



NORTHWEST DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE

\* NWDDA PRESENTS THE 2026 ANNUAL MEETING \*







## **INFORMATION & HIGHLIGHTS**

## HOW TO REGISTER

Register online at **nwdda.org/meeting** or complete the Registration Form (on pages 10-11) and mail it to:

Northwest District Dental Association Attn: NWDDA Events 545 John Knox Road, Ste. 202 Tallahassee, FL 32303

Please only use one method of registration to avoid duplicate records or multiple charges. Telephone and fax registration are not available.

You may adjust your registration online at nwdda.org/meeting or by calling 850.681.3629, Monday through Friday, 8 AM to 5 PM. On-site pricing will apply for all online and in-person adjustments after Jan. 23, 2026.

#### REGISTRATION WINDOWS

Early Bird 10/1/25 - 11/14/25 Regular 11/15/25 - 1/23/26 Onsite 1/24/26 - 2/7/26

#### CANCELLATION POLICY

All cancellations and/or refund requests for the 2026 NWDDA Annual Meeting must be postmarked by Jan. 23, 2026. All cancellations are subject to a service and handling fee of \$30 per cancelled registrant. Refunds are paid to the individual whose name appears at the top of the check or on the credit card used to pay for registration. Please allow up to two weeks after the meeting for refunds to be processed. Refunds for no-shows, employee terminations or sickness/COVID-19-related illnesses will not be given; however, you may transfer the paid registration to another team member. No cancellation refunds will be honored for any reason after the Jan. 23. 2026 deadline.



## Friday, Feb. 6

5-6 PM

#### HAPPY HOUR WITH EXHIBITORS

This isn't just another happy hour—it's your chance to discover new products, swap stories and make business connections. Stop by the FDA Services table to pick up your free drink ticket, then raise a glass, strike up a conversation and show some love to the exhibitors who help keep our association thriving! Cheers to networking made easy!



## Friday, Feb. 6

7:30-9 PM

#### **SMILES BY THE FIRE: BEACH BONFIRE**

Join us for an evening of networking under the stars at our beach bonfire! Enjoy casual conversations with fellow dental professionals, build meaningful connections over s'mores, sip on adult beverages and enjoy the soothing sound of waves as your backdrop. Plus, spouses and kids are welcome, making it a fun night for the whole family!



## Hilton Sandestin Beach Golf Resort & Spa

4000 SANDESTIN BOULEVARD SOUTH, MIRAMAR BEACH, FL 32550-4214

Room Rate: \$245, which includes a \$20 resort fee. The daily resort fee includes Wi-Fi, self-parking, fitness center access, yoga classes at Serenity by the Sea Spa, transportation throughout the resort and Silver Sands, board and beach games, discounted resort activities, complimentary breakfast for kids 12 and under, and a shopping pass. The room block deadline is Jan. 6, 2026, or when the block sells out, whichever comes first.

Parking: Self-parking is complimentary. Valet parking is \$30 per vehicle, plus applicable taxes.

Visit nwdda.org/meeting or call 850.267.9500 to make a reservation.



## SCHEDULE AT A GLANCE



#### UP TO 13 HOURS OF CE AVAILABLE

FRIDAY, FEB. 6, 2026

7:45 - 8:30 AM **NWDDA Member Business** Meeting Breakfast - NC04

(NWDDA Members Only)

7:45 - 8:30 AM Exhibit Hall Open, Coffee &

Light Breakfast Available

8:30 AM - 12 PM\*

Dr. Chris Salierno -Step Right Up and Super-Charge

Case Acceptance - C01

Ms. Debbie Seidel-Bittke -TEAM TRACK Teamwork Under the Tent: Mouth-Body Revelations for Better Patient Care - C02

10-10:30 AM Exhibit Hall AM Break

12-1:00 PM

Mr. Brock Shelton – It's Not an Illusion! The Liability Loopholes to Protect your Practice - NC01

TEAM LUNCH

Ms. Megan Kane - Spotlight on Teams! A Roundtable Luncheon for Dental Team Members - C03

12:45 - 1:30 PM Exhibit Hall Open

1:30 - 5 PM\*

DENTIST TRACK

Dr. Tyler Rathburn – Balancing Act: Skeletal Development and the Bite - **C04** 

TEAM TRACK

Ms. Megan Kane – The World is Your Stage: How Teams Help Shape the Practice Online and IRL - NC02

