



Doctor/Patient Co-Discovery Mastermind Retreat

*Communication • Connection • Competence
...the Journey to Comprehensive Patient Care Continues*

**New Course Retreat Date: May 25-27, 2022
Rainbow Retreat Lodge, North Bend, WA**

EXCLUSIVELY for DENTISTS connected with GI ENTREPRENEURIAL TRAINING ACADEMY



Co-Discovery Mastermind Retreat 2018

Co-Discovery Facilitators



**Dr. Peter
Fay**



**Dr. Paul
Falvey**



**Dr. Doug
Sandquist**



**Dr. Andrew
Cohen**



**Dr. Brian
DesRoches**



Wealth Strategies for Life



Pyramid of Practice & Life Success

“Learning is the beginning of wealth. Learning is the beginning of health. Learning is the beginning of spirituality. Searching and learning is where the miracle process all begins.” Jim Rohn



Co-Discovery Mastermind Retreat

Co-Discovery/Case Presentation skills are the core of a truly successful dental practice. Without them, nothing happens and with them, everything flourishes. It's like a garden in that the more it is tended to, the more it grows your practice. Relationships and communication are life-long areas to develop.

This Mastermind Retreat is designed for dentists who want to excel in communication and case acceptance of cosmetic, implant, and restorative dentistry. This is a two and a half day, hands on, skill building Mastermind. You are coached in a safe learning atmosphere. Every dentist is guided through the critical dialogues of patient care/co-discovery with other colleagues in a true learning environment. The special emphasis of this Mastermind is to coach you in a way will take you beyond your comfort zone to allow you to grow your connection, competitive and communication skills to the next level. You will be coached on what other restorative dentists like yourself do and what is possible as you move toward a health centered comprehensive practice model.

The greatest benefit of this workshop is that you will learn new skills designed to increase patient health acceptance of complete dentistry. This is not a "slide show seminar" where you do all the listening and someone else does the talking. You'll practice and get very comfortable with the case studies co-discovery dialogues that matter most in a setting and surrounding that offers unlimited potential to grow. You will be given the opportunity to mastermind with others on the same journey.

You will receive coaching in these areas:

- Comprehensive treatment planning-choice based presentations
- Why Co-Discovery is the most important component of your practice.
- Understanding what motivates patients to move ahead with comprehensive treatment

Communication skills for Co-Discovery

- Incorporating a health-centered approach to designing a lifelong master plan for your patients mouth
- How to develop a vision for the patients long-term health
- Understanding why patient care/health for complete dentistry is a choice and not the result of being sold.



Additional benefits of Co-Discovery Mastermind Retreat

- Understanding the difference in presenting dentistry for low fee/simple tooth dentistry versus higher fee complete health centered dentistry
- Understanding your role in dealing with insurance issues and actions that help your patients move toward accepting responsibility for their own health.
- Presenting fees, dealing with money, determining the patients budget before you present your case and choices that lead to positive outcomes.
- This 2 1/2 days of coaching is designed so that you will have the skills and confidence to move your patients toward greater health consistently and with predictability. Our goals and purpose is for you to do the dentistry you love with greater confidence and less stress and bring more health and longevity to your patients and practice.



Co-Discovery Mastermind Retreat

GIG will welcome multiple dentists to facilitate this comprehensive retreat. Each facilitator will be sharing insights on developing a health and relationship centered practice that is highly rewarding, profitable and fulfilling.

Part of the retreat, will feature an all-day, hands-on, interactive patient experience, exam, co-diagnosis, and review of findings by dentists who have years of experience and training in a health-centered practice model. This is a powerful all day experience that will change the way you present dentistry forever.

This will be an exciting couple of days of learning, sharing new ideas, and philosophy, resulting in tangibles that will take your practice to another level of comprehensive treatment, planning and profitability. All teaching faculty along with special guest speakers will be there for the entire 2 1/2 days to share, give, and support each doctor's growth.

The fee for all 2 1/2 days is \$1850. This covers your lodging, all meals for 2 1/2 days and course materials.

Rainbow Retreat Lodge is a special place where we will be able to focus in a truly relaxed, comfortable, learning environment. The entire retreat lodge will be devoted to our group only. This is for all of us to continue to learn and grow together, and to capitalize on all of our resources as a group, and expand our horizons in our work together, our growth as leaders and our friendships. We look forward to seeing you there for a retreat that will impact your practice, patients, and life in an incredible way.

Don't wish it were easier; wish you were better.

Don't wish for less problems; wish for more skills.

Don't wish for less challenges; wish for more wisdom.

