

**August 31, 2011**

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 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 **Twelfth 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 evening, October 10<sup>th</sup>, 2010, with **Dr. Henry Salama, presenting The Seventh Annual Leonard Abrams Memorial Lecture**. Henry, who is well known to most of you for his years of contributions to the dental profession, has promised to share the latest information on **Anterior Esthetics and Implant Dentistry**, with a special emphasis on making the correct decisions when treating the esthetically demanding patient.

He will be followed by an impressive array of some of the best and the brightest clinicians in the Delaware Valley, national and international, culminating with our **Annual Meeting, on Friday, May 18<sup>th</sup>, 2012**, featuring **Mark D. Hamilton, Founder, President & CEO of AppliedWisdom LLC**. Mark's title is **"The Talent Within."** His intriguing presentation will coach us on how to attract and hire outstanding performers and minimize or eliminate the typical hiring and management mistakes that the doctors he has studied make each day.

Our meetings are conveniently located at the **Radisson-Warwick Hotel** in Center City, Philadelphia. The programs are scheduled from 6-9 PM, to avoid the loss of valuable office production time. Dinner is included with each session, and CE Credits are provided.

Membership in the organization and regular attendance of the meetings includes Pennsylvania AGD Approved Continuing Education Credits, which will satisfy almost all of the CE requirements for the renewal of your Pennsylvania State License. **I am pleased to have been designated as a certified Pennsylvania AGD CE Provider**. Two hours of credit are awarded for each of the evening meetings, and 4 - 5 hours of credit for the Friday morning session.

Attached for your review is the program schedule for 2011 – 2012. I am certain that you will find it both stimulating and intriguing.

**Ever mindful of our present economy, there has been NO INCREASE in the \$1425 membership fee, which includes all seven programs.** Your tuition includes facility costs, speaker honoraria, audio visual equipment, and sumptuous buffet dinners to meet the speakers. I am pleased to report that due to our excellent fiscal health, your ongoing support, and continuing efforts to contain costs, we have been able to maintain the tuition at the same level as last year, notwithstanding ever increasing hotel and

honoraria costs. Attendance at all of the programs will very nearly fulfill your bi-annual requirement for PA state licensure. The tax deductible tuition for these events is **FAR LESS** than attending commercial or institutional courses, many of which require travel and hotel accommodations.

Checks should be made to **THE COSMETIC CONSORTIUM**. Visa and Master Card 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 10th. 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**

**\*\*\* Please note that the Annual Meeting on May 18<sup>th</sup> is on Friday! Staff is invited at a deeply reduced tuition, to hear Mark Hamilton**

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

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

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

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

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

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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***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.***