**Donald P Lewis Jr., DDS, CFE\* & Jennifer de St. Georges**

One of four dental practices is, will or has been, embezzled. Dr. Lewis and Jenny have presented this program at the ADA and other associations/societies. Attendees leave with a great understanding of how embezzlers work, how to detect fraud, how to handle it when found. A program no dentist can afford to miss!

*\*Dr. Lewis is one of only two DDS's to be a Certified Fraud Examiner*

***Business Management***

**Evening Program**

**117 ❖ Sleep Well at Night: Your Practice & Financial Stability Plan**

Most small business owners are guilty of working *in* their business to the detriment of working *on* their business. A Dentist/Owner needs to be involved in their business—the captain at the helm.

**Long Versions of Program Overviews #101 to #117 are on Pages 18-25**

## Testimonials

### Meeting Planners

**Mandy Swonger, San Diego County Dental Society:** "It is with presentations such as yours that the Council on Continuing Education is able to achieve its goal of providing the highest quality continuing education and seminars to our dentists and their staff. I have enclosed some of the great feedback the Society received."

- ◆Speaker was exceptionally persuasive & motivational ◆Jennifer has a great personality and was a joy to listen to.
- ◆The outline & filling in the blanks was a great way to keep our attention. ◆Please have Jenny back once a year.
- ◆So many unanswered questions speaker answered. One of the best presentations I've ever attended!

**Lennox Miller, DDS, San Gabriel Valley Dental Society:** "Your presentation to our society was outstanding. Everyone had a great learning experience mixed with good humor and fun. The seminar was so popular it was necessary to turn away even more who wished to attend due to facility size."

**James L Peck, DDS – Sacramento District Dental Society:** "I would like to thank you for your "Terrific" presentation. Your seminar was filled with helpful and ready to use information for all who attended. Many of the attendees have taken the opportunity to tell me how much they enjoyed your presentation and how it was a great education for them."

**Nanette Bernstein, Mid-Peninsula Dental Society:** "I wanted to take this opportunity to thank you for your wonderful presentation to our members and their staff. We have had a great deal of very positive response from the program, and I know that the staff thoroughly enjoyed themselves. I can honestly say that after coordinating programs for the society for seven years, your program, by far, was the most refreshing and interesting we have had in a long time. I hope that we will have an opportunity to hear you in the future."

**Yankee Dental Congress:** "Jennifer de St. Georges (JdSG) drew her usual huge crowd, keeps updating her material, and is a fascinating speaker with excellent ideas to take home. We hear her often on various topics."

**Chicago-Midwinter:** "JdSG drew meeting's second largest crowd, over 800 arrived ahead of time, and a goodly number were turned away. Program was 'Communicating Financially with Your Patients'."

**American Dental Association:** "JdSG was absolutely superb with her presentation 'Communicating Financially with Your Patients', holding over 400 dentists and staff through Tuesday."

**14th Annual Yankee Dental Congress:** "I especially liked JdSG on practice management. She's a great speaker, right on target...she's got a new excitement about her."

**Connecticut State Meeting:** "Main clinicians included JdSG on 'Finding and Keeping a Winning Team', who had an overflowing crowd and was excellent as expected."

**Greater Houston Meeting:** "A really hot group of clinicians, notably JdSG who gave 4 different lectures on 4 different subjects: ('Dental Team Strategies', 'Dental Spouse', 'Time Management' and 'Communicating Financially with your Patients'). All are very good, as you might expect. She is a superb speaker with much take-home-and-use material. The 'Dental Spouse' seminar is limited to dentists and spouses and is especially relevant in today's environment."

**Michigan State Meeting:** "As I fully expected, largest draw was JdSG on 'Marriage of Marketing and Management'. She's a lady with a wonderful style, and good material you can take home and use the next day."

**Virginia A.G.D., Robert S. Wagner, DDS, President:** "She presented a very informative and entertaining lecture, participants want her to return. She gave many practical ideas which we've successfully implemented in our office. Presentation was brisk, entertaining, but business-like. If you're a sponsor looking for an 'all-meat' and no fluff course, I recommend Jennifer as the choice to make."

**Southern California AGD:** "Our sincere thanks for the most outstanding presentation. We speak for all present when we say that it was a most stimulating program. An obvious testimony to your popularity as a fine lecturer is the meeting attendance was the highest in the Southern California AGD history. Thank you for making learning a most enjoyable and rewarding experience. We look forward to the pleasure of having you with us again."

**Connecticut State Annual Meeting:** "The lecturer drawing the largest crowd was, as expected, JdSG on 'Communicating Financially', and 'Accounts Receivable Management'."

## Meeting Planners (continued)

**Indiana University, Donald E. Arens, DDS, Director:** "Our participants were the recipients of a rare treat - an education on how to collect money, a difficult and distasteful job. Jennifer handled this most difficult assignment with the grace, poise and style that have become her trademark. It is a pleasure to see audiences recognize and support such speaker talent."

**Essex County Dental Society, West Orange, New Jersey:** "Her energy was infectious and inspirational. Her subtle sense of humor made the day and the subject matter most enjoyable. Thank you Jennifer for an informative and invaluable presentation. The 70 dentists and staff fortunate enough to attend our most recent continuing education seminar were educated, inspired, and entertained by JdSG."

**Northern California Dental Society, Chico, California:** "Thanks for another wonderfully informative day spent with you. Regardless that this was your second program for us in six months, our attendance was over 200 dentists and staff, a tribute to your presentation. The material and manner in which you present it is informative, warm and humorous. We've received only positive comments after your visits".

**Loma Linda University, Loma Linda, California:** "Thank you for putting on such an outstanding program, you drew more people than we have ever had for a mid-week conference. You've obviously got a good name! You were very well-received and well-loved. The fact that so many attendees responded to our evaluation is, in and of itself, indicative of a very good program. It was a pleasure working with you and I hope to do it again in the future."

## Testimonials

### Attendees

**Gernot Laue, Denmark:** "I am the young man from Denmark, whose heart is beating faster after your lecture. I think it was for me an eye opener and the lecture that gave me the most to work with when I go back to my office. Thank you for your kind and direct way and charm. It, not was, but IS fantastic for me."

**Richard Smith, DDS; Mrs. Mary Smith, Practice Administrator, Springfield, Oregon:** "The 'Scheduling' seminar was very instrumental in lowering stress in our office and helped motivate staff. We've tripled production and reduced workdays from 5 to 3 1/2. Getting patients to come in when we want is easy with the verbal skills you've taught us."

**Filip Calberson, Brussels, Belgium:** "I attended several of your lectures this weekend at the ESMD Congress in Luthiana and I found them extremely useful, innovating and interesting. There are several things I could already change in our practice management. For example: you told us to correct the assistant immediately on the spot when something was done wrong; that's what I did, and it really works in terms of leadership, and so on. Thank you very much! Every dentist should attend one of your lectures."

**Scott Williams DDS, Grandview, Washington:** "Thank you for presenting another sensationally informative and motivating lecture. You are truly in a class all your own."

**Darlington and Pawloski Ltd., Phoenix, Arizona:** "Excellent program, to the point, well-structured and organized, with a superb handout. Well worth giving up a weekend for!"

**Kristi Chapman, Practice Administrator, Downtown Dental Associates, Hawaii Dental Convention:** "Aloha! Thank you so much for the seminar. I found it quite interesting and I'm eager to implement a lot for your 'gems'. Your handouts are excellent and I am looking forward to using this additional information."

**Eugene Lindsey DDS, Los Angeles, California:** "One of the best seminars I've had the good fortune to attend. Beautifully organized, and presented in such an interesting way that no one could possibly lose interest. I look forward to the next one."

**Samuel Feinstein, D.M.D., Bridgeton, New Jersey:** "Probably the most valuable presentation for the entire team we've attended in years. On our 1 1/2 hour ride home, we were still enthusiastically discussing your ideas." (Abridged version, 1 page testimonial available.)

**Diana Polenaite, Vilnius, Lithuania:** "I really would like to thank you for your awesome lecture at ESMD Congress in Vilnius. It has been a pleasure to listen to you and to change my way of thinking about managing my own business."

## Testimonials

### Attendees (continued)

**Jackie Hanzawa, Director of Operations, Hawaii Dental Group:** "I enjoyed your all-day session last week in Hawaii and found you to be very entertaining and informative THE WHOLE DAY. I did not come close to falling asleep and found the material to very useful. I hope to see you again in Hawaii!"

**Mason A Savage, DDS, Honolulu, Hawaii:** "I had the privilege of attending your course at the Hawaii Dental Association meeting recently. I want to thank you for giving my staff & me so many wonderful principles in successful office management that we could bring back and start implementing. I particularly appreciate your gifting in oral communication. The examples you gave in using effective communication and word choice to proactively communicate with patients was priceless. I do not have any signs in my office, but you have certainly given me and my staff a new perspective on phone shoppers."

**Valjean Xaiz, Executive Secretary, Fresno Madera Dental Society:** "Your program was extremely popular. I'm still getting calls from society members who appreciated your expertise in the area of employment law. They also applauded the fact that you shared your first-hand experience with them. Perhaps we can do another longer seminar on this same subject. Thanks again for a well-thought-out, beautifully-delivered practice management course."