Jim Rohn



GROWTH INTO GREATNESS INSTITUTE

Proven Profitability Solutions For The Entrepreneurial Dentist

GIG TEAM: Dr. Peter Fay, Case Presentation Coach

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**PERFORMANCE
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TRANSITION PLANNING



Dr. Peter Fay completed his undergraduate education at Cornell University graduating with a BA in Chemistry. He then attended the University of Pennsylvania School of Dental Medicine graduating in 1981. Looking to escape the cold weather he headed south for a one year General Practice Residency at Mt. Sinai Medical Center in Miami Beach. Then, heading west, he spent two years in his Prosthodontics specialty program at the V.A. Hospital and the University of Texas Dental School in Houston, Texas.

In 1984 Dr. Fay and his wife Emma completed their quest for ever lasting summer and moved to Maui. For the first five years Dr. Fay was an associate in a high volume, insurance oriented practice. He then bought half the practice becoming a partner and five years later bought the other half becoming sole owner. Once "in charge" he implemented a 5 year program (that took 7 years to complete) to transform his practice into a low volume, comprehensive care, referral based, specialty practice. In Hawaii, where over 98% of the dentists participate with at least one PPO, Dr. Fay has practiced completely insurance independent since 1999.

Dr. Fay is a teaching assistant on the faculty of the Pankey Institute. Although he enjoys speaking to groups of dentists about various clinical topics summarized under the grand heading of Comprehensive Dentistry, his favorite topic for dentists and their team members is how to build a relationship centered practice. Dr. Fay has also been published in the journal of the Hawaii Dental Association and has spoken all over the U.S. for numerous Seattle Study Clubs for Dr. Michael Cohen.

When not practicing Dr. Fay and Emma wrestle with their farming business/hobby. And for real fun they like fine dining, skiing, and traveling the world in search of the ultimate scuba diving adventure. Dr. Fay's new adventure is paragliding. *He has helped many dentists take that leap of faith as well.*



for
PROFESSIONAL GROWTH AND DEVELOPMENT

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Proven Profitability Solutions For The Entrepreneurial Dentist

GIG TEAM: Andrew Cohen, D.M.D., Case Presentation Coach

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A native of Huntingdon Valley, PA, Dr. Andrew Cohen graduated from Syracuse University with a B.S. in Psychology. Dr. Cohen received his D.M.D. degree at Temple University School of Dentistry in 1998. The following year he did an advanced education General Practice Dental Residency Program at Abington Memorial Hospital. In 1999, he joined Dr. William Isaacs in private practice in Jenkintown, PA.

Dr. Cohen is passionate and committed to the teaching of dental medicine. He was appointed a faculty position at Spear Education where he mentors dentists from around the world. He is a contributing author for Spear Digest, an online dental education journal, and is a content moderator for the online dental forum, "Spear Talk". Previously, he served as a clinical instructor at Temple University School of Dentistry from 1999-2002. He was asked to join the Medical, Surgical, and Dental Staff at Abington Memorial Hospital in 2000. A teaching position as a Dental Attending in their residency program filled out his time there.

Dr. Cohen recently earned honors by being named Top Dentist by his peers in Philadelphia Magazine for 2012, 2014 and 2016.

Dr. Cohen focuses on the benefits of continuing education in both medicine and dentistry. He regularly attends lectures, workshops, and seminars throughout the country. In 2012, he started the Spear Study Group of Philadelphia.

He is a member of the Academy of General Dentistry, Academy of Dental Sleep Medicine, American Academy of Cosmetic Dentistry, and Philadelphia Dental Clinics Clubs where he currently serves on the Board and is the Continuing Education Advisor and Past-President.



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Doug Sandquist graduated from Loma Linda University School of Dentistry in 1997.

Soon after graduating he joined his Father's practice in 1998, which has been providing private care dentistry since 1968. For 16 years Doug has been a member of the Las Vegas Study club, an affiliate of the Seattle Study Club.

Doug routinely achieves 100 hours of continued education each year, which includes both Misch Surgical and Prosthetic continuum visiting faculty at Spear Education in Scottsdale, AZ and also leading a Spear Study club in his community. Doug routinely achieves 100 hours of CE each year.

Doug is an avid reader of anything that will help transform himself and his business. When Doug has free time he enjoys Photography, playing golf and spending time with his wife and two kids!

Doug joined the Growth Into Greatness Team to support and facilitate dentists in the case presentation and add support groups for Mastermind connections to continue on going learning in positioning a Health Centered Profitability Model which he and his father benefited from and want to give back to others.



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GIG TEAM: Dr. Paul Falvey, Case Presentation Coach

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Dr. Falvey completed his undergraduate education at Cal State Fresno. There he earned a Bachelor of Arts degree in Zoology with minor degrees in both Spanish and Chemistry in 1980. He received his formal graduate education at the University of California at San Francisco in 1984. There he graduated with a Doctor of Dental Surgery and Master of Science in biomaterials. Dr Falvey served as a member of the San Francisco Peer Review Committee for over nine years. He is an alumni of the Foundation for Advanced Continuing Education, the Center for Professional

Development's one year management program and two year Mastery programs. He has also completed over 1000 hours of postgraduate continuing education since his graduation from dental school in 1984.

