

PRESIDENT'S MESSAGE

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Education in all areas is also the key to enhancing the reputation for quality care enjoyed by our specialty.

Here on the West Coast, PCSO is dedicated to supporting you, our members, with quality education. Leading the charge for PCSO are:

- Dr. Charles Wear: Chair of the AAO Council on Orthodontic Practices
- Dr. Pramod Sinha: Editor of the PCSO NewsWire
- Dr. Jerry Nelson: Chair of the PCSO Communication Committee and Editor of the *PCSO Bulletin*
- Dr. Rebecca Poling: Chair of the PCSO Continuing Education Committee
- Dr. Richard Savage: member of the Council on Information Technology
- Dr. Ron Dubois: member of the AAO SNODENT Committee

These are only few of the volunteer leaders working on your behalf to keep you riding the crest of the developing perfect storm.

PCSO is also offering quality education at our upcoming PCSO Annual Session in Phoenix, October 22 to 25, 2009. Our theme is "kaizen," aimed at keeping you ahead of the curve. We have a great lineup of speakers. A few are:

- **Charles Blair**, the noted newscaster, will discuss current economic trends.
- **Roger Levin** will be presenting to the doctors and staff on strategies for the future.

- **Dr. Lysle Johnston** will make a presentation regarding the direction of the orthodontic profession.
- **John Naber**, Olympic Champion, will give a motivating presentation on what makes a winner.
- **Dr. Jerry Nelson**, our own member, will address multidisciplinary orthodontics.

Other speakers will cover different issues that face the orthodontic offices.

PCSO is constantly improving our method of sharing knowledge. At the Annual Session in Phoenix, after each afternoon session, we will have a panel discussion to bring everyone's thoughts together, allowing you to implement new skills immediately. To have your entire office in sync, there will be more sessions where doctor, clinical, and administrative staff listen to the same presentation. For the complete schedule of excellent speakers, look for the preview program that will be coming in the mail soon.

SHARE YOUR IDEAS FOR OUR SPECIALITY

Your membership and proactive stance with AAO and PCSO have kept our valuable specialty alive. You undoubtedly have considered the downward economic trends that are impacting our profession. Looking for ways to improve service and communication to maintain high visibility, PCSO invites you to share your thoughts as to how we, as an association of individuals, can improve communication to the public. Please contact PCSO at info@pcsortho.org. All emails will be shared with PCSO leaders for consideration and possible development at the regional and national level.