Ernest M. Jones, D.D.S.
Dean of the School of Dentistry, 1945-1954

“In dental education...is now upon the threshold of a new era.” — DEAN JONES

In his address to the Washington State Medical Association, Dr. Ernest M. Jones, the first dean of the University of Washington School of Dentistry, displayed the foresight and visionary scope that he would bring to the newly established school. When Dr. Jones was appointed Dean in October, 1945, the School of Dentistry had no faculty or students, and no facilities for class rooms or offices. Dr. Jones immediately arranged for the permanent structure, recruited faculty and selected the first class of dental students from nearly 200 applicants.

Under his guidance a solid core of dedicated faculty were selected, an innovative curriculum that has become a national standard was established, and the makeshift quarters in Bagley Hall gave way to sophisticated laboratories. Within three years, the fifty members of the inaugural class began their clinical studies in the new facilities. Beyond the physical structure of the dental school, Dr. Jones created a framework which has allowed the school to continue to expand, both academically and clinically, and to explore the potential of its research, educational and service capabilities. His careful planning and commitment to quality in dental education has provided the direction for the future.

Dr. Jones set the standards for excellence in dental education when he established the school 68 years ago. Those same standards of excellence thrive today. The outstanding students, the first rate full-time, part-time and sessional faculty who educate them and our internationally renowned reputation for research are all the proud legacy of Dr. Ernest M. Jones.

THE DEAN JONES LECTURESHIP – A BRIEF HISTORY

The Ernest M. Jones Lecturehip was created 47 years ago in honor of the founding Dean of the UW School of Dentistry. Over 900 alumni and friends of the school contributed to the Ernest M. Jones Memorial Endowment Fund. Their generous contributions have ensured that an annual Ernest M. Jones Lecturehip program will be presented free, in perpetuity, to all dentists, dental school faculty and students, and dental co-professionals. The lecture is a living memorial to Dr. Ernest M. Jones and his magnificent vision.

THE DEAN JONES LECTURESHIP COMMITTEE

The annual lecture is organized and partially subsidized by the UW Dental Alumni Association. Dr. Dexter Barnes is chair of the Dean Jones Lecturehip Committee. If you have ideas about future lectures or suggestions for improving the event, please contact the UW Dental Alumni Association at (206) 543-7297.

CDE CREDIT

Seven continuing education credits may be earned by attending the lecture for a $100 processing fee until March 22. Please pre-register for credits. Registering the day of the course will cost $110. A document will be given to you verifying credits. If you register for credit, please bring your AGD or WSDA membership card to the course to receive electronic validation of continuing education credits.

KANE HALL, UNIVERSITY OF WASHINGTON

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THE 47TH ANNUAL

ERNEST M. JONES MEMORIAL LECTURESHIP

Friday, March 24, 2017

UW DENTAL ALUMNI ASSOCIATION

A lecturehip sponsored in part by the University of Washington Dental Alumni Association, Continuing Dental Education and the Dean Jones Memorial Endowment Fund

The Art of Becoming A ‘Purple Cow’ Dental Practice

Creating the Remarkable, Thriving Practice

Through Focused Strategy and Emotional Intelligence

Bob Frazer, Jr., DDS, FACD, FICD
This course is designed for dentists, dental hygienists, and dental assistants. Join Bob Frazer, DDS, dentistry's leading authority on Applied Strategic Planning and Emotional Intelligence as he shares proven strategy and key interpersonal dynamics. Bob will help you understand the three windows for market leadership in today's dentistry. Then translate author Seth God's God's Purple Cow to dentistry, Godin said, “There are only two choices. Win by being more ordinary, more standard and cheaper. Or win by being unique, remarkable and more human.” This content rich, entertaining presentation – will allow you to distinguish yourself and your practice from the competition while dramatically improving treatment acceptance with a powerful, results focused team through strategic positioning and elevated Emotional Intelligence as Bob and his team did in Austin, TX.

Strategy fails not from execution but from poor strategic thinking. Include the fact that 75% of high achievers' success comes from Emotional Intelligence (E.I.), while only 25% comes from technical competency. Since every major dental investment is an emotional decision and effective teams depend on strong interpersonal relationships, E.I. is central to both personal and practice success. E.I. can be elevated by study and practice. Assess your strategy and E.I.

