



# 2024 NADL University Schedule of Events

## Wednesday, September 25, 2024

All attendees should plan to arrive Wednesday evening. No formal NADL University events are scheduled.

## Thursday, September 26, 2024

- 7:30 a.m. – 8:00 a.m. Breakfast on your own
- 8:00 a.m. – 8:30 a.m. Introductions, Icebreaker and Orientation
- 8:30 a.m. – 11:30 a.m. **New Business Models and Changing Demographics for Today's Dentist**  
By: Ricki Braswell, CAE  
Beyond Coaching
- 11:30 a.m. – 12:15 p.m. Lunch
- 12:15 p.m. – 2:45 p.m. **Quality Assurance Systems and Good Manufacturing Practices**  
By: Gary Morgan, CDT  
SafeLink Consulting, Inc.
- 2:45 p.m. – 3:00 p.m. Break
- 3:00 p.m. – 5:30 p.m. **Profitability, Operating Ratios and Benchmarking**  
By: Travis Zick  
Apex Dental Laboratory Group

## Friday, September 27, 2024

- 7:30 a.m. – 8:00 a.m. Breakfast on your own
- 8:00 a.m. – 11:30 a.m. **Getting the Maximum Business Performance out of Your Lab**  
By: Rudy Ramirez
- 11:30 a.m. – 12:15 p.m. Lunch
- 12:15 p.m. – 2:45 p.m. **Multichannel Marketing in the Digital Age**  
By: Terry Fine  
AMG Creative, Inc.
- 2:45 p.m. – 3:00 p.m. Break
- 3:00 p.m. – 5:30 p.m. **Take Control of Your Business and Future**  
By: Larry Weiss, CPA, CEPA  
Weiss Advisors, LLC
- 5:30 p.m. Debriefing and Graduation

September 26-27, 2024  
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*Professional Management Education*

For more information, contact  
[meetings@nadl.org](mailto:meetings@nadl.org) or  
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