

# NADL UNIVERSITY

National Association of  
Dental Laboratories

September 18-19, 2025

Tempe Mission Palms Hotel • Tempe, AZ

**Two Days of**  
*Professional Management Education*

Eligible professionals earn a **Certificate in Dental Laboratory Management** during this 2-day, intensive course. Graduates leave with an understanding of the laboratory as a whole, as well as the ways in which all parts of the business fit together.

## NADL University graduates transform their careers.

Participants gain an advanced level of knowledge about the diverse aspects of management, including strategic thinking and planning in a competitive global environment. Students take what they learn in the classroom and can immediately apply it in their dental laboratory. Attendees will gain ►

- Improved critical thinking skills
- Tools to understand the theory behind the practice
- Invaluable sharing and networking with other laboratory owners/managers in a safe environment
- The ability to apply best practices
- Perspective of global business that expands the possibilities
- Knowledge about the business as a whole
- Greater ability to lead and work with a team
- Enhanced communication skills

# 2025 NADL University **Schedule of Events**

## Wednesday, September 17, 2025

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

## Thursday, September 18, 2025

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*

By understanding your clients, you can strategically customize your products, processes and services to develop a relationship that is less susceptible to competitive pressures and is more profitable. You will learn the value of moving from a commodity-based business model to a service-based model. Best of all, you will walk away with solutions to common dentist-laboratory problems and concerns.

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.*

Master the basic concepts of quality assurance and learn how to apply these concepts in your dental laboratory. You will learn how to establish a quality system that will fulfill federal and/or state quality requirements. You'll learn about the evolution of quality, cost of quality, components of a quality system and documentation so you can achieve a greater degree of quality, compliance and operational efficiency.

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*

Determine, analyze and compare the financial data from your dental laboratory so you can identify what you are doing well and identify problems. You will develop a set of key financial measurements for your laboratory and gain a basis to judge how well you are doing compared to industry averages. When you return to your laboratory you will have the tools needed to improve profitability.

## Friday, September 19, 2025

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*

Understand the rationale for establishing production standards, gain methods for tracking technician and team productivity, and learn to utilize production standards when evaluating employee performance and developing internal training and recognition programs. Additionally, you will learn about methods for developing current and prospective managers.

11:30 a.m. – 12:15 p.m. Lunch

12:15 p.m. – 2:45 p.m. **Traditional and Digital Marketing and How to Leverage Both**

*By: Jonathan Hill, EXCElerate, LLC*

Discover strategies to craft a clear, effective, and compelling story that communicates your value. Learn how to harness the power of relationships in your marketing approach and turn your dentist clients into enthusiastic advocates for your brand. Discover practical techniques to elevate your laboratory's reputation and build lasting client loyalty.

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*

Take a deep dive into your business practices to assess the three key areas of your business; revenue, profit, and risk, and find out how to better focus on those areas of your business.

5:30 p.m. Debriefing and Graduation

▶ Register Online at

<https://www.nadl.org/nadl-university>

# Hotel Information & Accommodations

## The Tempe Mission Palms Hotel

60 East Fifth Street • Tempe, Arizona 85281 • (800) 547-8705 • [www.missionpalms.com](http://www.missionpalms.com)

NADL University will be held at The Tempe Mission Palms Hotel which is located in downtown Tempe near Arizona State University (ASU). The hotel is conveniently located just 10 minutes from Phoenix Sky Harbor International Airport and all major highways in and around Phoenix and Scottsdale, Arizona. The Tempe Mission Palms Hotel is within walking distance to Old Downtown Tempe's shopping, dining and entertainment district.

### Hotel Reservations

The special NADL room rate for this hotel is **\$234 per night**. To make your reservations at The Tempe Mission Palms Hotel, call **(800) 547-8705** or **(480) 894-1400** no later than **August 27th** and ask for the National Association of Dental Laboratories' room rate. Reservations made after August 27th will be subject to availability.



