

The Greater NY Academy of Cosmetic Dentistry Presents:  
**AACD Stars: Create and Market Beautiful Dentistry**



**Friday, June 9, 2017 8:30 am - 4:30 pm**

**7 CE Credits**

**At the Pearl River Hilton, Pearl River, NY, 40 minutes from Manhattan  
and 10 minutes from the Tappan Zee Bridge**



**Adamo E. Notarantonio, DDS, FICOI, AAACD**

*2016 awardee of the AACD's Rising Star award, Chair of the American Board of Cosmetic Dentistry, Internationally published and renowned speaker on Cosmetic Dentistry*

**Bring Teeth to Life: Fusing Cosmetic Dentistry & Current Technology**

- New elements & critical steps required to achieve esthetic excellence.
- Scientific foundation for long lasting quality cosmetic dentistry
- Amplify the most powerful tool in Cosmetic Dentistry..... Photography
- Attract all generations with the influence of social media



**Michael DiFrisco, CAE** *Chief Marketing Officer for the AACD, Author of How to Craft a RADICAL Brand for Your Dental Practice and Shadowcasting: Growing Your Business by Growing Your Reputation.*

**Radical Branding & Inside Out Marketing for Your Practice**

- The seven critical rules for developing a powerful—maybe even an outrageous—brand for your dental practice. Because playing it safe is the sure path to invisibility.
- Give your team a compelling rallying cry. Deliver on your practice's radical brand promise... every day.
- Authentically capture the attention of your target audience without looking like a commodity through a balanced combination of advertising, marketing, and PR.

**Sign up TODAY:**

**Tuition: \$365.00**

**Staff \$225.00 each**

**GNYACD Phone: 845-445-5400**

**Mail to: GNYACD  
274 Old Nyack Tpk  
Spring Valley, NY 10977**

**Dr. Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Credit Card#:** \_\_\_\_\_ **Exp:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **St:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**ADA#** \_\_\_\_\_ **AGD#** \_\_\_\_\_

**Team Members Attending:**

**1.** \_\_\_\_\_

**2.** \_\_\_\_\_

Approved PACE Program Provider credit/approval does not imply acceptance by a state or provisional board of dentistry or AGD endorsement

