



The PRO-Craft Perspective

Dreams Come True

My Early Years in the Lab

When I started the lab in 1979, I was 22 years old and renting a house from my dad. The previous owner had converted the garage into a boat repair shop, complete with drywall, extra electrical outlets around the garage, and a tile floor. It was the perfect place to build a dream.

Of course, the first piece of equipment we had to have was a used cassette tape player with gigantic speakers and a complete catalog of bands like Led Zeppelin, Pink Floyd, and Van Halen. Our music library was impressive and became a big part of our early years and still is today.

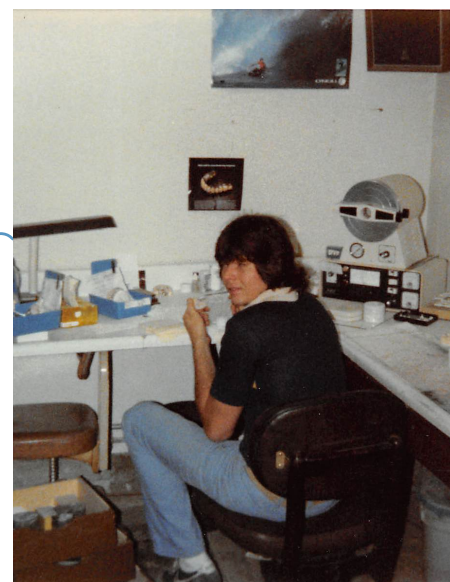
The next important addition was wall posters. We all have heroes — people we admire and inspire us to do and become better. My hero was Willi Geller, a master ceramist from Switzerland who helped develop Vita porcelain back in the day. I had pictures of his work cut from magazines and stapled to the wall where I did my ceramic work. My goal was to understand natural tooth structure and learn how light moved in and through dentin and enamel and where the color came from that determined the final hue and chroma. I wanted to understand how natural iridescence, opalescence, and fluorescence mimic the life and vitality of dentin and enamel. Willi did this with basically nothing but ground-up rock like quartz and feldspar. He could do this like no one else, and he just kept getting better and better as the years went by.

It's a long story about how the opportunity dropped out of the sky for me, so I'll tell that story another day, but it's enough to say for now that dreams can come true. Suddenly, the planets align, and just like that, you're living something that will change the course of your life forever.

In 1996, my plane hit the landing strip in Europe, and a friend picked me up in a beautiful, red vintage convertible Porsche to careen our way through the countryside and charming old streets of Zurich, Switzerland. I had the rare opportunity of being invited to train in the lab of the uncontested world master of dental ceramists, Willi Geller. Training in his lab every day was a deep dive into the philosophy of natural beauty, balance, harmony, and the engineering of functional occlusion. He could layer in translucent depth and color that was like falling into the paint job of a classic muscle car.

That experience set the course of my whole career. Everything began to fall into place for me after that, and I will always be grateful for the opportunity. Not many people actually get to associate personally and study with their heroes.

Dentistry needs heroes today. Just as the machines seem to be taking over, dentists and dental technicians need to embrace the technical advances coming our way but, at the same time, hold onto the artistry and



techniques of the original old-time masters whose shoulders we stand on. The ease and temptation of just milling out and glazing a crown widget should never replace our professional responsibility and duty to always reach for the best we have to offer our patients. Everyone appreciates high quality, and many are willing to pay for it when it's presented to them as an option.

Machines and computers will never replace the artist's eye and the touch and stroke of the ceramic brush. It's like playing a guitar. You can hit the exact same chords an artist like Edward Van Halen or Jimmy Page would, but you'll still be missing the soul and the emotion that brings the music to life.

Warmly,



NAMES THAT ALMOST WERE

The Bizarre and Creative Titles That Nearly Defined Our States

THE BOOK OF MORMON
An Account Written by
THE HAND OF MORMON
UPON PLATES
TAKEN FROM THE PLATES OF NEPHI

What if your state's name could have been something different? Let's look into the names that almost were.

