

**August 8, 2009**

Dear Colleague:

What is the hottest topic in dentistry today? The answer is a no brainer: **COSMETICS!** Cosmetic Dentistry is the driving force in the vast majority of successful, contemporary, dental practices. Over the past several years, we have been deluged with journals, and bombarded by the emergence of many self-proclaimed "Gurus" of Esthetic Dentistry.

Observing this trend several years ago, it became apparent to me that, amidst the multiple dental organizations in Philadelphia, there was a major void in the area of Cosmetics. In answer to that deficiency, and in response to requests by many of you to sponsor a forum for an in-depth discussion of this exciting topic, I invited a select group of colleagues and friends to participate in the formation of a Study Club, devoted exclusively to the emerging role of cosmetics in highly successful dental practices.

Now, in our **tenth year**, the **COSMETIC CONSORTIUM** has included presentations by some of the most highly respected names in our profession. These local, national, and internationally recognized clinicians and educators have explored a vast array of interesting topics that, in almost every case, have had a level of relevance which is immediately applicable to our individual practices. Your enthusiasm and support have been a constant source of inspiration to me.

Unlike most study clubs, our group was designed to have a **limited membership**. We created it with the objective of insuring the maximum possible interaction with our invited speakers, and to provide an exceptional professional networking opportunity, as well. Invitations have been offered exclusively to individuals with a demonstrated commitment to practice excellence and the pursuit of quality continuing education. Thus far, every member has personally contributed to our success.

This year's program kicks off on Monday, September 21, 2009, with **Dr. Arnold Weisgold**, presenting The **Fifth Annual Leonard Abrams Memorial Lecture**. Arnie, who is well known to many of you for his years of contributions to the dental profession, has promised to share the latest information on restorative and cosmetic dentistry. He will be followed by an impressive array of some of the best and the brightest clinicians in the Delaware Valley, nationally and internationally; culminating with our **Annual All-Day Meeting**, featuring **Dr. Mark Setter** speaking on **"How to Thrive in an Uncertain Economy."**

Our meetings are conveniently located at the **Radisson-Warwick Hotel**, Center City, Philadelphia. The programs are scheduled from 6-9 PM, which avoids the loss of valuable office production time. Dinner is included with each session, and CE Credits are available. **I am pleased to have been designated as a certified Pennsylvania and AGD approved CE Provider.**

Membership in the organization and regular attendance of the meeting will satisfy most of your **CE requirements for Pennsylvania State License**. Attached for your review is the program schedule for 2009 – 2010. I am certain that you will find it both stimulating and intriguing.

**Ever mindful of our present economy, the membership fee for this year's program is \$1,325 (previously \$1,425).** Your membership includes all six programs, facility costs, speaker honoraria, audio visual equipment, and meals. I am pleased to report that due to the excellent fiscal health, your ongoing support, and continuing efforts to contain costs, we have been able to **reduce the tuition** this year, notwithstanding ever increasing hotel and honoraria costs.

**Membership includes Pennsylvania AGD Approved Continuing Education Credits.** (Two hours of credit are awarded for each of the evening meetings, and six hours of credit for the all day session). **Members who paid the full tuition for 2008 – 2009 will receive a \$200.00 credit towards this year's fee due to the cancellation of the All Day Meeting in June 2009.**

Checks should be made to **THE COSMETIC CONSORTIUM**. Visa, Master Card, and Discover are also acceptable methods of payment, and installment options are available by request. To reserve your place, please complete the form below, and return it by September 20th. We'll be calling you in the near

future to confirm your participation. I look forward to having you join me for another exciting year of outstanding learning experiences.

Sincerely,

**I. Stephen Brown, DDS, FACD, FICD**

Doctor: \_\_\_\_\_

Please call **215-735-3660** or Fax **215-546-4442**, indicating your preferred method of payment below.

Check: \_\_\_\_\_ Credit Card: **Visa    Master Card    Discover**

Name as it appears on Credit Card: \_\_\_\_\_

Account Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

**The Perio Group has been designated as an approved sponsor by the Pennsylvania Constituent of the Academy of General Dentistry. This Program Provider's formal CE programs are accepted by the AGD for membership, maintenance, Fellowship, and Mastership credits.**