



# *The PRO-Craft Perspective*

## *Want to Stay in Business?*

### Never Forget Who's in Charge

A few years ago, we did customer service training at the lab, and it reminded me why I was still in business after 45 years. Every person in your business must know where their paycheck comes from.

A large corporation surveyed their employees and asked where their paychecks came from. Eighty percent answered accounting, and 10% answered the bank. After hearing about this survey, I asked our team members where their paychecks came from. I'm happy to say that because they were trained to know the answer, 93% answered, "Our customers." Be sure everyone in your practice understands "Who's the Boss."

#### **WHO'S THE BOSS?**

There is only one boss, and whether a person shines shoes for a living or heads up the biggest corporation in the world, the boss remains the same — THE CUSTOMER.

She pays everyone's salary and decides whether a business will succeed or fail. She doesn't care if a business has been around for a hundred years. The minute it starts treating her badly or taking her for granted, she'll put it right out of business.

The boss, THE CUSTOMER, has bought and will buy everything you have or ever will have. She's bought all of your clothes, your home, your car, and pays for your children's education and your

vacations. She pays all of your bills and in exact proportion to how you treat her.

The man who works inside a big office building or plant might think he works for the company that writes his paychecks, but he doesn't. He is working for the customer who buys the products and services at the end of the line. In fact, the CUSTOMER can fire everybody in the company, from the president to the CEO. And she can do it simply by spending her money somewhere else. Some of the largest companies that had flourishing businesses a few years ago are no longer in existence. They couldn't — or didn't — satisfy THE CUSTOMER. They forgot who the boss really is.

As business owners, we belong to an exclusive slice of the American workforce. Small businesses are the backbone of the country, and we're the lucky ones who get to participate and make a contribution. We are the largest employers in the United States. What a privilege and blessing we have been given to live in a place where we can make our own way. But one thing is for sure: Being a business owner isn't for everyone.

The idea that THE CUSTOMER is the driving force in all businesses is obvious. Still, I think sometimes, when a business experiences success, our PRIDE can distract us, and as we make business decisions, we can forget what really brought us success in the first place. I



learned this when I first started out in 1979, and I have never forgotten it. The thing we need to remember is that our staff doesn't always think like us. The business isn't their driving force, so they need to be reminded how money and businesses work.

When you're a little kid, you dream big, and you're a little bit of everything: an artist, a scientist, a builder, an athlete, or a doctor. As a business owner, it's kind of the same thing, but we actually get to build something meaningful that allows us to become almost anything!

Wishing you success,





# ROME'S AWESOME AQUATIC BATTLES

## The Colosseum's Wildest Spectacle



The Roman Colosseum is famous for its gladiator combat, but did you know it could be flooded with water for full-scale naval battles called naumachiae? These aquatic battles were a feat of ancient engineering and showcased Rome's obsession with over-the-top entertainment. Thousands of spectators cheered as warships clashed in a flooded arena, with soldiers, prisoners, and even seals and hippos playing roles in the reenactments.

Of course, flooding the Colosseum was not easy. It's believed aqueducts supplied the water, and special flat-bottomed ships were used to navigate the shallow depths. However, the logistical challenges proved too much, leading the Romans to abandon the naumachiae after only a handful of events.

These extravagant battles weren't just for entertainment — they were a display of imperial power. While short-lived, the story of the naumachiae remains a testament to Roman ingenuity and their flair for creating spectacles that still captivate us today.

# Stop Losing Patients!

## Online Scheduling Can Boost Retention

In today's hectic world, convenience is key. Patients expect quick and easy access to services; your dental practice is no exception. If your office still relies solely on phone calls for appointment scheduling, you could be missing out on a major opportunity to boost patient retention. Online booking is a great way to ensure your patients continue to keep coming back, and here are five reasons why.

### PROVIDES THE CONVENIENCE PATIENTS DESIRE

Gone are the days when people had time (or wanted) to call during business hours, wait on hold, and go back and forth trying to find an available appointment slot. With online booking, patients can schedule their visit in just a few clicks — anytime,

anywhere. Whether it's late at night or during their lunch break, they can grab an appointment without having to rearrange their schedule just to call your office.

### REDUCES NO-SHOWS AND CANCELLATIONS

Online booking systems can send automated reminders via email or text to reduce forgotten appointments. Plus, many platforms allow patients to reschedule or cancel within the system, making it easy for them to update their appointments instead of just skipping them.

### ENCOURAGES REPEAT VISITS

A smooth booking process makes patients more likely to return for their routine check-ups and follow-up treatments. Some online systems even

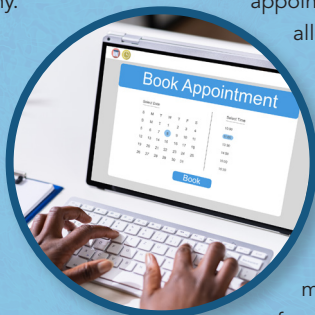
allow recurring appointments, helping patients stay on track with their dental care. When booking is easy, patients are more likely to keep up with their visits.

### FREES UP YOUR FRONT DESK STAFF

Your receptionists already have enough on their plates: answering calls, assisting in-office patients, processing paperwork, and more. By automating appointment scheduling, your team has more time to provide excellent in-person customer service rather than spending hours on the phone.

