

# DENTISTRY IN 2025



Thursday, February 13, 2025

**2 CE**  
credits



5:30pm: Dinner, 6:00pm – 8:00pm: Event



**Mill Woods Golf Course**  
4540 50 St NW, Edmonton, AB T6L 6P6



**\$47 (+tax) per person**  
Dinner included.



Register before February 3, 2025  
by clicking [here](#) or scanning the  
QR code. Don't wait, seats are limited!



- ✓ **What is the state of dentistry in 2025?**
- ✓ **What are some strategies to grow with the evolving climate?**
- ✓ **How does the fee guide affect growth in 2025?**
- ✓ **How have compliance regulations evolved in 2025?**
- ✓ **What are some marketing strategies you can deploy in 2025 to grow your business?**

The new year is a great time to reflect on adjustments that can be made to improve and grow your business.

Join us for a great evening of education and strategy with a panel of highly skilled experts.



## Speakers

### Kevin Wong

*Marketing & Leadership Executive*

Kevin has been deeply involved in marketing and sales since 1995. He eventually became a managing partner in a hospital-ity group that at the time, was expanding aggressively. Kevin then transitioned that experience into the online and digital marketing world in 2008. He has since been an invaluable piece to growing successful companies in several industries – most notably multi-location brands and franchises, tech/SaaS, and online education and learning.

### Stephanie Richardson

*Co-Founder of the Dental Director Academy and Evolution Dental Consulting*

Stephanie brings 19 years of diverse experience in the dental industry. Starting as a receptionist and advancing to roles like RDA, office manager, and consultant, she excels in streamlining operations and enhancing team dynamics. Stephanie is passionate about empowering dental professionals to elevate their leadership, team dynamics, and practice profitability. Drawing from her extensive background, she specializes in helping teams streamline operations and create thriving offices.

### Dr. Derek Nordstrom

*Founder of Toothe*

Dr. Nordstrom has been practicing dentistry since 2005 and is passionate about the business of dentistry. In addition to owning three dental offices, he is the founder of Toothe, a privacy compliance company whose mission is to make privacy compliance easy for dental professionals. Derek speaks on Information Security and HIA Compliance in an effort to educate and improve compliance in the dental industry.

### Tom Christensen

*Managing Partner, Yates Whitaker LLP*

Tom graduated with a Bachelor of Commerce in 2004, a Masters of Professional Accounting in 2006 and received his Chartered Accountant designation in 2008. He started working in the Alberta business community during his education. He has been with Yates Whitaker LLP since 2007, first as a Senior Accountant, then a Partner in 2009, and Managing Partner in 2012. Yates Whitaker LLP was named a Profit 500 Company in 2017, the only CPA firm to make the list.

For inquiries, please contact Leslie Peter at [LPeter@sinclairdental.com](mailto:LPeter@sinclairdental.com) or at 587-754-3702.