Dr. Falvey has addressed various dental organizations regarding private care dentistry. In the last year alone he has spoken to: the San Francisco Implant Study Club, the San Francisco Dental Society, the Marin County Dental Society, the senior graduation class at the University of Pacific Dental School, the current class at the Foundation for Advanced Continuing Education, and a group at the Center for Professional Development. Dr. Falvey has dedicated his knowledge and passion to supporting Dentists going through the Growth Into Greatness curriculum.

In 1998 Dr. Falvey sold his San Francisco practice of 14 years and moved with his wife and two children to a small Northern California mountain community. There Dr. Falvey took over the general practice of a retiring dentist.



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GIG TEAM: Dr. Brian DesRoches, MBA, PH.D., LMFT
Neuro Science of Patient Communication

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Dr. Brian DesRoches is a consultant, psychotherapist, nationally known workshop facilitator and internationally published author. Since the early 1980s he has provided coaching and consulting services for individuals and organizations seeking change. Prior to that time he was a hospital administrator and vice president of a multi-hospital corporation. Brian has an extensive professional education with a Master of Health Care Administration, Master of Science in Counseling, Master of Business Administration and Doctorate in Pastoral Counseling and Psychology.

He completed two years of post-graduate training in Marriage and Family Systems and is a Clinical Member of the American Association for Marriage and Family Therapy.

Brian has also completed hundreds of hours of continuing education in various disciplines such as neuroscience, post traumatic stress disorder, and applications of advanced systems thinking. Dr. DesRoches has worked with professional organizations and firms for over twelve years providing consulting, coaching and workshops that focus on experiencing a high performing, profitable and fulfilling business environment. He developed and facilitates the nationally known Practice Leadership workshop based on the principles of Mindful Leadership and the Optimizing Your Influence in Client and Patient Relationships course. He is the author of *Your Boss is Not Your Mother* (William Morrow, Inc., April 1995; also published in 6 foreign languages), *Reclaiming Yourself* (Dell Publishing Inc., April 1990), *Optimizing Your Influence in Patient Relationships* (self-published manual, 2004) and other publications.

Brian's new book and work will be published in May 2014, *Engage, Influence & Prosper*.



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09-06-2012

Growth Into Greatness Institute
4336 Murryhill Terrace
Medford, Oregon 97504



We'd like to share our experience with Mark and Deb. Like many, we had met Mark at a study club meeting a few years prior to signing up with them. Always thought Mark was a great guy, but we were already working with a consultant and felt no need to change. Mark continued to drop in on occasion to say "hello" and even tag along for lunch.

In late 2010, our previous consultant group began to undergo some changes and the economy was finally starting to show up in our decreasing production numbers. Mark offered to do an assessment of our practice, we agreed. Mark came back with numbers that showed we could increase our profitability even with our current lower production level not increasing. We were skeptical but also knew that in our market pursuing increased production without looking at controlling expenses wouldn't work either. So we dumped the other company and signed up with GIG.

Mark is a great guy and a great source of inspiration and leadership but the real gem with GIG, is Deb. She is by far the best consultant we have ever done business with. Deb was able to help us clarify our vision for delivering private care dentistry.

We successfully reduced our overhead from 72% to 57% and see how we can lower it even more. Our production stabilized during that time and we never reduced our take home pay or considered joining an insurance plan.

The retreat at the Rainbow Lodge was incredible. I think we learned more about the Art of Exam in those days than ever before.

Working with GIG is like taking a year long dental business CE course. It's return has been far greater than any piece of technology or technical CE course we've ever purchased.

David B. Sandquist

David B. Sandquist DDS

Douglas D. Sandquist

Douglas D. Sandquist DDS



PAUL VRENON DDS
MAGD

DESERT BREEZE DENTAL
Family & Cosmetic Dentistry

August 17, 2015

Growth Into Greatness Institute
Murryhill Terrace
Medford, Oregon 97504



Dear Mark and Deb,

I want to express my gratitude for the amazing experiences we have had and the opportunities for growth in my practice since I began my education with you. The growth has not only been physical in our practice numbers and cases, but also personally, for myself and the entire team. The changes I implemented created a solid foundation for which to build my practice on and ultimately led me to have a more rewarding professional experience. In addition to the increased success I have seen in my practice, taking your program has allowed me to enjoy more free time and a healthier, happier personal life.

