



New York County Dental Marketplace, Inc.

Dental Practice Workshops—Fall 2010

The following workshops sponsored by the New York County Dental Marketplace are created to address important issues members face at various stages of their careers. Whether you are starting to think about retirement, or are working as an associate and thinking about practice ownership, or facing a lease renewal in the next few years, there is something here for you. Get expert advice and information at our evening workshops—at the member rate of just \$29.

THE ASSOCIATE AGREEMENT: LEGAL AND ETHICAL ISSUES

Hiring and working with an associate can be a rewarding and mutually-beneficial experience. It can also be fraught with legal and ethical issues. This workshop addresses the components of a sound associate agreement from the perspective of both the employer and employee.

Tuesday, September 28, 2010, 6:30–8:30 PM

Led by: **Eric Ploumis, DMD, JD**

- Difference between employee and independent contractors
- Compensation and benefits
- Restrictive Covenants
- Prohibited agreements
- Terminating an association

PLANNING FOR RETIREMENT

Whether you are planning to retire in the near future or years from now, you won't want to miss this informative workshop!

Wednesday, October 6, 2010, 6:30–8:30 PM

Led by:

Mark D. Epstein, President

Epstein Practice Brokerage, Inc.

David J. Goodman, CPA, MST

Lawrence B. Goodman & Co.

Gary Katz, Wealth Preservation Specialist

Sagemark Consulting

- Find out the trends in the dental marketplace/current practice values
- Learn important strategies to maximize the sale of your practice and make it a smooth transition
- Learn wealth transfer options such as techniques to reduce your estate taxes

UTILIZING THE INTERNET TO PROMOTE & GROW YOUR DENTAL PRACTICE

Experts in Website Design & Marketing will teach you how to successfully promote your dental practice using the latest web technologies.

Tuesday, October 26, 2010, 6:30–8:30 PM

Led by: **Clifford Yurman**

President/Russell Sicklick,

- Website Builder—Walk away with a finished outline of your own website.
- Web Marketing 101—Discover the secrets of promoting your practice on the internet.
- Getting Patients to Say “Yes”—Boost elective treatment business using the web.
- Managing—Learn how to save time and money by managing some of your office operations on the web.

Whether or not you currently maintain a website for your dental practice, you will benefit from this valuable and timely seminar!

NEGOTIATING YOUR OFFICE LEASE

Learn how to “recession proof” your practice and your office lease.

Tuesday, November 9, 2010, 6:30–8:30 PM

Led by: **Cirrus Tenant Leasing Services**

What you will learn:

- Learn how starting your lease (re)negotiation sooner vs. later is critical to saving you money
- Discover the 5 steps to significantly increase your leverage
- Identify the 4 hidden traps in your lease
- Determine how to structure your lease to minimize landlord interference when selling your practice

Reserve your spot today!

Complete the form attached and make your check payable to The New York County Dental Marketplace.

**Mail to: New York County Dental Marketplace,
6 East 43rd St., New York, NY 10017**

NYCDS Members: \$29 Non-Members: \$59 (per workshop)

*All workshops take place at NYCDS Headquarters—
6 East 43rd St., 11th Floor*

name:	_____
address:	_____ _____
fax:	_____
email:	_____
workshop(s):	_____ _____