## Important Information

For more information contact [meetings@nidl.org](mailto:meetings@nidl.org)

### Attendance

**The NADL University program requires a commitment of two consecutive business days.**

**Limited to 25 participants.**

Participants attending NADL University must attend all classes. Students should be on time and cannot leave early. Only illness, family emergency or business emergency will be considered excuses for absences. Each absence will be handled on a case-by-case basis. Travel convenience is not considered to be an emergency. Travel arrangements should not be made that require a student to leave class before the event has ended on Friday evening.

### Attire for NADL University

Business casual is recommended.

### Meals

NADL will provide lunch throughout the meeting for registered participants. Each participant is responsible for breakfast and dinner.

### Refund Policy

If a participant cancels for any reason before August 25th, a full refund, minus a \$100 administrative fee, will be provided. If a student cancels after August 25th, no refund will be given except in case of illness, family emergency or busi-

ness emergency. Registrant may request transfer to a future NADL University session or give their spot to another qualified technician from the same laboratory. Cancellations must be received in writing.

### ADA Accommodations

If you have a disability requiring accommodation, you must inform NADL no later than August 25th.

### Minimum Eligibility Criteria

In order to participate in NADL University, applicants must meet these criteria:

*(one of the following)*

- Graduated from a dental laboratory technology program and worked in the dental laboratory field for at least one year
- Worked in the dental laboratory industry for at least three years
- Worked in a related health care field for at least five years

Representatives from suppliers/manufacturers are not eligible to attend the in-person NADL University Meeting, but may stream previously recorded program content through the NADL Learner Community at <http://nidl.learnercommunity.com>.

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## Application Form

**Application and all attachments must be returned to NADL by August 25th**  
**See below for items to include with your application**

Name: \_\_\_\_\_ CDT/RG/DDS/DMD/Other: \_\_\_\_\_

Dental Laboratory: \_\_\_\_\_  CDL  DAMAS

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

NADL Membership Number: \_\_\_\_\_ (required for membership discount)

**I declare that I have read the guidelines for the NADL University program and submit this application subject to those conditions. The information reported is true and complete.**

Print name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**NADL Member Registration** Includes participation in NADL University Thursday and Friday.

\$1,495 – First Member  \$1,295 – Each Additional Member (from the same dental laboratory)

**Non-Member Registration** Includes participation in NADL University Thursday and Friday.

\$1,895

### Payment Information

Enclosed is my check made out to "NADL" in the amount of \$ \_\_\_\_\_ Check#: \_\_\_\_\_

Charge to my credit card  Master Card  Visa  American Express

Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code\*: \_\_\_\_\_

\*This is the 3 digit number found next to the signature panel on the back of the card. AMEX ONLY – This is the 4 digit number found on the front of your card.

Signature: \_\_\_\_\_ Name on Card: \_\_\_\_\_

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



**Three Ways to Register** ▶

**Questions?**

Phone: (800) 950-1150  
Email: meetings@nidl.org



**Apply Online:**

<https://www.nidl.org/nidl-university>



**Fax**

application & documents:  
**(850) 222-0053**



**Mail**

application & documents:  
**NADL Meetings Department,  
325 John Knox Rd, Ste L103,  
Tallahassee, FL 32303**

▶ See "Minimum Eligibility Criteria" on previous page.

### Attach the following items to your application:

#### A. Separate sheet of answers to these questions:

1. How long have you been with your current employer or owned your laboratory?
2. List any previous work experience in the dental laboratory industry (employers, positions and dates) or attach a copy of your resume.
3. Briefly state your present job responsibilities.
4. Briefly state some of the contributions that you have made in your position.
5. List any dental technology management courses you have attended (dates, topic and sponsoring organization).

6. List your membership in and service to any local, state, regional or national dental laboratory associations.
  7. What are your future goals and career aspirations in the dental laboratory industry?
  8. If your county or city requires an occupational license or your state requires the dental laboratory to be registered, is your business in compliance with such requirements?
- B. For non-laboratory owners, a typed letter or memo from your employer** with an original signature stating that you are approved to participate in the program, which will require two business days away from the laboratory/business.
- C. A check made payable to NADL or credit card information.**