As a dentist who takes pride in furthering my education in order to treat my patients to the highest standard, it became difficult to use the skills and knowledge to care for my patients while at the same time, manage my team and practice. Needless to say, a change was necessary. I have used other practice management companies in the past with little or no success, so I took some time before deciding on whom to trust as my consultants. I heard about GIG over six years ago through the Kois Center and other dentists in town who had experienced success in their practice. I instantly gravitated toward their philosophy and the fact that they did not pressure me into using their company like so many of these other practice management programs had done before.

It has been one year since I began taking the program, and I have seen a multitude of positive changes. Case acceptance has drastically increased and the team is now more accountable for their role in the office which has, in turn, increased morale and productivity. Having the ability to lower the overhead and work more efficiently has given me the opportunity to enjoy treating my patients to the level of excellence that I have strived so hard to reach. I cannot thank you enough for providing the tools that taught me how to enjoy dentistry again.

With gratitude,

Paul VreNon, DDS, MAGD

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MICHAEL D. CARY DMD



Mark Battiato
4336 Murryhills Terrace
Medford, OR. 97504

Dear Mark,

I would like to thank you for the journey we began with GIG. I have worked with other practice management consultants and found things missing with their programs. GIG has it all! Financial planning, personal growth, practice management and client relations.


First of all, I found Deb Castillo as an immeasurable asset. She has been available anytime I needed help (and that was quite often). Her compassion, experience and insight provided me with a perspective of my practice that I would have never imagined. Deb taught me how to view my practice as a business by implementing systems and tools to measure and evaluate while building patient relationships. These tools and systems provided me with objective information to create the comprehensive dental wellness practice I have always imagined. Deb has been instrumental in this development. In addition, Deb understands what the most important part of any dental practice is. The Client. Everything Deb coaches revolves around relationship building and focusing on the client. This has created clients who are interested to restoring their health vs. repairing disease. In regards to the bottom line, this has resulted in increased acceptance of recommended comprehensive treatment.

In addition to the practice management, financial planning with Bruce MacCallum has been very helpful as well. Bruce has helped me and my family set up our financial future by evaluating and planning. Since working with Bruce, we have diversified our portfolio, set up college plans, retirement plans and solvency accounts to help us in emergencies. This has provided me the ability to put away what I want to achieve my retirement goals as well as provide me the finances to live my life today. This is allowing me to enjoy life now knowing the future will take care of itself.

The third part of GIG is personal growth. You have created program for our family and staff to grow personally as well. You understand that a successful practice does not mean happiness, but happy people equal happiness. A quote I often hear from you is, "You must retreat to move ahead." This rings so true in all aspects of our lives. The office retreats, 'meetings of the mind' retreats and the personal growth reading materials you provide are allowing myself to grow. Reflection allows us to evaluate where we have been, where are and where we are going. This in itself has been one of the most powerful tools to keep my ship heading in the right direction.

In summary, GIG has provided me with the tools and confidence to position my practice and personal life to achieve the things I desire. For those who may be skeptical about what you can provide and the value of the bottom line, let me share this. During the first year I increased my net income by 80% and my business solvency account grew as much as your tuition. Essentially, your program more than paid for itself in the first year. As much as I enjoyed this growth, I would like to reiterate that GIG is much more than the bottom line. I would feel confident recommending any dental professional to begin the journey. Thank you for everything.

Carpe Diem



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Dental health
& wellness...



NOTE: This is a copy of an unedited email from Dr. Russ Church. Dr. Church has attended two of The Art of The Examination retreats.



G. Russell Church, DMD

From: Dr. Russ Church
Date: May 27, 2005
Sub: Art of Examination Retreat

Hi Mark.

Hope you had a great week. Here are a few words I promised. Please feel free to edit, take out, and to... whatever you would like to be able to use. I really enjoyed the course.

Wow, what a great educational retreat in the beautiful and peaceful setting at Rainbow Lodge. Mark and Deb have put together a fantastic learning opportunity involving, in my opinion, four "master" dentists (Drs. Polansky, Flavey, Fay, and Hrankowski) sharing their knowledge and experiences in developing a comprehensive dental practice through the examination process. For me, *The Art of the Examination* was exactly what I needed to bring everything together in the process of bringing the patient from first contact to desiring comprehensive/complete dentistry. In a very relaxed and casual setting, each doctor, using various effective teaching aids, explained their distinct philosophy and methods in the exam process. Although different in each approach, I learned that they shared a common theme of the need to effectively communicate to build a relationship of trust before anything else can happen. Through one session I felt more aware of my personal communication style and what I needed to work on to be more effective, which was powerful! The interactive and Q & A sessions were extremely valuable.

