

**TBSE 2011
SCHEDULE
VERSION 3.0**

Friday November 11, 2011

- 7:00 AM Exhibit Hall open**
- 8:00 AM Doors open**
- 9:00 AM The Madow Brothers – “Welcome To TBSE!”**
- 9:30 AM Jeff Civillico – “Branding Your Passion!”**
- 10:30 AM Dr. Ryan Swain – “Giving Hope, Beauty and Passion with Six Month Smiles!”**
- 11:30 AM Dr. Bill Busch - “Your Most Successful Practice Ever!”**
- 12:30 PM Lunch Break / Exhibits Open / Lunch & Learn**
- **“How To Use Social Media To Easily Grow Your Practice NOW” with Melissa Lierman**
 - **“The 60 Day Money Miracle” with Ross Jardine**
- 2:00 PM Dr. Hugh Flax – “The Dream Practice Is Within Your Reach!”**
- 3:00 PM Sean Stephenson – “Time To Stand!”**
- 4:00 PM CareCredit Margarita Party / Exhibits Open / Meet and Greet With Sean Stephenson / Entertainment on The M Club Stage**

Saturday November 12, 2011

- 7:00 AM Exhibit Hall open**
- 8:00 AM Doors open**
- 9:00 AM Kathy Metaxas – “Generation Talk!”**
- 10:30 AM Fred Joyal – “The Future Of Dentistry!”**
- 11:30 AM Dr. Rich Hirschinger – “DOMINATE Google For New Patients!”**
- 12:00 PM Lunch Break / Exhibits Open / Lunch and Learn**
- **“Power Up Your Practice – Six Great Ideas To Help Make Technology and Social Media Work For You” with Steve Vargo**
- 1:30 PM Dr. David Hornbrook – “Does Your Practice Need A Jump?!”**
- 2:30 PM The Madow Brothers – “Love Dentistry!”**
- 4:00 PM Chef Jeff Henderson – “The Power Of Change!”**
- 5:00 PM Exhibits Open / Meet and Greet With Chef Jeff / Passport Drawing**