3-3:30 PM Exhibit Hall PM Break

5-6 PM Happy Hour and Exhibitor Prizes

7:30-9 PM Smiles by the Fire: Beach Bonfire

\*30-minute break scheduled in Exhibit Hall

SATURDAY, FEB. 7, 2026

7:45 - 8:30 AM Exhibit Hall Open, Coffee &

Light Breakfast Available

8:30 AM - 12 PM\*

Joe Richardson – Curious Cases: Functional Identification and Etiology of Dental Implant Complications - C05

TEAM TRACK

Ms. Ann-Marie DePalma -Steal the Show, Not the Data: Protecting Your Practice and Patients Center Stage - C06

10-10:30 AM

Exhibit Hall AM Break

12-1 PM

TEAM LUNCH

Lunch & Learn Dr. Simone Ellis – Be the Ringmaster of Your Practice: Systems, Strategy & Sanity for Modern Dental Practice -NC03

1:15 - 3:15 PM

Ms. Nichole Pieters – The Safety Net All Dentists Need: Prevention of Medical Errors - RM1

1:15 - 4:45 PM

TEAM TRACK

Dr. Simone Ellis – Tame the Burnout! Systems That Protect Your Energy and Power Up Productivity -PM01

Includes 15-minute break

3-3:30 PM

PM Break

3:30 - 5:30 PM

STATE-MANDATED

Dr. Michael Ragan – Walking the Tightrope: Safe Prescribing of Controlled Substances - OP1

\*30-minute break scheduled in Exhibit Hall





## COURSES



## FRIDAY, FEB. 6 SESSIONS

#### Welcome!

NWDDA Member Business Meeting Breakfast

7:45-8:30 AM\*

NC<sub>04</sub>

CE Credits: 0

Join us for the NWDDA Member Business Meeting Breakfast where networking meets valuable association updates! Learn about the latest initiatives from the NWDDA, and vote on your slate of leaders. Don't miss this chance to shape the future of the NWDDA. **NWDDA members only, please.** 

## Dr. Chris Salierno

Step Right Up and Super-Charge Case Acceptance

8:30 AM-12 PM\*

C01

DENTIST TRACK

CE Credits: 3

Most dentists think their case acceptance rate is above 90%, but their practice reports would tell a different story. How are these cases falling through the cracks? This course will give you practical tips and power phrases to help patients share your vision for comprehensive dentistry. Whether your office is fee-for-service or participates with third-party plans, you and your team will learn systems to get patients engaged in their care.

\*30-minute break with exhibitors from 10-10:30 AM

#### Ms. Debbie Seidel-Bittke

Teamwork Under the Tent: Mouth-Body Revelations for Better Patient Care

8:30 AM-12 PM\*

C02

TEAM TRACK

CF Credits: 3

Join us for an empowering course designed for dental hygienists and the entire team. Explore the intricate mouth - body connection, master communication skills, and learn strategies that inspire patients to schedule and pay for necessary dental care. Elevate your dental practice by unlocking the secrets to patient engagement and creating optimal oral-systemic health.

\*30-minute break with exhibitors from 10-10:30 AM

### Mr. Brock Shelton

It's Not an Illusion! The Liability Loopholes to Protect your Practice (Lunch & Learn)

12-1 PM

NC01

DENTIST LUNCH

CE Credits: 0

Join us for an informative, no-pressure class where we break down the essential insurance policies every dental group should carry — from malpractice and office package insurance to cyber liability coverage. We'll also share insider tips for getting the best value without sacrificing protection.

### Ms. Megan Kane

Spotlight on Teams! A Roundtable Luncheon for Dental Team Members

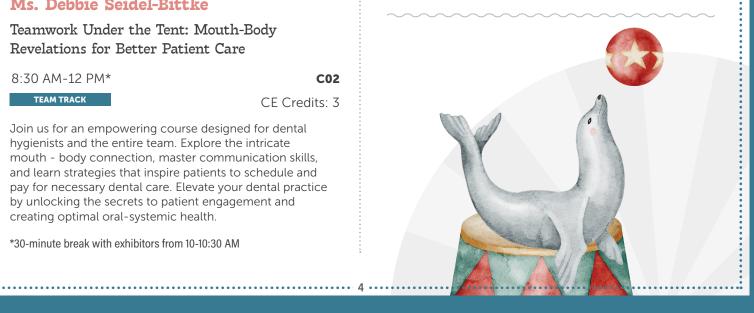
12-1 PM

**C03** 

TEAM LUNCH

CE Credits: 1

This interactive session invites dental team members to participate in guided roundtable discussions focused on key topics in patient care, practice management, and team communication. Facilitated conversations encourage peerto-peer learning, idea sharing, and practical problem-solving. Lunch is included, providing an opportunity to network with colleagues while gaining insights you can apply immediately in your practice. Sample discussion topics may include: boosting case acceptance; delivering exceptional patient experiences, enhancing team communication, reducing stress, preventing burnout and more!