KENTUCKY

Kentucky might have been Transylvania. In 1775, businessman Richard Henderson signed a treaty with the Cherokee tribe, securing land known as the Transylvania colony. However, Virginia had already claimed it. Years later, those living on Henderson's attempted purchase broke away to become Kentucky.

UTAH

When Brigham Young, leader of The Church of Jesus Christ of Latter-day Saints, moved the congregation west, he petitioned Congress to create a new state for them called Deseret, after a name in "The Book of Mormon." The government declined the request until 1896 and named the state Utah after the Ute tribe.

NEVADA

Nevada was almost Humboldt, named for explorer and naturalist Alexander von Humboldt, who popularized scientific exploration. Ultimately, when Nevada became a state in 1864, they used the Spanish word for "snow-covered."

Boost Your Practice

The Power of Offering Free Dental Consultations

Have you ever received a free consultation offer and didn't act on it? Offering a free dental consultation is an effective marketing strategy to bring new patients into your dental practice. It provides potential patients with a low-risk opportunity to experience your services, and it gives you the chance to build trust and confidence. Here's how you can successfully use free consultations to grow your practice.

CREATE A COMPELLING OFFER.

Your free dental consultation should stand out as a valuable opportunity for new patients. Highlight what's included — such as a comprehensive oral health evaluation, treatment recommendations, and time to discuss concerns. Ensure the offer addresses common patient needs, like fear of the dentist or cost concerns. A well-crafted offer demonstrates the value of your services and reassures patients they will receive personalized care.

PROMOTE THE OFFER ACROSS MULTIPLE CHANNELS.

Use a combination of both online and offline marketing platforms to maximize your reach. For example, run targeted Facebook and Google Ads to promote the free consultation to local audiences. Include the offer on your website with a strong call to action, such as "Schedule Your Free Consultation Today!" Also, leverage social media posts, email newsletters,

and printed flyers to spread the word.

OFFER A PERSONALIZED EXPERIENCE.

During the consultation, focus on providing an exceptional patient experience. Thoroughly explain any dental issues and treatment options and address any concerns. Patients appreciate being treated as people rather than just another case. Establishing a personal connection helps patients feel comfortable and confident in your care and makes them more likely to return for follow-up treatments.

FOLLOW UP WITH CONSULTATION PATIENTS.

After the free consultation, follow up with the patient to thank them for visiting and offer any additional information that may be helpful. Personalized emails or phone calls can show that you care about their dental health and encourage them to schedule future treatments.



Eat to Energize

Metabolism-Boosting Foods for a Vibrant You

Ever wonder how you can turn your meals into a nutritional powerhouse without feeling stuck on a diet? Our metabolism naturally slows down as we age, but that doesn't mean we must accept sluggishness as the new norm. Imagine enjoying delicious foods that tantalize your taste buds and give your body's calorie-burning engine a turbocharge. Hope you have an appetite because these metabolism-boosting foods are perfect for anyone looking to stay energetic and vibrant.

GREEK YOGURT

Greek yogurt is an easy breakfast or snack to help you shed unwanted pounds. This type of yogurt contains the most protein, and your body burns more calories digesting protein than carbs. So, while you're enjoying this tasty and filling treat, your body is melting fat. Add fresh fruit, like blueberries, to enjoy even more benefits like fiber and antioxidants.

OLIVE OIL

Olive oil is a cooking essential and can add an extra boost to your metabolism. It contains monounsaturated fatty acids, which increase metabolism, suppress appetite, and reduce body fat. You can reap the

benefits of this healthy option by simply swapping out your regular cooking oil. Some researchers have even found that drinking a shot of olive oil regularly can help you lose weight.



SALMON

Salmon is rich in omega-3 fatty acids, boosting metabolism and weight loss. It is also low in calories and can make you feel full, so you won't be tempted to snack as frequently. This tasty fish is also high in vitamin B-12, which plays a significant role in fat metabolism. Along with helping you feel more energetic and reducing your appetite, salmon is an excellent ingredient for heart health and lower blood pressure.