The course offered camaraderie with like-minded dentists in various stages of careers. I would wholeheartedly recommend this retreat/course as essential along with clinical skills to develop a true "complete" dental practice. It was one of the best courses I have taken and the food was great.



Amanda
Tavoularis
& Associates

Family & Cosmetic
Dentistry



Dear Deb and Marc,

“Thank you” does not begin to express my appreciation for your expert services and friendship. As you know I have not been a believer in consulting services until you two came along. Marc, you and I met about five years ago. I was in a partnership and was not in a position to make any long lasting changes thus I was not motivated to trust that a consulting service could make a difference in my individual practice. Fortunately for me you were extremely understanding and patient. Thank you for your notes and books it was nice to know that you cared how I was doing even though I wasn't able to work with you.

When I made the decision to sell my practice in the partnership I consulted Deb. It was probably three to four years ago and I still remember being struck by how knowledgeable, genuine and empathetic you are. You are truly a “class act”. Deb, you may remember we had dinner at Wild Ginger, in downtown Seattle. I remember because you gave me faith to trust my instincts and go against what another consultant had recommended. You gave me confidence to forge ahead with my ideas and go after a solo practice. You followed up with a nice thank you note that I have kept in my home office top desk drawer all this time.

I am writing this letter to give you a deserved pat on the back for helping me double my profit margin and enable me to change an amalgam based repair model practice to a comprehensive restorative model in less than 2 years. You gave my staff systems to follow and provided a system management approach to enable me to lead my team to a higher plane of communication. Deb, you have a gift with verbiage and staff training that is hard to match. You have helped me be a better leader.

I am hopeful that you will pass this on to any potential clients and they are encouraged to call me and check on how fabulous you are.

My sincere gratitude,

Amanda Tavoularis, DDS, PLLC

doctortav@comcast.net

(206) 406-4259



Deb Castillo
Director of Training

Edward A. Borio D.D.S., P.C.
Restorative & Cosmetic Dentistry

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November 13, 2009

Growth Into Greatness
4336 Murrayhill Terrace
Medford, Oregon 97504

Dear Deb;

It was quite a coincidence that we were able to reconnect in the summer of 2008 at the Kois Center Symposium. While we began our working relationship in the early 90's circumstances developed where by we had been out of touch for almost ten years. Because we enjoyed such a comfortable and mutually respectful relationship, we reconnected like it had been months not years since we last spoke.

I can't tell you how happy I was to see that you and Mark had joined forces to form an organization that focused on coaching dentists to discover their untapped potential. While so many practice management groups take an approach that their answers will work for all dentists, you and Mark have chosen to focus on dentists who want a health centered practice model based on sound business fundamentals that are essential for any successful business to employ.

What I found most interesting when we began working together again, was how well your health centered model aligns with the teachings of the Kois Center. It is about individualized assessment, and customized treatment recommendations that are always based on what is best for the patient. If we treat the patient with the highest level of integrity we will create a practice that is built to last and succeed in both good and bad economic times.

It has been most enjoyable and rewarding to continue our professional relationship and I look forward to working together to continue to refine a practice that our patients will enjoy the benefits of our vision and mission for years to come.

Sincerely,

A handwritten signature in black ink, appearing to be 'E. Borio'.

Edward A. Borio, D.D.S.,P.C.





Andrew Cohen, D.M.D.
first class dentistry for the whole family

There are many facets to consider when managing a dental practice. We must master not only clinical skills and patient care, but also understand and administrate the business aspects of our practice. The combination of all three aspects can help ensure not only financial success but maximize our daily enjoyment of the profession we chose. Like continuing education and years of clinical experience, we learn to enhance our skills by being mentored from those whom can help us become better clinicians. Dental schools can provide the clinical foundation, but we must continue our learning to master our craft. The same can be said about understanding and maximizing the business side of dentistry. We need to understand numbers, systems, and culture. Some of the most accomplished clinicians struggle month to month simply because they have not set up the proper systems to ensure their success. Most dentists never receive any formal education at managing a business. In this ever-changing economic environment, I recently learned the benefit of teaming up with GIG to help regain control of my business and take a more active role in ensuring the financial success of my practice.

Two years ago, I envisioned taking my practice to a completely new level of care. I came up with a strategy to realize my dream of my practice being known as the "Go to Practice" in the suburbs of Philadelphia. I wanted the community to know we provided superior care and set out to create a unique and personalized experience for my patients. My practice was focused on educating our patients, and then allowing the patient to choose the level of care appropriate for them. In order to accomplish that goal, I quickly realized my practice needed a team to help create a stronger business foundation. A year into my journey, I was introduced to Mark. What began as a desire to establish and improve my office culture quickly became one in which I was informed how my business was lacking its own health and stability. I was cash poor and specific areas of my practice were not performing optimally. I discovered the primary cause was my lack of office systems, inconsistent message delivered by each staff member, and an inefficient business structure. Within moments of my initial analysis with Mark, I realized these insufficiencies would make it impossible to realize my vision. Upon reflection, I can say with no reservation my decision to bring the GIG team on board was the single best business decision I have ever made in my life. What I did not know when I took my leap of faith with them was how much they would improve the quality of my life both in and out of the office.