**Rebecka Tucker, Practice Administrator, Westport, CT:** "Your seminars should be required for all dentists and their staffs. Leaving rejuvenated, I can't wait to return to work, motivated to implement your suggestions immediately. Your quotes are posted all around my desk as constant reminders of your wisdom!"

**Claudette Okrasinski, Colonial Beach, VA:** "Thank you for assisting me in making perhaps one of the most important purchases of the year for my new employer, Dr. Moss. The Scheduling Control Book binder and pages arrived last week. Dr. Moss approved, and authorized me to begin today using the system. I'm confident it will help us to achieve the production needed by our office to provide the goals set."

Last Thursday I loaned some audio programs I had purchased two years ago of your presentations at the International Washington, D.C. meeting to Dr. Moss. Today he was listening to them and writing notes...many notes, and smiling. Tomorrow is our weekly management meeting...coincidence (?)... You may have another budding disciple for the Jennifer de St. Georges management principles. (I do refer to you as my patron saint of the dental and medical offices.)"

**Paul W. Callahan, DDS, Sterling VA:** "I am not only a great fan of her common sense, practical approach to practice management but the humorous, light, entertaining style in which she presents it has always kept the attention of me and my staff. I cannot thank you enough for the practice guidance you have given me. The health and success of the eight-and-a-half month practice is a testimonial that what you preach works!"

**Doctor from University of Washington, Seattle, WA:** "Thanks for all the payroll and HR legal advice. It has been very frustrating, being in practice for all these years, without any guidance as to the legalities involved of being a personnel manager. I feel much better prepared now. I wish I had had this course before being audited, and subsequently fined, for not paying my staff within the law. Course was well worth my time!"

### AAOMS 2010 Chicago, Illinois:

### Risk Management...From a non-clinical perspective

#### Attendee Feedback

- As a result of this activity, I will consider making the following changes to my practice:
- I knew everything the speaker spoke about, but it was helpful to get a refresher. I will definitely send my staff to this class next time. It will be great learning for them.
- I took back numerous items from the session, which was helpful in my daily activities.
- The speaker was very informative and interesting. Again, I wish there would have been more time.
- Jenny is the BEST speaker.

#### Overall 28 Responses

- |  |               |
|--|---------------|
| 1. Did the speaker maintain your interest throughout the whole presentation? | <b>96.43%</b> |
| 2. Did the speaker seem knowledgeable about the material presented?          | <b>100%</b>   |
| 3. Would you recommend this speaker for a future presentation?               | <b>96.43%</b> |

## Jennifer M. de St. Georges

### Curriculum Vitae

**Jennifer de St. Georges** is one of the leading dental practice management educators on the international speaking circuit. She is known for her bottom-line and logical approach to solving complex management issues. Audiences and clients appreciate Jenny's content driven programs, fast-paced, humorous and motivating speaking style and interaction with her audiences.

Jenny designs her management programs to ensure her management solutions are strongly supported by logical step by step systems, techniques, and communication skills to implement programs in the most stress free manner possible.

Through her company *JdSG International Inc.*, Jenny has designed and produced audio programs on a wide range of subjects for many years. These programs have always been supported by workbooks and Instruction Sheets.

Jenny has spoken at virtually every leading dental meeting in the US, Canada and UK. Internationally, she speaks and authors articles in Australia, New Zealand, Hong Kong, Switzerland, Singapore, Malaysia, Kenya, Belgium, South Africa, France, Bulgaria and Lithuania.

A National Speakers Association member of long standing, Jenny delights in presenting programs to professional speakers globally on 'The Business of Speaking'. She also mentors emerging speakers in developing their speaking careers. Based in the San Francisco Bay Area, she was born and raised in England and Scotland, and Jenny enjoys retaining her close ties with the UK.

---

For an expanded version of Jenny's C.V., please go to [www.jdsg.com/BookJenny.html](http://www.jdsg.com/BookJenny.html)

# Jennifer de St. Georges: Client Booking History

## USA National Dental Meetings

<i>ADA Annual</i>		
Kansas City	MO	2001
Chicago	IL	2000
San Francisco	CA	1998
Washington	DC	1997
Las Vegas	NV	1995
New Orleans	LA	1994
San Francisco	CA	1993
Orlando	FL	1992
Seattle	WA	1991
Honolulu	HI	1989
Miami	FL	1986
<i>ADA / FDI</i>		
Orlando	FL	1996
Washington DC	DC	1988
<i>ADA Business of Dentistry</i>		
Chicago	IL	1998
<i>ADA Post Convention</i>		
Lake Tahoe	NV	1993
<i>ADA Young Dentists' Conference</i>		
San Antonio	TX	1991
<i>ADPAC</i>		
Augusta	ME	2003
Detroit	MI	1996
Bozeman	MT	1993
Minneapolis	MN	1989
<i>AGD Annual</i>		
Chicago	IL	1998
Indianapolis	IN	1994

## Major Dental Meetings

<i>Chicago Mid-Winter</i>		
Chicago	IL	2004
Chicago	IL	2002
Chicago	IL	1996
Chicago	IL	1994
Chicago	IL	1992
Chicago	IL	1990
Chicago	IL	1987
<i>Greater New York Meeting</i>		
New York	NY	2001
New York	NY	1996
New York	NY	1993
New York	NY	1991
New York	NY	1987
New York	NY	1986
<i>Yankee Dental Congress</i>		
Boston	MA	2004
Boston	MA	1995
Boston	MA	1992
Boston	MA	1989
Boston	MA	1987

## State Dental Meetings

<i>AGD State</i>		
Arlington	VA	1989
Atlanta	GA	1993
Atlanta	GA	1994
Austin	TX	1993
Austin	TX	1988
Baltimore	MD	1998
Birmingham	AL	1989
Chicago	IL	1989
Destin	FL	2000
Framingham	MA	1987
Framingham	MA	1987

## State Dental Meetings (continued)

<i>AGD State (continued)</i>		
Gadsden	AL	1991
Gulf Shores	AL	1994
Honolulu	HI	1989
Honolulu	HI	1991
Honolulu	HI	1990
Houston	TX	1989
Houston	TX	2002
Los Angeles	CA	1982
Los Angeles	CA	1980
Memphis	TN	1988
Nashua	NH	1987
Nashville	TN	2003
Salt Lake City	UT	1992
Togus	ME	1987
Willamette	DE	1990
Williamsburg	VA	1993
<i>Alaska</i>		
Anchorage	AK	1986
Anchorage	AK	2000
<i>Arkansas</i>		
Ark-La-Tex Academy of Dentistry		
Shreveport	LA	1992
Shreveport	LA	1992
Shreveport	LA	1991
<i>California</i>		
Anaheim	CA	1996
Anaheim	CA	1994
Anaheim	CA	1984
Anaheim	CA	1980
Anaheim	CA	1979
San Francisco	CA	2005
San Francisco	CA	2000
San Francisco	CA	1986
San Francisco	CA	1982
<i>Connecticut</i>		
Ledyard	CT	2000
Cromwell	CT	1996
Plainwell	CT	1993
Hartford	CT	1990
Hartford	CT	1989
<i>Hawaii</i>		
Honolulu	HI	2006
Honolulu	HI	1998
Waikoloa	HI	1993
Honolulu	HI	1984
Honolulu	HI	1982
<i>Idaho</i>		
Sun Valley	ID	1990
<i>Indiana</i>		
Indianapolis	IN	1995
<i>Iowa</i>		
Des Moines	IA	1993
<i>Kentucky</i>		
Louisville	KY	1995
Louisville	KY	1991
<i>Kansas</i>		
Kansas	KS	1995
Wichita	KS	1991
<i>Louisiana</i>		
New Orleans	LA	1997
New Orleans	LA	1994
<i>Maine</i>		
Portland	ME	2006

## Jennifer de St. Georges: Client Booking History

### State Dental Meetings (continued)

Maryland			
Chesapeake	MD	1996	
Chesapeake	MD	1991	
Baltimore	MD	1988	
Michigan			
Grand Rapids	MI	2003	
Detroit	MI	2001	
Detroit	MI	1990	
Minnesota - <i>Star of the North</i>			
St. Paul	MN	2001	
New Mexico			
Albuquerque	NM	1991	
Ohio			
Columbus	OH	2002	
Columbus	OH	1988	
Oklahoma			
Tulsa	OK	1989	
Oregon			
Portland	OR	2003	
Portland	OR	1980	
Portland	OR	1979	
Rhode Island			
North Providence	RI	1995	
Texas			
San Antonio	TX	2002	
Utah			
Salt Lake City	UT	2004	
Salt Lake City	UT	2003	
Salt Lake City	UT	1988	
Washington State			
Seattle	WA	1997	
Seattle	WA	1994	
Seattle	WA	1988	

### Dental Society Meetings

Alaska			
Alaska Dental Society			
Fairbanks	AK	1986	
Anchorage	AK	1997	
California			
Sacramento District Dental Society <i>Mid-Winter</i>			
Sacramento	CA	2004	
Sacramento	CA	2002	
Sacramento	CA	1995	
Sacramento	CA	1994	
Sacramento	CA	1990	
Sacramento	CA	1986	
Butte Sierra Dental Society			
Nevada City	CA	2004	
Grass Valley	CA	1996	
Yuba City	CA	1987	
Central Coast Dental Society			
San Louis Obispo	CA	1988	
Fresno Madera Dental Society			
Fresno	CA	1997	
Harbor Dental Society			
Long Beach	CA	2003	
Long Beach	CA	1989	
Mid Peninsula Dental Society			
Mountain View	CA	1997	
Monterey Dental Society			
Monterey	CA	1991	
Newport Harbor Academy of Dentistry			
Corona del Mar	CA	1993	
Northern California Dental Society			
Chico	CA	1985	