# COURSES

CONTINUED





## FRIDAY, FEB. 6 SESSIONS

CONTINUED

## Dr. Tyler Rathburn

Balancing Act: Skeletal Development and the Bite

1:30-5 PM\*

C04

DENTIST TRACK

CE Credits: 3

Much has been said about designing the proper smile arc and occlusion for restorative treatment. However, one of the most influential, often overlooked - factors in anterior esthetics and incisor display is the underlying skeletal pattern. The skeletal pattern plays an integral role in all aspects of the smile including incisal display, smile arc and contour, anterior cants, and anterior occlusion. This lecture will explore how skeletal patterns influence occlusions development and the challenges that may be associated with them.

\*30-minute break with exhibitors from 3-3:30 PM

#### **FINGERPRINTING**

NWDDA will NOT provide fingerprinting/background screening appointments during the 2026 Annual Meeting. NWDDA encourages all licensed dentists (and hygienists) to satisfy this requirement well in advance of the deadline: February 28, 2026. Please note that this is not something you can do at the last minute. The Florida Dental Association suggests completing the process at least 14 days before the end of the biennium.

Waiting too long will result in the expiration of your license. Plan ahead and complete all screening requirements well before your expiration date. The renewal period opens 90 days in advance, so use this time to start the screening process and avoid disruptions to your license status. Information can be found at **floridadental.org/fingerprinting**.

## Ms. Megan Kane

The World is Your Stage: How Teams Help Shape the Practice Online and IRL

1:30-5 PM\*

NC02

TEAM TRACK

CE Credits: 0

This course combines two important topics into one epic learning experience. The session starts with a masterclass in online branding and social media marketing. In today's digital age, a strong online presence is essential for dental offices and small business looking to thrive in a competitive marketplace. This session will equip you with the knowledge and skills to build a compelling brand identity, connect with your target audience, and maximize your impact across multiple social media platforms.

The second part of the session focuses on strategies to plan and organize your work life as a dental team member. It's easy for doctors to get tunnel vision throughout the day – like they're wearing loupes 24/7. As a team member, it's your job to clear that tunnel so you can deliver smooth and effective patient care. These skills will help you stay ahead of schedule, take control of your patient care, reduce stress and gain mental clarity. You'll also learn how to align your mindset with your dentist's to better manage the workday and create a positive office atmosphere.



\*30-minute break with exhibitors from 3-3:30 PM



# COURSES



## SATURDAY, FEB 7 SESSIONS



### Dr. Joe Richardson

Curious Cases: Functional Identification and Etiology of Dental Implant Complications

8:30 AM-12 PM\*

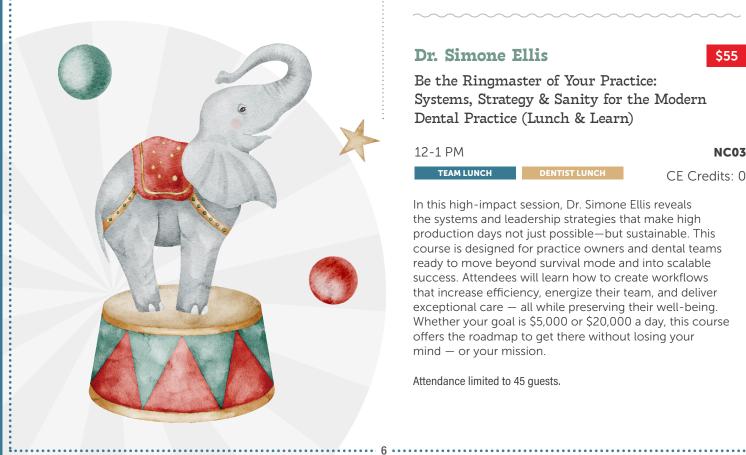
C05

DENTIST TRACK

CE Credits: 3

This course will focus on understanding the biological and mechanical etiologies of dental implant complications both pre- and post-restoration. In addition, this course will review treatments for properly diagnosed dental implant complications including pre-prosthetic bone loss, post-prosthetic bone loss, peri-implantitis, soft tissue dehiscences, and complications secondary to excess cement retention.

