

October 25, 2011

Dear Doctor:

I'm pleased to announce our next seminar "The Impact of Social Media on Your Dental Practice" featuring Ms. Heather Weisse on November 16, 2011 at the LaGrange Country Club in LaGrange, IL. This seminar is by invitation only.

It seems there's a shiny new social media toy every day, but you are busy running a business and don't have time to play with all of them to determine which is the right fit for marketing your practice. A practical, actionable look will be taken at how to choose (and use) the right social media instruments to keep your practice healthy. Platforms of discussion include Facebook, Twitter, Foursquare and search marketing. Educational Objectives include:

- Discuss social media outlets to market your practice
- Recognize how to choose the best social media instrument
- Learn of various social media platforms

Please mark your calendar and send in the attached registration form to reserve this date. Thank you for your continued support and please call me if you have any questions regarding this outstanding continuing education program.

**In order to provide continued quality service, please include your Academy of General Dentistry member number on the Registration Form. This will allow our office to submit CE credits to the AGD for our course attendees.**

Sincerely yours,

Timothy P. Walsh, D.D.S.  
TPW/mcs

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provincial board of dentistry or AGD endorsement

01/01/09 to 12/31/11