### Dental Society Meetings (continued)

Northern California Dental Society (continued)			
Red Bluff	CA	2006	
Red Bluff	CA	2002	
Red Bluff	CA	1992	
Red Bluff	CA	1985	
Red Bluff	CA	1978	
Orange County Dental Society			
Orange	CA	1995	
Santa Barbara & Ventura County Dental Society			
Santa Barbara	CA	1995	
Santa Barbara	CA	1990	
San Diego Dental Society			
San Diego	CA	2004	
San Diego	CA	1995	
San Diego	CA	1988	
San Fernando Valley Dental Society			
Canoga Park	CA	1989	
San Fernando Valley	CA	1988	
San Francisco Dental Society			
San Francisco	CA	1980	
San Gabriel Dental Society			
San Marino	CA	1989	
San Joaquin County Dental Auxiliary			
Stockton	CA	1984	
Santa Clara County Dental Society			
San Jose	CA	1996	
San Jose	CA	1992	
San Jose	CA	1985	
San Jose	CA	1983	
South Alameda Dental Society			
Pleasanton	CA	1996	
Santa Clara (co-sponsor)	CA	1987	
Fremont	CA	1983	
Tulare-King City Dental Society			
Visalia	CA	1987	
Western Dental Society			
Los Angeles	CA	1986	
Yosemite Dental Society			
Yosemite	CA	1986	
Georgia			
Georgia Dental Society			
Atlanta	GA	1996	
Florida			
Miami Mid-Winter			
Miami	FL	1996	
Brevard Dental Society			
Orlando	FL	1992	
Upper Pinellas Dental Society			
Tampa	FL	2001	
Tampa	FL	1993	
Idaho			
South West District Dental Society			
Boise	ID	1991	
Upper Snake River Dental Society			
Pocatello	ID	1988	
Indiana			
Indianapolis Dental Society			
Indianapolis	IN	1992	
Isaac Knapp District Dental Society			
Fort Wayne	IN	2005	
Iowa			
Linn County Dental Society.			
Cedar Rapids	IA	1989	
Louisiana			
East Baton Rouge Parish Dental Society			
Baton Rouge	LA	1989	

## Jennifer de St. Georges: Client Booking History

### Dental Society Meetings (continued)

<b>Maryland</b>			
South Maryland Dental Society			
Silver Springs	MD	2002	
<b>Massachusetts</b>			
Springfield Valley Dental Society			
Springfield	MA	2005	
Springfield	MA	1987	
<b>Michigan</b>			
Detroit Dental Society			
Dearborn	MI	2003	
<b>Minnesota</b>			
Minneapolis Dental Society			
Minneapolis	MN	1991	
<b>Missouri</b>			
Greater St. Louis Dental Society			
St. Louis	MO	1996	
St. Louis	MO	1994	
Springfield Dental Society			
Springfield	MO	1993	
<b>Montana</b>			
9th District Dental Society			
Billings	MT	2004	
Billings	MT	1990	
<b>Nebraska</b>			
Nebraska Dental Society			
Lincoln	NE	1992	
<b>Nevada</b>			
Clark County Dental Society			
Las Vegas	NV	1998	
Las Vegas	NV	1989	
<b>New Hampshire</b>			
Manchester Dental Society			
Manchester	NH	1996	
<b>New Jersey</b>			
Essex County Dental Society			
Livingston	NJ	1986	
Middlesex County Dental Society			
Edison	NJ	1994	
New Jersey Dental Society			
Cherry Hill	NJ	1991	
Atlanta City	NJ	1988	
<b>New York</b>			
2nd District Dental Society			
Brooklyn	NY	1996	
6th District Dental Society			
Binghamton	NY	1994	
Bronx County Dental Society			
Tarrytown	NY	1994	
Erie Canal Dental Conference			
Cyrus	NY	1988	
New York Queens Forum			
Long Island	NY	2002	
Peninsula Hospital Dental Society			
Queens	NY	1995	
Suffolk County Dental Society			
Long Island	NY	1992	
Long Island	NY	1987	
<b>North Carolina</b>			
Charlotte Holiday Conference			
Charlotte	NC	1995	
The Raleigh Wake County Dental Society			
Raleigh	NC	1992	
The Randolph County Dental Society			
Asheboro	NC	1993	
<b>Ohio</b>			
Akron Dental Society			
Akron	OH	1993	

### Dental Society Meetings (continued)

<b>Ohio (continued)</b>			
Cincinnati Dental Society			
Cincinnati	OH	1992	
Covington	OH	1989	
Columbus Dental Society			
Columbus	OH	2001	
Columbus	OH	1998	
Columbus	OH	1994	
Dayton Dental Society			
Dayton	OH	1990	
Fox River Dental Society			
Fox River	OH	1991	
Greater Cleveland Dental Society			
Cleveland	OH	1992	
Cleveland	OH	1990	
North Central Ohio Dental Society			
Huron	OH	1994	
Springfield Dental Society			
Springfield	OH	1994	
The Stark County Dental Society			
Campton	OH	1994	
<b>Oregon</b>			
Central Oregon Dental Society			
Eaglecrest	OR	2002	
Bend	OR	1996	
Bend	OR	1994	
Sun Valley	OR	1992	
Polk Yamhill Dental Society			
Salem Marian	OR	1994	
Southern Oregon Dental Society			
Medford	OR	1994	
Medford	OR	1987	
Southern Willamette Dental Society			
Corvallis	OR	1991	
<b>Pennsylvania</b>			
Harrisburg Dental Society			
Harrisburg	PA	1991	
Lancaster Dental Society			
Lancaster	PA	1996	
Three Rivers Conference			
Pittsburg	PA	2001	
Pittsburg	PA	1996	
Pittsburg	PA	1991	
Valley Forge Conference			
Valley Forge	PA	1994	
Valley Forge	PA	1991	
<b>South Carolina</b>			
North Carolina Dental Society			
Columbus	SC	1996	
Myrtle Beach	SC	1991	
South Carolina Dental Society			
Myrtle Beach	SC	1994	
Columbus	SC	1992	
<b>Tennessee</b>			
Tennessee Dental Society			
Nashville	TN	1991	
<b>Texas</b>			
Dallas County Dental Society			
Dallas	TX	1989	
Dallas Southwest Conference			
Dallas	TX	2001	
Dallas	TX	1993	
Dallas	TX	1989	
Houston District Dental Society			
Houston <i>Star of the South</i>	TX	2003	
Houston	TX	1991	
Houston	TX	1989	

## Jennifer de St. Georges: Client Booking History

### Dental Society Meetings (continued)

Texas (continued)			
San Antonio District Dental Society			
San Antonio	TX		1989
Utah			
Washington County Dental Society			
St. George	UT		1996
Virginia			
Richmond Dental Society			
Richmond	VI		2004
Richmond	VI		1990
Southside Dental Society			
Williamsburg	VI		2001
Tidewater Dental Society			
Norfolk	VI		2003
Washington, DC			
District of Columbia Dental Society			
Washington	DC		2007
Washington	DC		1997
Washington	DC		1993
Washington	DC		1991
Washington	DC		1991
Washington	DC		1991
Washington	DC		1990
Washington State			
Benton Franklin Dental Society			
Pasco	WA		1987
Kitsap Dental Society			
Bremerton	WA		1988
Spokane Dental Society			
Spokane	WA		2002
Spokane	WA		1993
Yakima Dental Society			
Yakima	WA		1985
Wisconsin			
Brown-Door Kewaunee Dental Society			
Green Bay	WI		1989
Racine District Dental Society			
Racine	WI		1990
Waukesha County Dental Society			
Oconomowoc	WI		1991

### Specialty Associations & Groups

Alpha Omega Dental Fraternity			
Westchester	NY		1993
Los Angeles	CA		1991
American Academy of Cosmetic Dentistry			
Honolulu	HI		2002
St Louis	IL		1998
Endodontics			
Acacia Endodontics			
Chandler	AZ		2007
Oral & Maxiofacial Surgery			
American Academy of Oral & Maxiofacial Surgeons			
Chicago	IL		2010
Toronto	Canada		2009
Chicago	IL		2001
College of Dental Surgeons of British Columbia			
Vancouver	Canada		1997
Massachusetts Academy of Pediatric Dentists			
Wakefield	MA		1987
Northern California Oral Surgeons			
San Francisco	CA		1986
Orthodontics			
Cleveland Society of Orthodontists			
Cleveland	OH		1992