Deb came out to my office for our initial retreat, and our first task was to create financial stability. We set out to improve the office cash flow, implement consistent systems in the office to improve our overhead, and instill my vision of an office culture each member of my team supported. In only three short months the results of our efforts completely changed the direction of my practice. Patients immediately took notice and the feedback was overwhelmingly positive and palpable. In the year working with GIG, we decreased our overhead 22% and increased production 35%. We now have metrics to understand the "number's in real time, and I have a partner in GIG to help diagnose patterns and concerns much earlier before they negatively affect the practice and our message.

We were able to create a culture that each team member believed in. Each interaction on the phone, by mailing, or direct patient care was with the mindset of our office mission and the core values we



Andrew Cohen, D.M.D.
first class dentistry for the whole family

instilled. Each staff member is becoming more accountable to each other, patient care, and the office mission. The outcome meant less stress and anxiety for me and each team member. It is easier going to work knowing what is expected and being able to visualize our practice goals. The end result is my practice is healthier and better positioned now and for the future.

While my team is vital to ensuring this continues, it was GIGs unique and personalized attention, leadership, and guidance, that was exactly what my practice and I desired. Deb and Mark partnering with me helped create the cultural and business foundation to help me realize my dreams and goals. My patients, staff, and myself cannot thank them enough for helping us along our journey to providing optimal and unique care to our patient.

Andrew Cohen D.M.D.

MICHAEL J. MARRONE, D.D.S.
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July 5, 2018
Growth into Greatness Institute
14365 E. Geronimo Road
Scottsdale, AZ 85259

Dear Mark and Deb:

I want to thank you for helping re-focus and re-energize our practice. Seven years ago, we moved our practice to a new location and were struggling with practice growth and overhead. It has been three years since we started working with GIG and they have been our best years ever statistically and in practice happiness.

At our first call you took the time to listen to my concerns without giving me all the solutions. When you came to the office and presented how GIG could help us, the team, my wife and myself unanimously wanted to move forward. To this day you are the same man of integrity, honesty and sincerity that you were then. You and Deb developed a plan of action specifically for my practice, team and myself for our demographic area. All our communication has always been directly with Deb or yourself. We really value that relationship.

Deb is simply the best consultant I have ever worked with. There is no situation that either she has not experienced or has an answer for. She immediately became part of our team and we always looked forward to her in-office visits. She has the unique talent of totally understanding and analyzing the business side of dentistry and being a master communicator. Both myself and our team learned how to communicate more clearly with each other and our patients through Deb's teaching and examples of verbal skills.

We saw a strong return on our investment in your services in the first year and are still growing in production, net income and practice wellness three years later. Our relationship with GIG continues to this day, just as we strive for long term relationships with our patients. The annual retreat in Northbend, WA is a great way to recharge and vitalize each year. In 34 years of practice there have been few mentors and teachers that I felt really cared about my success and still do to this day. You and Deb are 2 of them.

I feel fortunate to have worked with you and look forward to our continued relationship even beyond my practice years.

Thank you.

Sincerely,

A handwritten signature in blue ink that reads "Mike Marrone". The signature is written in a cursive, slightly slanted style.

Mike Marrone, DDS

Growth Into Greatness

The Art of Case Presentation 2014



(Front Row: Left to Right)

Kory Korffates, CEO Legwork Social, WA
 Dr. Jim Lane, TN
 Dr. Brett Noorda, NV
 Dr. Paul Falvey, GIG Team, CA
 Brian DesRoches, MSC, PHD, LMFT, GIG Team, WA
 Dr. Kris Devers, HI
 Dr. Bob Frazer, Frazer & Assoc./Speaker, TX
 Dr. Peter Fay, GIG Team, HI
 Emma Fay, Dr. Peter Fay, HI
 Mark Battiato, GIG Team, OR
 Christy Battiato, GIG Team, OR
(Middle Row: Left to Right)
 Dr. David Sandquist, GIG Alumni, NV
 Dr. Bob Gottlieb, WA

(Last Row: Left to Right)

