

2002 SPEAKER BIOGRAPHIES

Dr. Lorin F. Berland

Dr. Lorin Berland, a 1981 graduate of the Loyola University School of Dentistry, maintains a private practice in the Dallas Arts District. An accredited member and fellow of the American Academy of Cosmetic Dentistry, Dr. Berland is also a cofounder of the Academy of Cosmetic Surgery and Esthetic Dentistry. He lectures nationally on building a practice with cosmetic dental strategies, from marketing to materials to techniques.

Over the past 15 years, Dr. Berland has been dedicated to helping dentists change the way they view dentistry. His vision is to help make better dentists by equipping them to enjoy their work and provide every patient with the very best attention, technique, technology and results. Dr. Berland knows from personal experience that ongoing education and expert training is the key to success, since applied knowledge means better results, happier patients, and a thriving practice.

By sharing from both his successes and his failures, Dr. Berland provides dentists with specific, proven tools to improve treatment planning, decision-making, diagnosing, materials and equipment selection. All of this results in a higher confidence level, more predictable cases, and greater contribution to patients' lives.



Dr. Joseph A. Blaes

Dr. Joseph Blaes has created a unique, innovative, insurance-free, fee-for-service general practice in St. Louis, Missouri, that emphasizes preventive, esthetic, reconstructive and implant dentistry. Many dentists have brought their teams to St. Louis to experience first hand the leadership and entrepreneurial spirit that has made this practice successful.

Because of his interest in new and innovative materials and techniques, Dr. Blaes began writing "Pearls for Your Practice" in *Dental Economics*. The column quickly became a trusted resource for new dental materials and techniques. In October 1996, Dr. Blaes was hired by PennWell Publishing Company as Editor of *Dental Economics* magazine and *Dental Equipment and Materials* magazine. He has been responsible for the complete repositioning of *Dental Economics* as the premier dental practice management magazine in the industry. He was responsible for the total redesign of the magazine, giving it a much needed facelift with a heavier stock of paper for easy reading and better printing of color. Dr. Blaes has been active in bringing new advertising into the magazine and he is well known and respected by dental manufacturers and distributors. His editorial direction is responsible for *Dental Economics* being the best read magazine in the dental industry. Dr. Blaes is recognized as an expert on dental materials and techniques and he lectures routinely on these topics. In addition to memberships in many professional organizations, Dr. Blaes is a Fellow of the American College of Dentists and he currently serves on the board of the American Academy of Dental Practice Administration.



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Dr. Nate Booth

For over twenty-five years, Dr. Nate Booth has been relentlessly studying, applying, and coaching others in the art of thriving in times of rapid change. Nate received his DDS degree from the University of Nebraska in 1971 and was in private dental practice for eight years.

In 1983, he decided to switch careers and earned a master's degree in counseling. His two best-selling books, *Thriving on Change: The Art of Utilizing Change to Your Advantage* and *The Diamond Touch: How to Get What You Want By Giving People What They Uniquely Desire*, contain compelling personal and business success strategies for a world playing a new game with a different set of rules.

His company, Nate Booth & Associates, creates customized training programs for corporations and associations around the world. Clients include Aetna, American Express, Arthur Andersen, AT&T, Blue Cross-Blue Shield, Century 21, Deloitte & Touche, Eastman Kodak, Honeywell, IBM, Inc. Magazine, Kraft Foods, Mobil Oil, NASA, Norwest Bank, Northwestern Mutual Life, Prudential Insurance, Sanyo, Saturn Corporation, Siemens Corporation, University of South Carolina School of Business, Midwest Gas Association, US West Direct, and the National Association of Automobile Dealers.

Nate understands that the greatest dentist in the world is worthless if they can't influence patients to take action on their recommendations!



HEY, YOU WERE!! GREAT!!
Erin Brockovich

Erin Brockovich

In 1990, Erin Brockovich was a twice divorced mother of three, jobless and struggling to pay her bills and support her family. After being seriously injured in a traffic accident in Reno, Erin and her children moved back to Southern California, where she hired the law firm of Masry and Vittoe to handle her accident case. Although they were able to get her a \$17,000 settlement, it didn't even begin to cover her mounting debts. Desperate for work, she begged her lawyers for a job as a file clerk, knowing she could somehow get out of debt and make a difference in people's lives. While reviewing some medical records, Erin stumbled upon some facts which piqued her curiosity, and convinced her boss, Ed Masry, that it might be a matter worth looking into.



Erin's solo investigation uncovered the story that utility giant Pacific Gas and Electric knowingly exposed the residents of Hinkley, California to the toxic chemical Chromium 6. She then spearheaded the largest direct action lawsuit of its kind, resulting in the biggest legal settlement in U.S. history, paying out over \$333 million in damages to more than 600 Hinkley residents.

The story of Erin's investigation, legal triumph and personal challenges were dramatized in the 2000 hit movie "Erin Brockovich," starring Julia Roberts and Albert Finney. No longer a file clerk, Erin now serves as Director of Research at Masry and Vittoe, where she is currently involved in other major environmental lawsuits. She has co-written a book ("Take It From Me, Life's a Struggle But You Can Win"), continues to lecture around the country, and is scheduled to host the reality drama series "Final Justice" on Lifetime Television in 2003.