### Specialty Associations & Groups (continued)

Orthodontics (continued)			
Mid America Ortho Group			
Chicago	IL		2002
Minneapolis	MN		2001
Ortho Preservation Study Club			
San Leandro	CA		1998
Pacific Coast Ortho			
Reno	NV		1989
Seekonk Ortho Associates			
Seekonk	MA		1983
Pediatrics			
American Academy of Pediatric Dentistry			
Orlando	FL		2005
Prosthodontics			
American College of Prosthodontists			
Tampa	FL		1992
<b>Study Clubs</b>			
California			
Butte County Dental Management Group			
Chico	CA		1983
Paul Revere Study Club			
Mission Valley	CA		1995
Scripps Foundation			
La Jolla	CA		1991
Florida			
Christian Berdy, DDS			
Jacksonville	FL		1992
Daniel McCawley, DDS			
Fort Lauderdale	FL		1991
Video Study Club			
Clearwater	FL		1989
Hawaii			
Jonathan Lau, DDS			
Maui	HI		1995
Maui	HI		1990
Maui	HI		1989
Illinois			
Roy -Wolfe Memorial			
St. Louis	MO		1988
Chicago	IL		1988
Maine			
Jim Sprague, DDS			
Bangor	ME		1987
Michigan			
DDS Study Club			
East Lansing	MI		1990
Joe Nemeth, DDS			
Southfield	MI		1992
Southfield	MI		1990
Minnesota			
Park Dental Group			
Minneapolis	MN		2005
Minneapolis	MN		2004
New Jersey			
The Central Jersey Occlusal Study Group			
Red Bank	NJ		1989
New York			
Allen Heller, DDS Dental Group			
Stanton Island	NY		1994
Ohio			
Western Ohio Academy of Dental Practice Admin.			
Toledo	OH		1992
Oregon			
Joseph Radakovich, DDS			
Portland	OR		2003

# Jennifer de St. Georges: Client Booking History

## Study Clubs (continued)

Oregon (continued)			
Duke Aldridge, DDS			
Bend	OR	2002	
Pennsylvania			
The Discovery Dental Club			
Pittsburg	PA	1996	
AV Purington Academy of Dental Practice Admin			
King of Prussia	PA	1992	
South Carolina			
Roger Reeves, DDS			
Simpsonville	SC	1988	
Tennessee			
East Tennessee Academy of Dental Practice Administrators			
Gatlinburg	TN	2001	
Gatlinburg	TN	1988	
Texas			
Excel Study Club			
Dallas	TX	1996	
Utah			
Academy of LDS Dentists			
Provo	UT	1993	
The Young Dentist Committee			
Salt Lake City	UT	1995	
Washington State			
Ken James, DDS Study Club			
Kent	WA	1986	
Michael Osher, DDS Study Club			
Seattle	WA	1988	
Summit Study Club			
Seattle	WA	1996	
Wisconsin			
Wisconsin Dental Study Club			
Lake Geneva	WI	2000	

## Universities & Dental Schools

Baylor Dental School			
Dallas	TX	1994	
Case Western Dental School			
Cleveland	OH	1993	
Cleveland	OH	1992	
Indiana University			
Indianapolis	IN	2000	
Indianapolis	IN	1996	
Indianapolis	IN	1993	
Indianapolis	IN	1992	
Indianapolis	IN	1989	
Jersey Medical Center Dental Education			
Neptune	NJ	1994	
St. Claire Riverside Medical Center			
Danville	NJ	1989	
Loma Linda University			
Loma Linda	CA	1987	
Marquette University School of Dentistry			
Milwaukee	WI	1995	
Medical University of South Carolina			
Atlanta	GA	1998	
North Lake South Eastern LA University			
Hammond	LA	1992	
Oregon Health Sciences University			
Portland	OR	1988	
Portland	OR	1988	
Portland	OR	1988	
Portland	OR	1987	
Portland	OR	1987	
Tufts University			
Boston	MA	1987	

## Universities & Dental Schools (continued)

University of Minnesota			
Minneapolis	MN	2003	
University at Buffalo School of Dental Medicine			
Buffalo	NY	1995	
Buffalo	NY	1993	
University of Connecticut - Dental School of Medicine			
Vernon	CT	1987	
University of Iowa			
Iowa City	IA	1987	
University of Michigan			
Ann Arbor	MI	2000	
Ann Arbor	MI	1998	
Ann Arbor	MI	1995	
Ann Arbor	MI	1994	
Ann Arbor	MI	1994	
Ann Arbor - Alumni	MI	1994	
Ann Arbor	MI	1993	
Ann Arbor	MI	1991	
Ann Arbor	MI	1989	
University of North Carolina			
Raleigh	NC	1992	
University of Pennsylvania			
Allentown	PA	2001	
Paramus	NJ	1992	
Paramus	NJ	1989	
King of Prussia	PA	1989	
Allentown	PA	1989	
University of Texas Health Science Center			
Houston	TX	1989	
University of Washington			
Seattle	WA	2002	
Seattle	WA	2001	
Seattle	WA	2000	
Seattle	WA	1998	
Seattle	WA	1996	
Seattle	WA	1996	
Seattle	WA	1995	
Seattle	WA	1994	
Seattle	WA	1994	
Seattle	WA	1993	
Seattle	WA	1992	
Seattle	WA	1991	
Seattle	WA	1990	
Seattle	WA	1990	
Seattle	WA	1989	
Seattle	WA	1989	
Seattle	WA	1988	
Seattle	WA	1988	
Seattle	WA	1988	
Seattle	WA	1987	
Spokane	WA	2001	
Spokane	WA	1998	
Spokane	WA	1992	
Spokane	WA	1991	
Spokane	WA	1990	
Spokane	WA	1989	
Spokane	WA	1989	
Spokane	WA	1989	
Spokane	WA	1989	
Tacoma	WA	2003	
Vancouver	WA	1991	
Vancouver	WA	1990	
Vancouver	WA	1989	
Travel Programs			
Coeur d'Alene	ID	2003	
Honolulu	HI	1998	
Phoenix	AZ	1997	

# Jennifer de St. Georges: Client Booking History

## Universities & Dental Schools (continued)

University of Pacific		
San Francisco	CA	1987
San Francisco	CA	1985
San Francisco	CA	1985
San Francisco	CA	1984
San Francisco	CA	1982
Lake Tahoe	CA	1980
Final Year Dental Student		
San Francisco	CA	1984
San Francisco	CA	1984
San Francisco	CA	1983
San Francisco	CA	1982
San Francisco	CA	1980
San Francisco	CA	1980
San Francisco	CA	1980
University of Southern California		
Los Angeles	CA	1995
Los Angeles	CA	1993
Los Angeles	CA	1986
Los Angeles	CA	1986
Los Angeles	CA	1984
Los Angeles	CA	1984
Los Angeles	CA	1983
Los Angeles	CA	1983
Los Angeles	CA	1981
Los Angeles	CA	1981
Los Angeles	CA	1981
Los Angeles	CA	1981
Los Angeles	CA	1981
Kauai	HI	1984
Kauai	HI	1995
University of San Francisco - Final Year Dental Student		
San Francisco	CA	1983
San Francisco	CA	1981

## Corporate

CareCredit / Dencharge / TDI		
Texas Dental Association	Webinar	2006
Millbrae	CA	1994
Orange City	CA	1994
Trojan Dental Service		
San Francisco	CA	1988
Orange City	CA	1988
Sacramento	CA	1988
Orange City	CA	1987
Ultimate Potential Dental Personnel Services		
Santa Rose	CA	1984
JdSG International Inc		
Anaheim	CA	1994
Augusta	ME	1995
Dallas	TX	1995
Fullerton	CA	1993
Fullerton	CA	1993
Fullerton	CA	1991
Long Beach	CA	1995
Los Angeles	CA	1994
Los Angeles	CA	1993
Los Angeles	CA	1993
Los Angeles	CA	1991
Memphis	TN	1998
Monterey	CA	1993
New York	NY	1998
Omaha	NE	1998
Orlando	FL	1995
Pittsburg	PA	1998
Sacramento	CA	1995
Sacramento	CA	1994

## Corporate (continued)

JdSG International Inc (continued)		
Sacramento	CA	1993
Sacramento	CA	1993
Sacramento	CA	1991
San Antonio	TX	1998
San Francisco	CA	1995
San Francisco	CA	1994
San Francisco	CA	1993
San Francisco	CA	1991
Syracuse	NY	1998

## Dental Seminar Companies

Advanced Practice Management		
Salt Lake City	UT	1984
Alpine Dental Seminars		
Kirkland	WA	1989
Bellview	WA	1989
Dental Management Association		
Orange	CA	1998
Dental Seminars & Symposia		
Kauai	HI	2004
Kauai	HI	2002
Foundation for Human Science		
Sun Valley	ID	1986
NASH Seminars		
Ashville	NC	2003
Northeast Dental Seminars		
Atlanta	GA	1991
Atlantic City	NJ	1991
Boston	MA	1990
Denver	CO	1991
Houston	TX	1991
Las Vegas	NV	1991
Meriden	CT	1991
Nashville	TN	1990
New Orleans	LA	1991
Orlando	FL	1991
Tulsa	OK	1991
Washington	DC	1991
Palm Springs Seminars		
Palm Springs	CA	1991
Palm Springs	CA	1990
Palm Springs	CA	1989
Palm Springs	CA	1987
Palm Springs	CA	1985
Palm Springs	CA	1984
Tulsa Dental Seminar Group		
Tulsa	OK	1988
Vernon Seminars		
Hartford	CT	1988
Birmingham	CT	1988

