

- SERIES OF TWO WORKSHOPS -

*Featuring Dentistry  
Practice Experts*

**TUESDAYS:**

**NOV. 3 and NOV. 10**

**6:30 - 9:00 PM**

**AT OUR CENTURY CITY OFFICE  
DINNER PROVIDED**

WORKSHOPS ARE COMPLIMENTARY,  
BUT SEATS ARE LIMITED.

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*May be eligible for continuing education credits*

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# Enhancing Practice Profitability and Your Professional Effectiveness



**John W. Knipf**  
California Practice Sales

*Veteran appraiser  
and broker of dental  
practices.*



**Elliot Matloff**  
The Matloff Company

*Life and health  
insurance broker and  
registered representa-  
tive with the NASD.*



**Patrick J. Wood, Esq.**  
Wood and Delgado

*Attorney with primary  
emphasis on dental  
practice sales and  
related transactions.*



**Dee Sterling**  
Practice Management

*Veteran dentistry  
consultant discussing  
addition of sleep  
apnea treatment to  
your practice.*



**Olivia Goodkin, Esq.**  
Rutter Hobbs & Davidoff

*Attorney specializing  
in employment law  
and business disputes.*



**Selwyn Gerber, CPA**  
Gerber & Co. CPAs

*Tax and  
estate planning,  
strategic investing.*

## What You Will Learn:

- Revenue Enhancement
- Practice Transition
- Staffing/Labor Issues
- Buying/Selling a Practice
- Disability Insurance: *Why it's a must*
- What banks look for before they lend money
- Estate Tax Planning: *Disinheriting Uncle Sam*
- Dental Board Defense
- Marketing 101 for Dental Practices
- Retirement Planning
- Asset Protection
- Appraising a Practice
- Practice Defensively: *Avoiding Lawsuits*
- Managing Group Medical Insurance
- Income Tax Minimization: *Reduction and Deferral Strategies*
- Admission/Termination of Partners
- When to Incorporate?
- Internal Controls and Systems: *Avoiding theft and fraud*
- Strategic Investing