



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

Mark Farmer, 3M ESPE Dental

Al Faul, National Dentex Corporation

Richard Fishbane, Strategic Dental Marketing

Alban Gandais, AFG Research

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 16, 2009	Conference Call			
November 2009	Conference Call			
February 2010	Committee Meeting	Chicago Midwinter Meeting	Omni Hotel	Chicago, IL

Short Term Goals and Dates

Launch Canadian Report in third quarter 2009 and a new US Patient Survey. Considering reports that offer direct seller data and data on private label sales in the US.

Level of Activity: High. Continue to refine existing reports. Looking at new opportunities and revenue streams through Canadian Report, Patient Survey and reports based on direct seller and private label sales.