## Computer User Groups

ABELDent		
Burlington, ON	Canada	1992
Alpha Health Care		
Chicago	IL	1993
Discuss Dental		
Las Vegas	NV	2002
Exan		
Whistler, BC	Canada	1990
Toronto, ON	Canada	1989
ICS		
Las Vegas	NV	1993
Phoenix	AZ	1987

# Jennifer de St. Georges: Client Booking History

## Dental Supply Companies

<b>Benco Dental</b>			
Albany	NY	1996	
Princeton	NJ	1995	
<b>Island Dental</b>			
San Carlos	CA	2002	
<b>Leventhal Dental</b>			
Scranton	PA	1996	
Scranton	PA	1995	
<b>Meer Dental</b>			
Dearborn	MI	1994	
Youngstown	OH	1994	
<b>Sullivan Dental Supply Company</b>			
Bellevue	WA	1997	
Bethlehem	PA	1996	
Birmingham	AL	1996	
Boise	ID	1997	
Boston	MA	1996	
Charlotte	NC	1996	
Chicago	IL	1996	
Columbus	SC	1997	
Dallas	TX	1996	
Denver	CO	1996	
Grand Rapids	MI	1997	
Hartford	CT	1997	
Houston	TX	1997	
Houston	TX	1996	
Kansas City	MS	1997	
La Jolla	CA	1997	
Long Beach	CA	1997	
Long Beach	CA	1996	
Long Beach	CA	1996	
Milwaukee	WI	1996	
Minneapolis	MN	1997	
Orlando	FL	1996	
Orlando	FL	1997	
Orlando	FL	1996	
Palo Alto	CA	1996	
Palo Alto	CA	1996	
Portland	OR	1997	
Raleigh	NC	1997	
Richmond	VI	1996	
Sacramento	CA	1997	
Sacramento	CA	1996	
Sacramento	CA	1996	
San Diego	CA	1997	
San Mateo	CA	1997	
St. Louis	MO	1997	
Tampa	FL	1996	
Tulsa	OK	1996	
<b>Sullivan-Schein Dental Supply Company</b>			
Albuquerque	NM	1998	
Jacksonville	FL	1998	
Long Beach	CA	1998	
Madison	WI	1998	
Mt. Laurel	NJ	1998	
Reno	NV	1998	
Sacramento	CA	1998	
San Francisco	CA	1998	

## Dental Laboratories

<b>Di Martino Dental Lab</b>			
Renton	WA	1989	

## Travel & Resort Seminars

<b>Cruises</b>			
Alpha Omega Southern California			
Mexico			1993
<b>Cruises (continued)</b>			
JdSG International Inc			
Caribbean			1994
Caribbean			1993
Florida Dental Institute for Continuing Education			
Mexico			1992
Sacramento District Dental Society			
Caribbean			1986
Mexico			1986
<b>Resort Seminars</b>			
University of Southern California			
Maui & Kauai	HI		1984
University of Washington			
Maui	HI		1988
Honolulu	HI		1988
<b>Ski Weeks</b>			
Exan Computers			
Whistler, BC	Canada		1990
Sacramento District Dental Society			
Jackson Hole	WY		1990
Park City	UT		1987
Whistler, BC	Canada		1992

## Affiliated Health Care Clients & Business Groups

<b>E-Women Seminars</b>			
Campbell	CA		2009
<b>Podiatry</b>			
California College of Podiatric Medicine			
San Francisco	CA		1986
California Podiatric Medical Association			
San Diego	CA		1987
Anaheim	CA		1986
Los Angeles County Podiatric Medical Society			
Los Angeles	CA		1987
<b>Optometry</b>			
California Optometric Association			
Newport Beach	CA		1985
<b>Physical Therapy</b>			
Washington State Physical Therapy Association			
Seattle	WA		1993
Seattle	WA		1992
Seattle	WA		1990
Seattle	WA		1990
<b>Society of Professional Business Consultants</b>			
Yountville	CA		1983
<b>Sparks Vocational School</b>			
Redwood City	CA		2007
Redwood City	CA		2006
<b>Thomas &amp; Fees CPA</b>			
Carson	CA		1990

# Jennifer de St. Georges: Client Booking History

## Global Dental Programs

### FDI World Dental Federation

Annual Meetings			
Hong Kong	Hong Kong	1995	
Orlando, FL	USA	1996	
Sydney	Australia	2003	
Washington, DC	USA	1988	
National Meetings			
Kuala Lumpur	Malaysia	1998	
Nairobi	Africa	2003	
Singapore	Singapore	1998	
Vancouver	Canada	1996	

### Australia

Australian Dental Association			
Adelaide	Australia	1994	
Brisbane	Australia	1994	
Hobart	Australia	1994	
Melbourne	Australia	1994	
Perth	Australia	1994	
Sydney	Australia	1994	
Prime Practice			
Brisbane	Australia	2004	
Melbourne	Australia	2004	
Sydney	Australia	2004	

### Belgium

Belgium Academy of Esthetic Dentistry			
Brussels	Belgium	2007	
Brussels	Belgium	2006	

### Bulgaria

MB Consult 2000			
Sophia	Bulgaria	2009	
Sophia	Bulgaria	2008	

### Canada National Meetings

AGD			
Toronto	ON	1988	
Alpha Omega International			
Toronto	ON	2007	
Canadian Dental Association			
Vancouver	BC	1994	
Calgary	AB	1992	
Vancouver	BC	1989	
Edmonton	AB	1988	
Province Meetings			
Academy of Dentistry <i>Toronto Mid-Winter</i>			
Toronto	ON	1994	
Toronto	ON	1989	
Les Journees Dentaires			
Montreal	QC	1998	
Montreal	QC	1991	
Montreal	QC	1987	
Manitoba Dental Association			
Winnipeg	MB	1998	
Ontario Dental Association			
Toronto	ON	2002	
Toronto	ON	1997	
Pacific Dental Conference			
Vancouver	BC	2004	
Vancouver	BC	1997	
Vancouver	BC	1993	

## Canada (continued)

### Dental Societies

Frasier Valley Dental Society			
Delta - Vancouver	BC	1994	
Kingston District Dental Society			
Kingston	ON	1991	
Ottawa Dental Society			
Ottawa	ON	1990	
Victoria Dental Association			
Victoria	BC	2007	
Victoria	BC	2004	

### Study Clubs

Camgara Dental Group			
Vancouver	BC	1990	

### Dental Supply Companies

Arcona Dental			
Ottawa	ON	2000	
Toronto	ON	2001	
Toronto	ON	2000	
Windsor	ON	2000	
Windsor	ON	2000	
Healthco			
Delta	BC	1989	
Halifax	NS	1990	
Kelowna	BC	1990	
Montreal	QB	1989	
Toronto	ON	1993	
Toronto	ON	1990	
Toronto	ON	1990	
Vancouver	BC	1990	
Vancouver	BC	1989	
Patterson Dental			
Calgary	AB	1995	
Edmonton	AB	1995	
Edmonton	AB	1994	
Halifax	NS	1995	
Halifax	NS	1994	
Mississauga	ON	1995	
Montreal	QB	1996	
Montreal	QB	1995	
Toronto	ON	1996	
Toronto	ON	1995	
Toronto	ON	1994	
Vancouver	BC	1995	

### Caribbean

Caribbean Dental Association			
Miami, FL	USA	2004	
Virgin Islands Dental Association Mid-Winter Meeting			
St. Thomas	Virgin Islands	1992	
St. Thomas	Virgin Islands	1989	
Barbados Dental Association			
Christchurch	Barbados	1997	
Christchurch	Barbados	1996	
Christchurch	Barbados	1995	

### France

Independent Journal			
Paris	France	2008	

### Lithuania

European Society of Microscope Dentistry			
Villainous	Lithuania	2010	

# Jennifer de St. Georges: Client Booking History

## Global Dental Programs (continued)

### New Zealand

#### New Zealand Dental Association

Auckland	New Zealand	2004
Auckland	New Zealand	1994
Christchurch	New Zealand	1994

### South Africa

#### Dental Association of South Africa

Bloemfontein	Africa	1993
Botha's Hill	Africa	1993
Cape Town	Africa	1993
Kyalami	Africa	1993
Mpekwani	Africa	1993
Sun City	Africa	1992

### Switzerland

#### Dr. Charles Eugster - Eugster Dental Seminars

Zurich	Switzerland	1990
--------	-------------	------

### United Kingdom

#### British Dental Association

Birmingham	UK	2009
Birmingham	UK	2006
Bournemouth	UK	2004
Harrogate	UK	2007
Liverpool	UK	2010
London	UK	1990
Manchester	UK	1991
Manchester	UK	1986
Oxford	UK	1992
Oxford	UK	1989

#### World Aesthetic Congress

London	UK	2007
London	UK	2003

#### Meetings & Private Study Groups

##### Association of British Surgical Assistants

Birmingham	UK	1990
------------	----	------

##### American Dentists of London

London	UK	1993
London	UK	1990

##### Cornwall Independent Dental Practitioners

Truro	UK	1996
-------	----	------

##### Independent Practice Study Group

Harrogate	UK	1994
-----------	----	------

##### N.W. Manchester Post Graduate

Manchester	UK	1993
------------	----	------

##### Quality Care Associates

Bromley	UK	1990
---------	----	------

##### Royal Cornwall Hospital

Truro	UK	1992
-------	----	------

##### Stafford Miller *Talking Points*

Cardiff	UK	1989
Doncaster	UK	1989
Gatwick	UK	1989
Watford	UK	1989

##### Stockport Seminars

Swindon	UK	1996
Birmingham	UK	1990
London	UK	1990
Manchester	UK	1990

## National Speakers Association

### National Conventions

Orlando	FL	2006
Atlanta	GA	2005
Scottsdale	AZ	2004
Anaheim	CA	1997
Irvine	CA	2003

