



Market Data Advisory Committee

Market Data Advisory Committee Chair **DTA Staff Liaison: Fred Freedman**

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Committee Members

Bill Babcock, SS White

Chris Clark, DENTSPLY International

Kevin Connolly, Dental Services Group

Al Faul, National Dentex Corporation

Richard Fishbane, Strategic Dental Marketing

Paul Hinsch, Henry Schein Dental

Paul Jackson, Benco Dental

Richard Kochman, Patterson Dental

Michael Norton, Burkhart Dental Supply Co.

Scott Parrish, A-dec, Inc.

Edward Shellard, Carestream Health, Inc.

Meetings Scheduled

Date	Function	Activity	Meeting Space	Place
September 26, 2008	Conference Call			
February 27, 2009 9:30 am	Committee Meeting	Chicago Midwinter Meeting	Omni Hotel	Chicago, IL

Short Term Goals and Dates

Participate in a conference call demonstration with Sikka Software in the coming weeks. Developing a Canadian Report for 1st quarter 2009. Discussing a Snap Shot Report of the dental business for the year encapsulated. Looking at a report for sales at dental meetings.

Level of Activity: High

Continue to refine existing reports. Looking at new opportunities and revenue streams through Canadian Report, Snapshot of dental industry and perhaps a report for dental insurance as reported by dental practices.