\*30-minute break with exhibitors from 10-10:30 AM



### Ms. Ann-Marie DePalma

8:30 AM-12 PM\*

TEAM TRACK

CE Credits: 3

## Steal the Show, Not the Data: Protecting Your Practice and Patients Center Stage

With cyberattacks on the rise across dentistry, including incidents at the American Dental Association, protecting your patients and your practice has never been more critical. Cybersecurity means preventing, detecting, and responding to threats that can compromise not only data but also the trust patients place in your team. At the same time, the strength of your practice lies in teamwork. When dental professionals support one another, patient care thrives; when collaboration falters, both the practice and patients suffer. In this interactive presentation, you'll learn common-sense strategies to safeguard sensitive information while also exploring practical ways to build a culture of teamwork. Together, these skills will help create a secure, positive, patient-centered environment that benefits your entire practice.

\*30-minute break with exhibitors from 10-10:30 AM

### Dr. Simone Ellis

Be the Ringmaster of Your Practice: Systems, Strategy & Sanity for the Modern Dental Practice (Lunch & Learn)

12-1 PM NC03

TEAM LUNCH

CE Credits: 0

In this high-impact session, Dr. Simone Ellis reveals the systems and leadership strategies that make high production days not just possible—but sustainable. This course is designed for practice owners and dental teams ready to move beyond survival mode and into scalable success. Attendees will learn how to create workflows that increase efficiency, energize their team, and deliver exceptional care — all while preserving their well-being. Whether your goal is \$5,000 or \$20,000 a day, this course offers the roadmap to get there without losing your mind — or your mission.

Attendance limited to 45 guests.







## SATURDAY, FEB 7 SESSIONS

CONTINUED

### Ms. Nichole Pieters

The Safety Net All Dentists Need: Prevention of Medical Errors

1:15-3:15 PM RM1

STATE-MANDATED COURSES

CF Credits: 2

This lecture will address basic patient safety strategies, Florida-specific requirements and common dental risk and liability sources. The course will include dental closed claims data, case studies, audience participation and some humor. Afterall, just because this is a mandatory course, doesn't mean it can't be fun! This lecture satisfies the Florida Board of Dentistry's continuing education requirement for medical errors

#### Dr. Simone Ellis

Tame the Burnout! Systems That Protect Your Energy and Power Up Productivity

1:15-4:45 PM\*

**PM01** 

TEAM TRACK

CE Credits: 3

Every successful dental practice runs on the strength of its team, and that means you: the hygienists, assistants, and administrative professionals who keep everything moving. But when schedules are jammed, patients need extra care, and the to-do list never ends, even the best teams can hit a breaking point. Stress turns into burnout, and the joy of your work begins to fade.

This course is designed to change that. Built specifically for dental team members, it offers practical, proven systems to make each day feel more manageable, less draining, and more rewarding. You'll discover simple strategies to reduce stress, protect your energy, and restore the motivation that first brought you into dentistry.

\*30-minute break from 3-3:30 PM

### Dr. Michael Ragan

Walking the Tightrope: Safe Prescribing of Controlled Substances

3:30-5:30 PM

OP1

STATE-MANDATED COURSES

CE Credits: 2

Oral-facial pain is common, and opioids have traditionally been used for relief — but they carry risks of dependence, addiction, overdose, and even death. Dental professionals must be trained to balance benefits and risks, optimize patient care, and protect both public health and practice outcomes. This course provides the required information about Florida's CS/CS/HB 21, including current standards for prescribing controlled substances (particularly opiates), as well as alternatives, nonpharmacological therapies, prescribing emergency opioid antagonists, and understanding addiction risks during acute pain management. This lecture satisfies the Florida Board of Dentistry's continuing education requirement for Safe and Effective Prescribing of Controlled Substances. These two hours of CE also apply toward the eight-hour MATE Act requirement.



## **SPEAKERS**





Ann-Marie DePalma CDA, RDH, MEd

Registered dental hygienist; master's degree in education, University of Massachusetts; certified dental assistant; consultant dental hygiene examiner, CDCA-WREB-CITA.



