



Exhibits Work Group

Exhibits Work Group Interim Chair

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Work Group Members

Michael Augins, Sirona Dental Systems
Don Berse, Coltene Whaledent, Inc.
John Bettencourt, Patterson Dental
Jaime Bratton, DentalEZ Group
Ted Buckley, Bisco, Inc.
Christine Capozzi, Benco Dental Company
Mildred Goldstein, Harry J. Bosworth Company
Pierre Lamoure, Ivoclar Vivadent, Inc.

David Lang, Lang Dental Manufacturing Co., Inc.
Michael Lockwood, Darby Dental Supply
Richard Maynard, Young Innovations, Inc.
Jennifer McGuire, Henry Schein, Inc.
Emilio Pozzi, American Tooth Industries
Kimberly Price, Dental Tribune America
John Whitner, Premier Dental Products
Laura Woodruff, SDI North America, Inc.

Meetings Scheduled

Date	Function	Activity	Meeting Space	Place
February 2010		Chicago Midwinter Meeting	TBA	Chicago, IL

Short Term Goals and Dates

Implement Evaluation tool for rating all dental meetings. Investigate mechanism to capture sales and leads at all dental meetings. Promote the seven traits of a successful dental meeting and encourage utilization of RFID technology to capture information on show floor attendance.

Level of Activity: Extremely High

Planning committee meetings, subcommittee activity for dental meeting rating survey and outreach to members for the survey and IDS activities are some of the activities the Exhibits workgroup have been involved in since the Annual Meeting.