Dr. Jim Carey, WA
 Dr. Michael Pratt, WA
 Dr. Doug Sandquist, Speaker, GIG Alumni, NV
 Dr. Ryan Wieseler, OR
 Dr. Jeremy Larson, OR
 Dr. Paul Vrenon, NV
 Lisa Alverado, Dr. Allison Watts, TX
 Dr. Michael Martin, WA
 Dr. Amanda Tavolaris, GIG Alumni, WA
 Dr. Dennis Higgins, WA
 Dr. Mike Dean, WA
 Dr. Kristina Bunch, WA
 Dr. Dennis Falcone, WA
 Dr. Jon Volz, WA *(not pictured)*

Kimberly Bates, SSC Coordinator, WA
 Dr. Tracy DeLorm, WA
 Dr. Ryan Coulon, WA
 Dr. Amy Peltier, AL
 Dr. Allison Watts, TX
 Dr. Tom J Keating, NV
 Dr. Tom P Keating, NV
 Dr. LaRae Vanderschelden, WA
 Dr. Jack Bunnell, HI
 Dr. Katie Storey, WA
 Dr. Chris Kleist, WA
 Dr. Kelly Shaw, HI
 Dr. Steve Pine, HI
 Angela Ward, Frazer & Assoc., TX
 Deb Castillo, GIG Team, CA

Growth Into Greatness

The Art of Case Presentation 2015



Rainbow Retreat Lodge
North Bend, WA

FRONT ROW LEFT TO RIGHT

Dr. Paul Falvey, GIG Team, CA
 Dr. Doug Sandquist, GIG Team, NV
 Korey Korfiates, GIG Team, WA
 Deb Castillo, GIG Team, CA
 Mark Battiato, GIG Team, OR
 Dr. Peter Fay, GIG Team, HI
 Brian Desroches, GIG Team, WA
 Dr. Randy Morgan, OR

2ND ROW LEFT TO RIGHT

Dr. Yanka Chalakova, WA
 Dr. Cristina Rust, OR
 Dr. LaRae Vanderschelden, WA
 Dr. Debi Huyssoon, OR
 Dr. Dennis Higgins, WA
 Dr. Karen O'Donnell, IL
 Dr. Tammy Sarles, NV
 Dr. Brian Bomberger, OR
 Dr. Caron Glickman, WA
 Dr. Mark Simkins, CA
 Dr. Kristin Sinkins, CA

3RD ROW LEFT TO RIGHT

Dr. Dennis Falcone, WA
 Dr. Lydia Wyatt, NV
 Dr. Bob Gottlieb, WA
 Dr. David Sandquist, NV
 Dr. Kris Devers, HI
 Dr. Jack Bunnell, HI
 Dr. Steve Pine, HI
 Dr. Doug Milner, WA
 Dr. Kristina Bunch, WA

4TH ROW LEFT TO RIGHT

Dr. Ryan Wiessler, OR
 Dr. Ken LeVos, CO
 Dr. Paul Vrenon, NV
 Dr. Brett Noorda, NV
 Dr. Marco Guiterrez, OR

Growth Into Greatness

The Art of Case Presentation 2016



Rainbow Retreat Lodge, North Bend, WA

FRONT ROW LEFT TO RIGHT

Christy Battiato, AZ, GIG Team
Dr. Doug Sandquist, NV, GIG Team
Mark Battiato, AZ, GIG Team
Deb Castillo, CA, GIG Team
Brian DesRoches, WA, GIG Team
Dr. Peter Fay, HI, GIG Team
Dr. Paul Falvey, CA, GIG Team
Dr. Gary DeWood, AZ, Spears

MIDDLE ROW LEFT TO RIGHT

Dr. Bill Gilbert, WA
Dr. Phil Madden, WA
Dr. Rhonda Krause, CO
Dr. Tammy Sarles, NV
Dr. Jamie LaViola, VA
Dr. Kevin Kwiecien, AZ
Dr. Amanda Tavoularis, WA
Dr. Paul Vrenon, NV
Dr. Rohn Falter, WA
Dr. Ken Levos, CO

BACK ROW LEFT TO RIGHT

Dr. Bob Gottlieb, WA
Dr. Kristina Bunch, WA
Dr. Tom Keating, NV
Dr. David Sandquist, NV
Dr. Mike Marrone, NY
Dr. Steven Feyer-Melk, AZ
Dr. David Olson, WA
Dr. Chris Baer, CO
Dr. Marco Gutierrez, OR
Dr. Eric Wong, HI
Dr. Peter Raven, OR
Dr. Michael Edwards, MO

Growth Into Greatness

The Art of Case Presentation 2017



Rainbow Retreat Lodge, North Bend, WA

FIRST ROW LEFT TO RIGHT

Dr. Bob Gottlieb, WA
Christy Battiato, AZ, GIG Team
Deb Castillo, CA, GIG Team
Mary Osborne, WA
Dr. Paul Falvey, CA, GIG Team
Brian DesRoches, WA, GIG Team
Dr. Kevin Kwiecien, AZ
Mark Battiato, AZ, GIG Team
Dr. Peter Fay, HI, GIG Team
Dr. Doug Sandquist, NV, GIG Team