Simone Ellis

Dental degree, University of Medicine and Dentistry of New Jersey; bachelor's degree in science, Xavier University of Louisiana; founder, Simone Ellis Consulting.



Megan Kane CDA, EFDA, BA

Bachelor's degree, University of Central Florida; certified dental assistant; expanded functions dental assistant; adjunct faculty, dental assisting program, Daytona State College.



# Nichole Pieters MS, RN, CEN, CPHQ, CPPS

Bachelor's degree in nursing and master's of science in healthcare services leadership and management, University of Maryland; certified emergency nurse; certified professional in healthcare quality; certified professional in patient safety; patient safety risk manager, The Doctors Company's Southeast Region.



Michael Ragan
DMD, JD, LLM

Dental and law degrees, University of Pennsylvania, Georgetown, Loyola; clinical professor of Oral & Maxillofacial Surgery, Nova Southeastern; fellow of multiple dental and legal colleges; defense trial attorney in Miami, FL.





#### **CE VERIFICATION**

The Northwest District Dental Association (NWDDA) is approved as a continuing education provider by the Florida Board of Dentistry (BOD). Continuing Education (CE) verification is automatically provided for all attendees. To receive CE credit for course attendance, attendees must scan their badge upon entering and exiting each course. The system will calculate the time an attendee was present and award credit appropriately. Per the BOD, to receive 1 hour of CE credit, attendees must be present in a course for at least 50 of the 60 minutes.

Attendees will be emailed their CE certificate by Feb. 13, 2026. All verified course attendance will be submitted for Florida-licensed attendees to CE Broker on their behalf no later than Feb. 13, 2026. Your CE certificate will list all registered verified courses.

## **SPEAKERS**

CONTINUED





# Tyler Rathburn

Dental degree, Medical College of Georgia (MCG); orthodontics certificate, MCG; past director and vicepresident, Georgia Association of Orthodontics; private practice, Atlanta, GA.



# Joe Richardson

Dental degree, certificate in periodontics and master's degree, University of Florida College of Dentistry (UFCD); courtesy teaching appointment, UFCD; private practice, Eustis and Winter Park, FL.



# Chris Salierno

Dental degree, Stony Brook School of Dental Medicine; writer, The Curious Dentist Blog; former chief editor, Dental Economics; chief dental officer, Tend.



# Debbie Seidel-Bittke RDH, BS

Bachelor's degree in dental hygiene, University of Southern California; registered dental hygienist; founder, Dental Practice Solutions and Dental Consultant Academy; founder and CEO, Celebrity Smiles Club.



**Brock Shelton** 

Bachelor's degree, The University of Alabama; master's degree, Jacksonville State University; Southeast Director of Sales, FDA Services.



The NWDDA makes every effort to present high-caliber speakers in their respective areas of expertise. The speakers in no way imply endorsement of any product, technique or service presented during these presentations. The NWDDA expressly disclaims responsibility for any material presented. In addition, participants must always be aware of the hazards of using limited knowledge to integrate new techniques or procedures into their practices. Only sound, evidence-based dentistry should be used in patient therapy.



## NWDDA Meeting Registration Form

FEB. 6-7, 2026

## **SAVE MONEY AND REGISTER EARLY!**

ON-SITE REGISTRATION FEES ARE HIGHER.

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## **REGISTRATION INFORMATION**

ATTENDEE NAME:	
MAILING ADDRESS:	
CITY:	
STATE:	ZIP CODE:
CELL PHONE:	
EMAIL:	
LICENSE NUMBER (IF APPLICABLE):	
ADA NUMBER (IF APPLICABLE):	
EMERGENCY CONTACT NAME: _	
EMERGENCY CONTACT PHONE:	



## **SELECT COURSES & EVENTS**

Friday, Feb. 6	
Step Right Up and Super-Charge Case Acceptance	C01
Teamwork Under the Tent: Mouth-Body Revelations for Better Patient Care	C02
Balancing Act: Skeletal Development and the Bite	C04
The World is your Stage: How Teams Help Shape the Practice Online and IRL	NC02