So, why not add these metabolism-enhancing foods to your menu and savor their flavor and benefits? By incorporating these foods into your diet, you're treating yourself to delicious options while giving your body the boost it needs to stay active. Embrace these tasty, nutrient-packed choices and watch as they transform your metabolism and elevate your energy levels. Here's to enjoying every bite while fueling your journey to a healthier, more energetic you!

Take a Break

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Solution

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

Greek Chicken and Rice

INGREDIENTS

- 2 tbsp olive oil
- 1 onion, diced
- 2 cloves garlic, minced
- 2 lbs boneless, skinless chicken breasts, cubed
- 1 tsp dried oregano
- 1 tsp dried thyme
- 2 cups chicken broth
- 1 (14-oz) can diced tomatoes
- 1 cup uncooked long-grain white rice
- Juice of 1 lemon
- 1/2 cup feta cheese
- Salt and pepper, to taste

DIRECTIONS

1. In a large skillet over medium heat, heat olive oil and sauté onion and garlic until softened.
2. Add chicken, oregano, and thyme and cook until the chicken is no longer pink, about 3–4 minutes.
3. Pour in chicken broth, diced tomatoes, and rice. Bring to a boil, then reduce heat to low and cover. Simmer for 15 minutes or until the rice is cooked through.
4. Stir in the lemon juice and feta cheese, then season with salt and pepper.





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KEEPING UP WITH INDUSTRY TRENDS

Make Sure Your Dental Practice Stays on Top

It's a fast-paced world out there, and while staying relevant is crucial for success in the dental industry, it can also be tough. With advancements in technology, evolving patient expectations, and changing industry trends, it's important to continually adapt to meet the needs of your patients while maintaining high standards of care. Let's look at a few strategies to help your dental practice stay relevant and thrive.

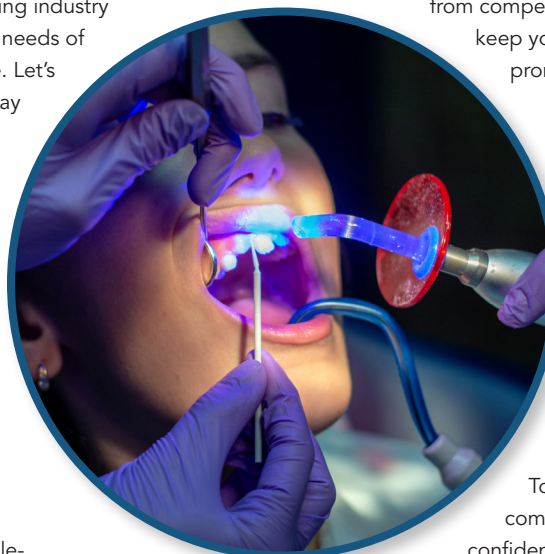
EMBRACE NEW TECHNOLOGY.

Advancements like digital X-rays, 3D imaging, laser dentistry, and CAD/CAM systems can significantly improve both the accuracy and efficiency of your treatments. Investing in cutting-edge equipment not only enhances patient care but also signals to patients that your practice is forward-thinking and committed to offering the best services available.

UTILIZE DIGITAL MARKETING.

Keep your website up to date, user-friendly, and mobile-optimized. Post content on social media regularly to engage with your

patients and reach new families. Offering online appointment scheduling, patient portals, and virtual consultations will set your office apart from competitors. Email marketing is a great way to keep your patients informed about new services, promotions, or general oral health tips.



STAY UP TO DATE ON INDUSTRY TRENDS.

Subscribe to dental publications, attend industry conferences, and participate in continuing education courses to stay updated on the latest techniques, treatments, and business strategies. The internet and social media will also offer insight into what is trending and new in our industry.

Today, keeping up with the times is vital! By committing to adapting and evolving, you can be confident your dental practice remains competitive and meets the ever-evolving needs of your patients.