Then learn to achieve for both uncommon success with significance.

Objectives

• Understand the Three Strategic Windows for Success in today's dentistry
• Choose Your Patients, Narrow Your Focus & Dominate Your Market as a Purple Cow
• How to apply the critical triad of Results – Behaviors – Beliefs
• E.I.'s impact on the important roles of dentists and key team members
• What research has shown are the six styles of highly effective leaders that get results
• How to dramatically raise case acceptance through elevated E.I. regardless of 3rd parties
• Discover how hidden group interpersonal dynamics affect team performance, case acceptance, and practice climate
• Learn how to Raise Your E.I. to access a new level of Prosperity and Fulfillment
• Acquire an E.I. technique for positive solutions-oriented conflict resolution
• How to apply the critical triad of Results – Behaviors – Beliefs
• Understand the Three Strategic Windows for Success in today's dentistry
• What research has shown are the six styles of highly effective leaders that get results
• How to dramatically raise case acceptance through elevated E.I. regardless of 3rd parties
• Discover how hidden group interpersonal dynamics affect team performance, case acceptance, and practice climate
• Learn how to Raise Your E.I. to access a new level of Prosperity and Fulfillment

AGENDA:

REGISTRATION AND CONTINENTAL BREAKFAST: 08:00 am – 08:30 am

MORNING SESSION: 08:30 am – 12:00 pm
Black Talk 00 am – 10:15 am
LUNCH: 12:00 pm – 1:15 pm (optional catered lunch)
Sponsored by the UW Dental Alumni Association.
Lunch will be held in the Husky Union Building (HUB), Room 206.
Lunch Cost: $25 per person
(Advance reservation by Friday, March 17 please; space is limited; Advance reservation will confirm lunch attendance.)

AFTERNOON SESSION: 1:45 pm – 4:30 pm
(Advance reservation by Friday, March 17 please; space is limited; Advance reservation will confirm lunch attendance.)

PARKING:
Due to limited parking, passes MUST be purchased in advance through the CDE office. If you plan to drive to campus the day of the course, please let us know from every parking pass you will need. Passes must be purchased by March 10, 2017. Parking passes are $15 each.

Campus parking parking locations and directions will be provided with your registration confirmation materials.

Parking passes will be distributed in order of purchase beginning with the closest parking facility available, and moving outward on campus according to availability as dictated by University Parking Services.

Parking passes will be mailed out separately, approximately one month before the event. Please instruct your parking pass as cash – no refunds or replacements will be available for misplaced passes.

You may purchase parking passes at $15 each.

Parking Pass — $15 per pass. Please include parking passes at $15 each.

You must purchase a parking pass in advance if you plan to drive and park in the Central Parking Garage (somewhat Kane Hall). Quantities are limited. Passes available to purchase until Friday, March 10, 2017. Parking passes are non-refundable.

Lunch will be held in the Husky Union Building (HUB), Room 206.
Lunch Cost: $25 per person
(Advance reservation by Friday, March 17 please; space is limited; Advance reservation will confirm lunch attendance.)

You may register by calling Continuing Dental Education at (206) 543-5448 or toll-free (866) 791-1278, or register online at www.uwcdce.com.

Please detach this reservation form and mail it with your payment to:
UW CONTINUING DENTAL EDUCATION
1201 20th Avenue East
Box 357137, Seattle, WA 98195-7137
Phone: (206) 545-5448 Toll Free: (866) 791-1278 Fax: (206) 543-6465
Web: www.uwcde.com Email: dentalce@uw.edu

To request disability accommodations, contact the Continuing Dental Education Office, at least ten days in advance of the event: (206) 545-5448 (voice); (206) 545-6465 (fax); (206) 543-7954-7000 (DDD); dentalce@uw.edu. The University of Washington provides equal opportunity in education and employment without regard to race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a disabled veteran or Vietnam era veteran in accordance with University of Washington policy and applicable federal and state statutes and regulations.