Events	
NWDDA Member Business Meeting Breakfast (Fri.) NC04 NWDDA MEMBERS ONLY	\$0
Lunch - It's Not an Illusion! The Liability Loopholes to Protect your Practice (Fri.) NC01	\$25
Spotlight on Teams! A Roundtable Luncheon for Dental Team Members with Ms. Megan Kane (Fri.) C03	\$25
Under the Big Top Happy Hour in Exhibit Hall (Fri.)	\$0
Smiles by the Fire: Beach Bonfire (Fri.)	\$0
Lunch - Be the Ringmaster of Your Practice: Systems, Strategy & Sanity for the Modern Dental Practice (Sat.) NC03	\$55

# REGISTRATION CATEGORIES (Select one)

REGISTRATION	EARLY BIRD 10/1 - 11/14	REGULAR 11/15 - 1/23	ONSITE 1/24 - 2/7
Dentist/FDA Member	\$299	\$325	\$350
Dentist/ADA Member	\$399	\$425	\$450
Dentist/Active Military Member	\$299	\$325	\$350
Dentist/Non-ADA/FDA Member	\$599	\$625	\$650
Dental Student	\$0	\$0	\$25
Business Assistant	\$199	\$225	\$250
Chairside Assistant	\$199	\$225	\$250
Hygienist	\$199	\$225	\$250
Hygiene Student	\$99	\$125	\$150
Lab Technician	\$199	\$225	\$250
Guest (18+)*	\$99	\$125	\$150

<sup>\*</sup>Guest registrations cannot receive CE credit. To receive credit, you must register as the appropriate professional category.

Saturday, Feb. 7	
Curious Cases: Functional Identification and Etiology of Dental Implant Complications	C05
Steal the Show, Not the Data: Protecting Your Practice and Patients Center Stage	C06
The Safety Net All Dentists Need: Prevention of Medical Errors	RM1
Tame the Burnout! Systems That Protect Your Energy and Power Up Productivity	PM08
Walking the Tightrope: Safe Prescribing of Controlled Substances	OP1

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8	REGISTRATION TOTAL (SECTION 2):	
OPTIONAL EVENTS TOTAL (SECTION 3):		
GRAND TOTAL:		
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#### NWDDA POLICIES

#### **CANCELLATION POLICY**

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#### **EMAIL LIST POLICY**

By registering for the 2026 NWDDA Annual Meeting, you authorize NWDDA the right to add you to its email marketing list to receive event updates for 2026 and subsequent years. You may opt out at any time but will not receive pertinent information regarding your registration.

#### LIABILITY POLICY

Attendee assumes all risks and accepts sole responsibility for any injury (including, but not limited to, personal injury, disability and death), illness, damage, loss, claim, liability or expense of any kind that the attendee may experience or incur in connection with attending the NWDDA Annual Meeting. Attendee hereby releases, covenants not to sue, discharges and holds harmless the Northwest District Dental Association and its employees, agents and representatives of and from any such claims, including all liabilities, claims, actions, damages, costs or expenses of any kind arising out of or relating thereto.

#### **FINGERPRINTING**

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#### **PHOTO RELEASE POLICY**

By registering for the 2026 NWDDA Annual Meeting, you are authorizing the Northwest District Dental Association the right to photograph you, your invitees and guests while attending courses or using common or public areas of the hotel and to use the photographs in all formats and media for any purpose, including for education, marketing and trade purposes. By registering, you release NWDDA from all claims arising from the use of the photographs, including, without limitation, all claims for compensation, libel, invasion of privacy or violation of copyright ownership.

#### VIDEO RECORDING AND PHOTOGRAPHY POLICY

Video recording and photography are strictly prohibited in all scientific sessions unless otherwise stated by the speaker.

(Applications without initials from each attendee will not be accepted.)
and agree to abide by their terms and conditions.
I certify that I have read the above NWDDA policies

ATTENDEE INITIALS:



### **PAYMENT METHOD**

MASTERCARD, VISA, AMEX, DISCOVER AND CHECKS ARE ACCEPTED.

MAKE CHECKS PAYABLE TO THE NORTHWEST DISTRICT DENTAL ASSOCIATION.

CREDIT CARD CHECK   CHECK N	NO	
CREDIT CARD NO.:		
EXP. DATE CVV CODE:		
PRINT NAME ON CARD:		
CARD BILLING ADDRESS:		
CITY:	STATE:	ZIP CODE:
CARDHOLDER SIGNATURE:		

You only need to complete this section once if you submit multiple registration forms for one office and pay for all registrations with one credit card or check. YOU MUST READ AND ACKNOWLEDGE NWDDA POLICIES FOR EACH ATTENDEE.