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## Committee on Marketing

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### ***Marketing Committee Chair***

#### **Dave Branch**

President  
Integrated Media Solutions  
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**DTA Staff Liaison:** Gary Price

**Council Director:** John Scott, Pentron Clinical

### **Committee Members**

Mark Farmer, 3M ESPE Dental Products  
Tom Figurelli, Ada Products  
Howard Klein, Lanmark Group, Inc.  
George Wolfe, DMG America

### **Meetings Scheduled**

<b>Date</b>	<b>Function</b>	<b>Activity</b>	<b>Meeting Space</b>	<b>Place</b>

### **Short Term Goals and Dates**

Work to sponsor or co-sponsor a Professional Resources Summit, including allied personnel, physicians, policymakers. Work with ADEA to create a Joint Committee on practice management and integration of new technology.

### **Level of Activity: High**

Develop core curriculum for practice management program.