SECOND ROW LEFT TO RIGHT

Chris Torregrossa, AZ
Dr. Stan Siu, CA
Dr. Suzy Snow, WA
Dr. Manami Yamaguchii, OR
Dr. Mike Marrone, NY
Dr. Eric Wong, HI
Dr. Amanda Tavoularis, WA
Dr. Cameron Alexander, WA
Dr. Muna Strasser, IL
Amy Deschamps, AZ
Dr. Lydia Wyatt, NV

THIRD ROW LEFT TO RIGHT

Dr. Bill Gilbert, WA
Dr. Laura Howrey, WA
Dr. Gary Folkman, WA
Dr. Ryan Wieseler, OR
Dr. Marc Pospisil, AZ
Dr. Mike Lacey, OR
Dr. Jeff Suffoletta, NV
Dr. David Sandquist, NV
Dr. Andy Cohen, PA

Growth Into Greatness

The Art of Case Presentation - Co-Discovery 2018 Retreat



Vitality II – Rainbow Retreat Lodge, North Bend, WA

TOP ROW LEFT TO RIGHT: Dr. Ty Etheridge, Dr. Phillippe Freeman, Dr. Gary Folkman, Dr. Brian Peterson, Dr. Mike Lacey, Dr. Bernie Villadiego, Dr. Doyle Freano, Dr. Bob Gottlieb

THIRD ROW: Dr. Cameron Alexander, Dr. David Sandquist, Dr. Adrienne Smith, Dr. Matt Gialanella, Dr. Cody Negrete, Dr. Ryan Wieseler, Dr. Andrew Gamache, Dr. Jeff Suffoletta, Dr. Mark Stepovich, Dr. Matt Cripe, Dr. Doug Milner, Dr. Brent Spencer

SECOND ROW: Dr. Lydia Wyatt, Dr. Mark Zila, Dr. Karyn Swade, Dr. Brian Schobel, Dr. Mike Marrone, Dr. Bill Gilbert, Dr. Karen O'Donnell, Dr. Rhonda Krause, Dr. Sara Sheikh, Dr. Steve Ura, Dr. Mike Johnson, Dr. Marc Pospisil

Christy Battiato, Mark Battiato

FIRST ROW KNEELING: Dr. Andy Cohen, Dr. Doug Sandquist, Dr. Kevin Kwiecien, Dr. Peter Fay, Brian DesRoches, Dr. Paul Falvey, Deb Castillo, Chris Torregrossa, Amy Deschamps



Experience Rainbow Lodge Retreat Center

Rainbow Lodge offers you:

- 25 sleeping rooms, 1 or 2 persons per room
- Fully equipped and staffed kitchen and dining area
- Indoor/outdoor meeting and recreation areas
- Solarium

- Secluded chapel
- Audio/Video equipment
- Friendly and professional staff
- Beverages available at all times
- Nature walks
- Sand volleyball court, horseshoe pits, sweeping lawns



Rainbow Lodge is only a short 45 minute trip from the heart of Seattle, enabling your group to spend less time getting there and more time *getting down to business*.

Take I-90 to exit #32 (436th St). Take 436th back over I-90, until it dead ends. (North Bend Way). Turn left, then take the first right - Mt. Si Road. Stay on Mt. Si Road for 3 miles - look for the Rainbow Lodge sign on your left. WELCOME!

To protect the privacy of our guests, Rainbow Lodge is shown by appointment only. Thank you.





Reflections

Healthy attractive mouths are found in all walks of life, rich or poor, highly educated or not. These mouths are seen in people who think well of themselves and have come to appreciate the deep physical and psychological roles their mouths play in their life. They know that teeth can make or break careers or interpersonal relationships.

The mouth in its entirety is an important even wondrous part of our anatomy, our emotion, our life; it is the site of our very being. When an animal loses its teeth, it cannot survive unless it is domesticated; its very existence is terminated; it dies. In the human, the mouth is the means of speaking, of expressing love, happiness and joy, anger, ill temper, or sorrow. It is the primary sex contact; hence it is of initial importance to our regeneration and survival by food and propagation. It deserves the greatest care it can receive at any sacrifice.

Psychiatrists have found that the improvement of unhealthy or unattractive mouths produces a profound emotional response in some people. On the other hand, they are often baffled by the occasional person who becomes emotionally disturbed as a result of the loss of teeth. This emotional castration is not easily treated by the psychiatrist and usually cannot be undone by the dentist.

A sensible approach seems to be one of learning the problems and potentials of one's mouth. Intelligent action consistent with your values will follow.

F. Harold Wirth, D.D.S.