#### National Voice of Experience

CD Recording		1997
--------------	--	------

### Chapters

#### Colorado

Denver	CO	2003
--------	----	------

#### Northern California

##### Meet the Pros

Burlingame	CA	2007
Burlingame	CA	2004
Burlingame	CA	2003
Millbrae	CA	2005
Oakland	CA	2006

##### ProTrack Faculty Member

Burlingame	CA	2011
Burlingame	CA	2011
Burlingame	CA	2010
Burlingame	CA	2010
Burlingame	CA	2008
Burlingame	CA	2008
Burlingame	CA	2007
Burlingame	CA	2006
Burlingame	CA	2005
Burlingame	CA	2005

##### Sessions and Full Day Programs

Burlingame	CA	2006
Burlingame	CA	2005
Burlingame	CA	2004
Burlingame	CA	2002
Burlingame	CA	2001
Menlo Park	CA	2004
Oakland	CA	2005

### Professional Speakers Association UK (PSA)

#### Meet the Pros

Birmingham	UK	2006
Daventry	UK	2002
Chesham	UK	2004

### Canadian Association of Professional Speakers (CAPS)

#### Meet the Pros

Halifax	NS	2008
---------	----	------

### Meeting Planner Associations

#### ADA Conference of Dental Meetings

Las Vegas	NV	1995
Chicago	IL	1990

#### Hospitality Sales & Marketing Association International

Milpitas	CA	2002
----------	----	------

## JdSG's 17 Program Overviews: Expanded to provide Meeting Planners with

- ▶ Each Program's Objectives, Identified Need & Desired Result
- ▶ Additional 'copy' for Meeting's printed material & website

## Patient Management

### Build Patient Relationships

#### 101 ❖ **Grow Your Practice: Marketing in today's world**

With today's economy taking a toll on consumers' pocket books, successful practices are reaching out to their patient base to raise the practice professional profile. Consumers are spending as long as they are confident they're getting a good ROI.

##### **Make a statement**

1. Direct mail, brochures, newspapers, radio and TV ads—worth the money? Make an informed choice.
2. Social networking has re-defined how patients hear about dentist and practice—be proactive.
3. Does your website reflect what you want it to say? Don't send mixed messages.
4. How logos, business cards & building signs can either support or sabotage your marketing plan.

##### **Patients' perception is everything**

1. How to encourage your patients to spread the word!
2. 20 top services patients use to judge a dentist. How many do you deliver?
3. Techniques and solutions to deliver the best telephone service possible.
4. Judge your facility through your patients' eyes—patient's perception is everything.

---

#### 102 ❖ **Find Lost Patients: Do you know where your patients are?**

Successful practices are proactive in setting up strong internal controls to protect themselves from losing track of patients. Doctor and Team can 'drive patients away' through poor communication and/or lack of solid management systems and effective follow-up monitoring.

1. Find and reconnect with patients who went home to think about it, or said they'd call back.
2. Handle patients who call to say they're going elsewhere because it's 'cheaper, closer to home' etc.
3. 9 reasons why patients leave a practice—how the Exit Interview can fast-track a practice's growth.
4. Do's & don'ts of defiling and reactivating patients—stay in control.
5. The system to guarantee you'll never have to do another chart audit again.

---

#### 103 ❖ **Deliver Quality Service: Build & maintain practice/patient relationships**

When Doctor and Team deliver a consistent, patient-centered approach to interact with patients at every step, successful and long-lasting relationships are formed.

##### **The Critical New Patient Experience**

1. Provide superior telephone support, user-friendly website, outstanding pre- and post-op service.
2. How to make patients 'check in' exceed their first visit expectations.
3. Increase new patients' comfort level before clinical needs are diagnosed/discussed.
4. Patient education of needs and available options at Exam/Consultation is an art—not a science.
5. Balance hygiene needs and new patients wants—legally.
6. Your clinical team's important role in how new patients perceive Doctor.

##### **Existing Patients: How to hold on to them**

1. Protocols to guarantee patients aren't 'lost' when treatment delayed—for whatever reason.
2. The Quick Call List to support a full schedule.
3. Hygiene patients who don't think cleanings are important need special handling.
4. Why 'phase treating' can be a most positive approach to treatment planning.

## ►JdSG's 17 Program Overviews: Expanded Version (continued)

### Patient Management

#### Patients & Money

#### 104 ❖Communicate Financially: Getting paid for what you produce

How you commence your financial communication with new patients dictates the respect they have for your financial policies during and after treatment. Jenny covers philosophies, tools and techniques needed to start off on the right foot—and enjoy faster cash flow.

##### **New Patients: Set the Financial Stage**

1. How to state your payment policies on your website and in welcome packet.
2. Why, how and when to discuss money with new patients on the phone.
3. 7 rules to handle the Telephone Shopper in a non-stressful and positive manner.
4. 'Let me think about it' or 'Depends on how much insurance pays' are not financial comments!
5. 2<sup>nd</sup> opinion patients can become the practice's best ambassadors.
6. Essential that the staff pro-actively asks new patients to pay on the first visit.
7. How to make "it's harder to collect from insurance than non-insurance patients" a thing of the past.
8. Have fun while helping 'Telephone Shoppers' and 'Second Opinion' patients looking for 'cheap dentistry'.

##### **Existing Patients: Maintain the momentum**

1. Don't lose business by excluding an outside patient financing program.
2. 10 financial/management points your written FA's must include to eliminate surprises later.
3. Do's & don'ts of charging for missed appointments.
4. Front desk collections should be fun! Do it well and enjoy a 105% collection ratio.
5. Design and deliver the best 3 payment options for your practice.
6. Understand the dangers of using the 'pay as you go' payment option.
7. Learn how to work with patients who want to delay treatment because of money issues.
8. When patients ask if you 'take their insurance in full': be aware—be prepared—be proactive.

---

#### 105 ❖Dental Insurance: Its implications on your practice cash flow

It's harder to collect money from patients with insurance than non-insured patients. When a practice doesn't take control of insurance patients, patients take control of your money. The secret to working with insurance patients is utilizing a high level of communication in a very proactive manner.

##### **Patient Education**

1. Take Assignment of Benefits? Rules you must follow.
2. Don't take the Assignment? Protocols to protect you.
3. How to educate patients as to why their coverage is less than anticipated.
4. Handle patients when told 'Dr has overcharged them for the area'.
5. Prevent eligibility problems and denied claims—easy when you know how.

##### **Practice Processing**

1. Guidelines to safeguard Assignment payments—what to do when checks are sent to patients.
2. Insurance fraud—don't let patients talk you into putting Doctor/Practice at risk.
3. How e-claims utilization increases cash flow.
4. Claims not being paid promptly? A simple solution usually delivers the money within days!
5. Use phase treating to maximize patient benefits—how to keep control of dates and dollars.

## ►JdSG's 17 Program Overviews: Expanded Version (continued)

### Patient Management

#### Patients & Money (continued)

#### 106 ❖Accounts Receivables: Can they be eliminated?

Focus in on how to reduce old money on the books. Techniques to ensure you keep practice receivables to a minimum. Doctors should attend with their administrative staff for the best ROI. Leave with the tools, techniques, forms and legal knowledge to upgrade collection activity and increase cash flow.

##### Maximize your billing system

1. Insurance and statement billing—maximize communication, decrease misunderstanding.
2. Best dates to bill your patients, why and how to make statement billing seamless.
3. Reduce those telephone calls received after statements are mailed.

##### Collection Calls: Q: Can you call patients at 3 a.m. about a past due bill? A: Yes!

1. Use the 11-Step Action Plan to make collection calls productive and stress-free.
2. Close the call correctly; ensure records support the conversation—be legally compliant.
3. How to handle the 'I'm out of work—I've no money—we're getting divorced' calls, and more.

##### Pros & Cons of available collection tools and services

- |                      |                             |
|----------------------|-----------------------------|
| ◆ Attorneys          | ◆ Interviews                |
| ◆ Small Claims Court | ◆ Collection Agencies       |
| ◆ Write Off's        | ◆ Skip Tracing              |
| ◆ Bankruptcy         | ◆ Credit Checks and Reports |

#### 107 ❖Dental Bookkeeping: Systems to protect practice & profit

Proven, logical and efficient bookkeeping systems, techniques, and tips allows practices to speed up processing, increase the bottom line, set and maintain high bookkeeping standards. Additionally, stress is reduced at tax time as you are ahead of the planning curve! Jenny brings practicality to an overlooked area in dentistry.