### ATTRACTS YOUNGER PATIENTS

Younger generations expect digital convenience. They prefer online booking over phone calls and are more likely to choose a dental office that offers it. Implementing an easy-to-use booking system caters to modern expectations and builds loyalty with younger patients.





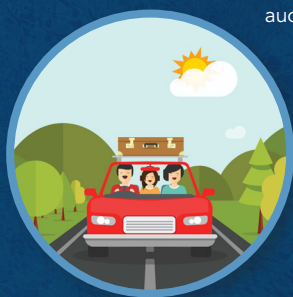
# Family Road Trips Done Right

## Tips for Traveling With Your Crew

A family road trip is a great way to make memories with the people you love. But along with all the adventure, you can expect challenges. What's the key to making the journey as pleasurable as the destination? Preparation. A little planning will go a long way toward making your road trip easy, fun, and memorable — in a good way.

### CHECKING FOR VEHICLE SAFETY

Your trip's safety depends on your car's safety, so a thorough vehicle inspection is essential. This includes checking tires, brakes, lights, and fluid levels. A professional assessment can provide added peace of mind if your car hasn't been to the mechanic recently. And don't forget the emergency kit. At a minimum, you need a spare tire, jumper cables, first-aid supplies, and basic tools.



### PACKING ESSENTIALS

Road trips can quickly head south (figuratively!) without the necessities. Packing healthy snacks and plenty of water will keep everyone hydrated and satisfied between meal breaks. Bringing pillows, blankets, and loose-fitting clothing will ensure comfort on long drives. And don't forget the entertainment. Create playlists to cut down on disputes over the radio, and bring audiobooks and travel games for when you need a break from the music.

### PLANNING THE ROUTE

GPS devices and smartphone apps make modern travel a breeze with real-time directions and traffic updates. However, some areas of the country have poor cell service. Downloading your route before your trip can avoid the headache of spotty internet service. It's also wise

to bookmark any stops you plan to make. This includes roadside attractions and rest areas for restrooms and meal breaks.

### SETTING THE GROUND RULES

Families often forget to review their rules for car travel. Setting expectations early on can make all the difference. Start by establishing rules for in-car behavior — no screaming, arguing, or distracting the driver. Then, to make it easier to maintain the peace, involve the kids in creating a list of car-friendly activities. Consider implementing a rotation system for seating, snack selection, and playlist control to help keep things under control.

While you likely have a destination goal, road trips are just as much about the time you spend getting there. By following a few tips, you can have a great family adventure.

## Take a Break

9	4				8	6		
3					6		9	
		7	5	9				
						5	3	
		4		1		7		
	2	3						
				4	7	8		
	6		3					1
		9	6				7	5

Solution

9	4	2	1	3	8	6	5	7
3	8	5	2	7	6	1	9	4
6	1	7	5	9	4	3	8	2
1	7	6	4	2	9	5	3	8
5	9	4	8	1	3	7	2	6
8	2	3	7	6	5	4	1	9
2	5	1	9	4	7	8	6	3
7	6	8	3	5	2	9	4	1
4	3	9	6	8	1	2	7	5

## Hearty Gnocchi Soup

Savory bacon and cheddar make this an easy favorite to whip up on cold nights.



### INGREDIENTS

- 1 tbsp vegetable oil
- 1 medium onion, diced
- 1/2 tsp celery seed
- 4 cups vegetable or chicken broth
- 16 oz fresh gnocchi
- 1/2 cup half-and-half
- 8 slices bacon, cooked and crumbled, divided
- 1 cup shredded cheddar cheese, divided
- 2 tbsp chopped chives
- Salt and pepper, to taste

### DIRECTIONS

1. Heat oil in a large pot over medium heat. Add onion and celery seed and cook until onion is soft and translucent, about 4 minutes.
2. Add broth to the pot and bring to a boil. Add gnocchi and cook for about 3 minutes, then stir in half-and-half and 1/2 of the bacon.
3. Remove from heat and add 3/4 cup cheese, then rest until thickened, about 5 minutes.
4. Top with remaining cheese, chives, and bacon as desired.

Inspired by AllRecipes.com



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# IN THE SPOTLIGHT

## *Meet PRO-Craft's Expert Dental Technician*

Mike Conceicao, a dedicated team leader at PRO-Craft Dental Laboratory, has been shaping smiles in the dental lab industry since 1984. A graduate of Dental Technology School, he found his passion early on in the artistry of dental restorations. With a keen eye for detail and a commitment to excellence, Mike takes pride in creating beautiful, functional solutions that transform patients' lives.

Mike's career at PRO-Craft Dental Laboratory is defined by his passion for solving complex cases and delivering the best possible outcomes for patients. As a team leader, he thrives on the challenge of intricate restorations while mentoring his colleagues and helping them grow and succeed. His dedication to continuous learning and staying at the forefront of dental technology ensures PRO-Craft consistently delivers top-quality results.

Reflecting on his journey, Mike shares, "I've been fortunate to build a career I truly enjoy, day in and day out. The ever-evolving nature of the lab industry keeps things exciting and rewarding."

When Mike isn't leading his team or developing innovative solutions for dental cases, he treasures spending time with his family and enjoys fishing, relaxing at the beach, and camping. Mike, we are lucky to have you and look forward to continuing to create life-changing experiences together!