##### Charges and Adjustments

- ◆ Overcharges & Undercharges
- ◆ Audit trails
- ◆ Contracted fees
- ◆ Courtesies

##### Payments

- ◆ Patient & Insurance posting
- ◆ Deposits & Transfers
- ◆ Insurance under/over payments
- ◆ Checks: Postdated & Bounced
- ◆ Credits/Refunds for patient/insurance

##### Practice Business

- ◆ Inc or sole proprietor rules
- ◆ Travel expense coding
- ◆ Entertainment classification
- ◆ Spouse job responsibilities
- ◆ Petty cash rules

##### Practice Accounting

- ◆ Meet CPA needs in a timely manner
- ◆ Tax prep tips for a stress-free year end
- ◆ QuickBooks and other systems do's & don'ts
- ◆ Bank reconciliation/deposit transfers
- ◆ Change fund—set up and maintain

## ►JdSG's 17 Program Overviews: Expanded Version (continued)

### Patient Management

#### Time Management

#### 108 ❖Schedule by Design: Decrease stress & increase productivity

Running on time doesn't happen by accident! JdSG's Rock/Sand/Water program brings law and order to dentistry. This program is packed with solid proven and practical techniques; systems and tips to put structure into the practice. Unify Doctor and Team to tackle scheduling problems with a proactive, solution-based approach. One of Jenny's most popular and dramatic programs.

##### **Ideal Scheduling Strategies**

1. Design your Ideal Day—how to adjust it for today's reality.
2. Solve your daily scheduling problems—before they happen! 25 benefits of Morning Meetings.
3. Eliminate high/low production days—called the 'feast or famine' approach.
4. Maximize your software program so it works FOR you, not against you.

##### **Eliminate Scheduling Obstacles**

1. 8 rules to schedule emergencies—deliver great patient service—stay in control.
2. Techniques to save 'Cancel Short Notice' appointments.
3. Schedule Dr.'s telephone calls to maximize production and decrease Doctor/patient interruptions.
4. Educate your habitually late patients to eliminate future late arrivals.
5. How to fill early AM appointments—everyone can't come 'end of day' and 'after school'!
6. Techniques to get back on time when the practice is running late.
7. Confirmed appointments result in increased No Shows! Decrease calls and increase show rate.
8. Solutions for handling walk-in patients to prevent getting behind.

##### **The Recall System for the best ROI**

1. Communication tools to encourage 85% of patients to commit to pre-booking hygiene.
2. Protect your practice growth and stability with a strong hygiene presence.
3. Maintain flexibility in hygiene for new and perio patients.
4. Work with dental insurance limitations so patient's health is not compromised.
5. Integrate Dr.'s hygiene check-off so Doctor and RDH both stay on time.

##### **Harness the Clinical Team's Expertise to solve major scheduling issues**

1. Seat and release patients so clinical and management team work as one.
2. Handle record keeping in a timely manner so everyone is on the same page!
3. How chairside scheduling delivers a higher standard of appointment customization.
4. How clinical staff prevent confusion when patients come late, early, no shows, walk-in, etc.
5. When Doctor completes more dentistry than planned—how the clinical team can save the day.
6. Pros and cons of having clinical staff 'work at the front desk'.

## ►JdSG's 17 Program Overviews: Expanded Version (continued)

### Patient Management

#### Legal Issues

##### 109 ❖ Risk Management: From a non-clinical perspective

Patients instigate legal action against dentists for a variety of management issues; confusion over fees, incomplete post-up instructions, lack of informed consent, un-met expectations, misunderstandings etc. Increased practice/patient communication, supported by quality record keeping systems protects Doctor from frivolous legal action. A patient's perception is everything.

1. Record Keeping—25 guidelines to protect practice and prevent patient misunderstandings.
2. Dental software—a management tool or data collector? Be sure you're in control.
3. Paperless practices must make 100% commitment—no paper backups under the counter!
4. Malpractice prevention—be proactive, plan for the worst, hope for the best.
5. Doctor's defense is as good as their recordkeeping; set your standard high.
6. How a casual remark to a patient can have legal repercussions for Doctor and practice.
7. Fire patients in a positive, professional manner so they remain fans of the practice.

### Team Management

#### Hire for Retention

##### 110 ❖ Attract Quality Staff (Doctor & Spouse only)

The best ROI a small business owner can make in their business is hiring quality staff. Most dentists, unfortunately, haven't received any (or sufficient) training on this complex subject. Jenny estimates the majority of dentists are *legally noncompliant* in hiring and other HR issues. Jenny is passionate about this areas as she found herself handling HR as joint practice owner and made every mistake in the book. Learn from her experience and protect yourself.

*Hire the Best:* An employer's out-of-pocket cost for any staff change is approximately one year's salary. Jenny provides the dentist/employer tools, techniques & knowledge to reduce making a hiring mistake.

1. Ads to attract top applicants.
2. Effective pre-screening techniques which deliver quality not quantity.
3. Create an interview format to deliver the best chance of finding talent.
4. What role does the staff play in the hiring process?
5. Be legally in compliance with hiring laws (Federal/State).
6. Staff Manual's role, compensation rules, personalized agreements.
7. Check references legally and always.

#### Manage for Harmony

##### 111 ❖ Manage Team & Communications...and enjoy going to the office!

Employers benefit from providing employees with a supportive work environment which encourages positive communication between Doctor & Team. This is a high-energy, content-driven program helps Doctor and Team be on the same page and supportive of each other.

continued...

## ►JdSG's 17 Program Overviews: Expanded Version (continued)

### Team Management

#### 111 ❖ Manage Team & Communications (continued)

##### Communication

1. Productive staff meetings are an investment in the practice. No griping allowed!
2. Handle perfectionism and staff morale in a win-win manner.
3. Productive Performance Reviews provide legal protection, increase staff morale & management outcomes.
4. Practical Job Responsibilities are the basis of creating/maintaining a strong team.
5. Dental Spouse involvement can elevate team morale/management to new heights—or not!

##### The Incentive Program to increase profits

1. Design must be simple to motivate staff, prevent misunderstandings and mistakes.
2. Rules to ensure the I & B Plan is successful for both Doctor/Practice and Team.
3. Hygiene bonus must be both an individual and team program.
4. A well-designed program doesn't cost the Doctor a penny!

##### Resolve minor issues promptly

- |                           |  |
|---------------------------|--|
| ◆ Email & Internet misuse | ◆ Lateness problems                    |
| ◆ Dress code violations   | ◆ Absenteeism issues                   |
| ◆ Poor attitude           | ◆ Confidentiality & legal implications |

#### 112 ❖ The Spouse as a Dental Partner: The Unsung Hero (Doctor & Spouse only)

As a practice partner, the spouse has the potential to bring a wealth of management experience and talent, support, and guidance to the team and the practice/business. This employer only program is a must for partners working together. With over 29 years' experience of working 24/7 as a dental spouse, Jenny brings a very unique approach to this complex subject.

##### 1. The Team

- |                           |  |                              |
|---------------------------|--|------------------------------|
| ◆ Increased communication | ◆ Organize effective practice meetings | ◆ Raise morale               |
| ◆ Performance reviews     | ◆ Implement stress-free change         | ◆ Address HR issues promptly |

##### 2. The Business

###### *Human Resources*

- a. Hire effectively.
- b. Manage the team; address staff issues promptly.
- c. Staff Leaving: whether terminations or resignations, know the law and payroll issues.
- d. Doctor and Spouse: work as joint managers; balance practice and private lives.

###### *Dental Bookkeeping*

- a. Payroll & Payables: streamline systems, prevent waste & overpayments; be legally savvy.
- b. Patient billing: monthly statements rules; reports to keep you in control.
- c. Bookkeeping: audit trails, adjustments, courtesies, write off's, PPO adjustments.

###### *Practice Monitors*

- a. Vital signs: New Patients Tracking; find lost patients.
- b. Embezzlement: warning signs, protect profitability—25% of DDS's experience theft.

##### 3. Patient Experience

- a. Marketing: choices to make, actions to take; elevate the patient experience.
- b. Patient Finances: formulate strong policies and practical implementation.
- c. Scheduling: set daily goals, eliminate re-confirmation calls, reduce no shows.
- d. Legal: educate staff to legal pitfalls of poor communication; set recordkeeping standards.

► **JdSG's 17 Program Overviews: Expanded Version (continued)**

**Team Management**

**Handle Staff Issues Promptly**

**113 ❖ Payroll Pitfalls: Issues to avoid, protocols to implement (Doctor & Spouse only)**

Payroll processing is fraught with legal, financial and management concerns for an employer. Most dentists process payroll in-house without strong HR management and legal training. Jenny covers the following payroll issues in-depth from a very practical perspective.

- ◆ Overtime pay issues
- ◆ Breaks and lunch implications
- ◆ CE attendance/travel heads up
- ◆ Payroll systems to use/avoid
- ◆ Termination/Quit payroll issues
- ◆ Attendance log-in legal weakness
- ◆ Comp time problems
- ◆ Salary versus wages pros & cons
- ◆ Best payday date for stress-free processing
- ◆ Reduce end of year reporting problems

**114 ❖ Today's Hot Staff Issues: Forewarned is forearmed (Doctor & Spouse only)**

This fast-paced program provides employers correct solutions to staff management issues with legal implications. Great focus is placed on how employers introduce new and/or updated management guidelines/rules while maintaining or even increasing staff morale.

- ◆ Recording Time
- ◆ Hiring
- ◆ Employer Issues
- ◆ Firing and Resignation
- ◆ Payroll
- ◆ Management issues impacting HR

**115 ❖ Part Company for Sanity: When & how to handle pro-actively (Doctor & Spouse only)**

Whether their choice or yours, the separation process must be handled promptly, and within strict Federal/State legal guidelines. Employer reasons for termination range from drugs, theft, sexual harrassment, embezzlement to poor attitude and everything in between. The name of the game is to follow a strict agenda, over the top communication and document everything. Rules to handle the employee who quits. Following strict protocols protects the employer from unlawful dismissal lawsuits.

**116 ❖ Embezzlement: Detect & Prevention (Doctor & Spouse only)**

**Donald P Lewis Jr., DDS, CFE\* & Jennifer de St. Georges**

One of four dental practices is, will or has been, embezzled. Dr. Lewis and Jenny have presented this program at the ADA and other associations/societies. Attendees leave with a great understanding of how embezzlers work, how to detect fraud, how to handle it when found. A program no dentist can afford to miss!  
*\*Dr. Lewis is one of only two DDS's to be a Certified Fraud Examiner*

1. Scams, schemes and tricks dental embezzlers use.
2. Participate in a short confidential self-audit to assess your risk and vulnerability.
3. Analyze your software system to see if it prevents/catches fraud. Most don't!
4. Bookkeeping/backup systems to reduce vulnerability to embezzlement—be proactive.
5. Utilize your monthly reports to find out what is actually going on under your nose.
6. Strengthen bookkeeping monitoring systems without staff being upset or feeling threatened.

## ►JdSG's 17 Program Overviews: Expanded Version (continued)

### Business Management

#### Evening Program

#### 117 ❖Sleep Well at Night: Your Practice & Financial Stability Plan

Most small business owners are guilty of working *in* their business to the detriment of working *on* their business. A Dentist/Owner needs to be involved in their business—the captain at the helm.

##### **Take your Practice Pulse—how healthy is it?**

1. Identify your 3 major Profit Centers—then springboard to the next level.
2. Do your daily/monthly production goals meet your needs? How to check and what to do.
3. A/R ratio—are you strangling your growth by taking the wrong approach?
4. Hygiene—why it's essential you know your *true* pre-booking percentage.
5. Utilize your NP value statistics to gauge which way your practice is heading.

##### **How to turn your Findings into an Action Plan**

1. Design your Business Plan to fast track your future growth.
2. Create and maintain a budget—eliminate financial surprises.
3. Staff your practice correctly—don't sabotage your practice expansion.
4. Why most CPA's P & L design formats undermines a dentist's financial health.
5. Analyze your practice statistics relevant to the industry 'norms'.

##### **From Plan to Action—reap the rewards**

1. Techniques to get the Plan's #1 issue resolved first—and then move on.
2. Plans are wonderful—but often unworkable. Make yours practical.
3. Plans that are not monitored are worthless. Three methods to safeguard your practice future.
4. Perfectionism is a positive/negative issue in implementation. Tips and tricks to harness the positive.
5. Incentive and Bonus: Make it a practice profit center and a staff motivator.
6. How personal budget setting and implementation impacts professional financial goals.

**JENNIFER de ST. GEORGES, JdSG INTERNATIONAL INC.  
Speaker Agreement**

**Please scan & email your signed Agreement.**

The \$1,000 retainer either may be charged to the Group credit card or mailed to 3347 Plaza Way #101, Salt Lake City, UT 84109. JdSG International Inc., then is able to confirm this date for your group.

Jennifer is honored to be a part of your program. We look forward to working closely with you in the months ahead to make this a most successful meeting for your group.

1. **Contracting Organization:** \_\_\_\_\_

2. **Mailing address:** \_\_\_\_\_

3. **Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

4. **E-Mail:** \_\_\_\_\_ **Web:** \_\_\_\_\_

5. **Contact Person:** \_\_\_\_\_ **Position:** \_\_\_\_\_

6. **Date & Day of Seminar:** \_\_\_\_\_

7. **City & State of both speaking & hotel locations:** \_\_\_\_\_

a) **Hotel/City/State where Speakers stays night before:** \_\_\_\_\_

b) **Hotel/City/State where Speaker presents program:** \_\_\_\_\_

8. **Honorarium: \$** \_\_\_\_\_ **US Dollars** **JdSG Inc's Federal Tax #: 77-0536691**

**9. Booking for Air, Hotel & Ground Transportation:**

- **Airfare:** JdSG & Planner will work together on airline & Planner's booking deadlines and needs.
- **Hotel:** JdSG asks Planner to book a hotel room for night before event. (*guaranteed late arrival, non-smoking*). If airline schedules preclude Jenny leaving after the program, we ask 2<sup>nd</sup> night be booked and applied to Master Account. We appreciate hotel room confirmation being forwarded to us at [speaking@jdsg.com](mailto:speaking@jdsg.com).
- **Ground:** Arrival & Departure logistics. We work closely with the Planner to co-ordinate air/ground details.

**10. Expenses:**

- **Airfare:** Jenny is California based. Airfare is expensed out as round trip coach to/from SFO or SJC. When Jenny has multiple bookings on a single trip, we pro-rate cost between events as fairly as possible. We appreciate airline cost being charged to Planner's Master Account when possible.
- **Hotel:** Hotel/tax for the night before the event to be charged to Planner's Master Account when possible.
- **Food:** Dinner night *before* the program, breakfast, lunch & dinner the day of program.
- **Speaker's personal expenses:** If any charged to room, to be paid by speaker personally on checkout.

*Please turn over →*

11. **Course Workbook** is an integral part of all JdSG's programs. Research shows it is #1 CE attendee request. Jenny provides a workbook for all programs. We work closely with the Planner regarding posting the workbook on their website in advance as well as a hardcopy being available for attendees on site.
12. **Program Title & Total Speaking Hours:** To be *mutually* agreed upon by Planner & Speaker before Planner markets Program title to members-ensures chosen material can be covered in *speaking* time available.
13. **Audio Taping:** Requests to tape Jenny are handled individually. Whenever possible, Jenny is most happy to sign off on allowing her program to be taped. Copyright restrictions however, do prevent individuals taping in the audience. Jenny to receive a complimentary copy of any/all recordings made during the meeting. JdSG International Inc., retains the copyright to all taped material.
14. **Audio Visual Needs:** Currently, the Speaker requests only a wireless hand held microphone.
15. **Planner is invited to share the meeting's planned schedule below:**

<b>Program START</b>	▶	
AM Break	▶	
Lunch	▶	
PM Break	▶	
<b>Program END</b>	▶	
<b>Total Speaking Hours</b>		▶ <span style="border-bottom: 1px solid black; width: 150px;"></span>

To offer assistance in working with Jenny on the program material for your event, Ida Taft, JdSG Program Manager is available at [800.366.7004](tel:800.366.7004) or email her [speaking@jdsg.com](mailto:speaking@jdsg.com).

**Organization:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Signed:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
for Booking Organization

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
 Ida M. Taft, Program Manager, signed for & on behalf of JdSG International Inc.

A Credit Card Authorization form will be supplied with the customized agreement.

## Event Marketing Co-ordination between JdSG & Client

Jenny enjoys working with Associations & Groups to expand their Marketing Plan for an event through the use of JdSG contribution of...

❖ Article reprints ❖ Tele-seminars ❖ Web based Q & A's

### 1. Article Reprints:

Jenny has a wide range of management articles she has written over the years. The articles vary in length from 400 to 2,000 words. We are happy to provide one or more articles for printing in a local, state or national journal or posting on the group's website. This exposure creates interest in the event, the subject and the speaker. An article sample follows on pages 29-32.

### 2. Tele-seminars:

Tele-seminars are extremely cost-effective to host. The group may choose to offer the program(s) at no cost, for a small fee, or for a fee that is credited toward the seminar cost at registration. One association offered three sessions with Jenny (two for Doctor/Spouse only-the third for Staff only). Jenny is pleased to donate her time for this marketing program.

### 3. Q & A on the Group's Website:

The Association/Group emails a web link to their members enabling members to post questions on the website. JdSG International Inc., receives an email copy, and Jenny answer is posted on the website.

### 4. A Meeting Planner's Guide for Organizing-Marketing-Running & Hosting a One Day Event:

Jenny hosted her own public seminars on a national level for many years. Her 11-page report on "The A-Z of Organizing a One-Day Seminar" has been very well-received in the industry. To request your copy, please email Ida Taft at [speaking@jdsg.com](mailto:speaking@jdsg.com), with "Requesting Meeting Planner's Guide" in the subject line.

---

## JdSG Speaker Packet Downloads

1. This 36 page Speaker Packet is available in a PDF file at [www.jdsg.com/BookJenny.html](http://www.jdsg.com/BookJenny.html)
2. Jenny's high resolution photograph is available at [www.jdsg.com/BookJenny.html](http://www.jdsg.com/BookJenny.html)

---

## On Choosing a JdSG Program for your Conference or Meeting

Currently, many Dental Meeting Planners request two different programs for a one day event. Jenny works closely with the Committee and/or Director to pick the best combination for your group's needs, local issues and other featured speakers. Program #104 & #108 are two of the most important topics and both programs able to be expanded to a full day.

To offer assistance in working with Jenny on your Program content, please contact

Ida Taft, JdSG Program Manager, at [800.366.7004](tel:800.366.7004) or email her at [speaking@jdsg.com](mailto:speaking@jdsg.com).