Friday, November 3, 2017

◇ 8:45am Corporate Recognition Ceremony - A ribbon-cutting ceremony will take place to open the Corporate Exhibits & Marketplace. Come and help recognize the corporate representatives whose continued support of dental hygiene goes above and beyond expectations.

◇ 9:00am – 12noon Corporate Exhibits - An exposition floor filled with the products, services and solutions covering the entire dental hygiene profession awaits you at Corporate Exhibits. Whether it is impulse buying or you have come prepared to “shop the show,” these companies are ready to present their latest innovations for your needs and to provide you with well-fitted solutions – Get inspired. Get educated! Before coming to the Keystone Dental Health Conference, discuss with your dental team the products/services their office needs. Please patronize these fine exhibitors and let them know we appreciate their continued support of dental hygiene.

◇ 9:00am – 12noon Marketplace - This is the place to check out where PA dental hygiene schools, individuals and local vendors will have many items for you to purchase.

**If you are interested in selling items at Marketplace, check the PDHA website (www.pdhaonline.org) for Marketplace guidelines and application or contact Margie at PDHA’s Central Office 717-766-0334 or pdha@outlook.com

◇ 9:00am-4:00pm Penn Hy-PAC Designer Silent Auction - Come support Penn Hy-PAC by bidding on some fabulous items. More information below.

◇ 10:00am – 12noon Student Table Clinics - Students from all 12 Pennsylvania dental hygiene schools will be presenting Table Clinics, as we know them, or NEW in 2017, Informative Posters. Students will be presenting their table clinics or informative posters on useful and timely information pertinent to your dental hygiene practice. Please come, listen and learn what they have to share.

Attend five (5) table clinics/poster presentations and receive 1 free continuing education credit. More information will be available at the Table Clinic/Informative Poster event. If interested, check the box on the registration form.
Friday, November 3, 2017 (Continued)

◊ **4:00pm – 6:30pm Keynote Speaker: Staying Right Side Up -When Everything is Upside Down – Achieving Excellence in Challenging Times presented by Linda Larsen-** Plan on attending this keynote event to show that PDHA is the best! You will not be disappointed with this high energy, funny, engaging and uplifting speaker. More information below

There is no charge for admission; however, you must be registered for the conference and a ticket will be required to attend. 2 CE’s available to attendees. Students – this presentation has been included in your scheduled events for the day.

◊ **7:00pm – 10:00pm “Get Your Glow On” Reception** -When the sun goes down on Friday night, join us for a party that is sure to be BRIGHT! Let your sparks fly on the dance floor with students and hygienists alike, and don’t forget to flash your smiles in our photo booth to remember the night. We can’t wait to twist and shout, and show you what we’re all about. Come hang out with us in our neon while PDHA helps you “Get Your Glow On!”

Saturday, November 4, 2017

◊ **10:30am-2:00pm Penn Hy-PAC Designer Silent Auction** - Come and put your last minute bids on the silent auction items. The winning bids will be announced at 2:00pm.

◊ **12:15pm – 1:30pm PDHA Academy of Dental Hygiene Studies Luncheon** - As a member of the Academy, you are part of a special group of dental hygienists. The Academy Board of Directors would like to invite you to this year’s Academy lunch. This is a great way to welcome the newest members to the Academy. Awards will be given out as well. All current Academy members are invited; sign up and submit the required fee on your conference registration form.

◊ **7:00pm - 9:00pm Component Caucusus** - Each component will have a meeting room at the hotel be able to discuss the motions that will be voted on at the House of Delegates on Sunday morning.

**SPECIAL EVENT: Friday & Saturday**

**Penn Hy-PAC Designer Silent-Auction**

- Auction items include graceful jewelry, designer purses, unique crafts, art pieces and more.
- Display tables will be next to PDHA Registration table for your shopping & bidding ease.
- Please bring your holiday gift list with checkbook/cash ~ as your purchases directly benefit YOU. PDHA works hard to raise funds for Penn Hy-PAC so our lobbyist can influence the legislative caucuses in Harrisburg who can help advance PDHA’s mission and goals. This is a critical time for us to keep our political profile as high as we can! Your contributions enable PDHA and Penn Hy-PAC to:
  - Amplify our voice in Harrisburg by educating legislators.
  - Participate in PA Health Policy forums and discussions.
  - Integrate OH into primary healthcare as disease prevention professionals.
  - Contact legislators in their local home office with talking points.
  - Support PDHA’s lobbyist as she works in Harrisburg sharing PDHA’s mission.

Our Trustees, Board members and Components have generously donated valuable designer items for this energizing, competitive fundraiser. All RDHs are welcome to bring a special, valuable item to share; please contact JaclynGleber@gmail.com with ideas/details/photo.
Staying Right Side Up (RSU) When Everything’s Upside Down
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Linda Larsen’s fast-paced, fun, content-packed workshop is all about YOU and how you can excel at work (and in life) regardless of the challenges you might face. This workshop is divided into 3 sections.

1. YOU - How to stay RSU by bringing the absolute best version of yourself to life every day regardless of the circumstances.

   In this first part of her presentation, Linda will help you discover the strengths, abilities and skills that you already possess, and recognize and change behaviors, thoughts and beliefs that, historically, may have been undermining your success. You will also learn:
   - The #1 thing most people do AUTOMATICALLY (many times a day) that can take them to the breaking point - and how to stop it.
   - One powerful technique to help you shift your emotional state from cranky and irritable to peaceful and relaxed within seconds.
   - Why the “pursuit of happiness” is not only a worthwhile personal goal - but your greatest customer service tool also.

2. YOUR CUSTOMERS - How to stay RSU by providing the kind of service that makes your patients your greatest marketing strategy.

   In this section you will learn how to create such an exceptionally positive and happy experience for your patients that they will become fiercely loyal fans for life, and scream your praises to anyone who will listen. You will also learn:
   - Three human commonalities you MUST know before you ever interact with any patient.
   - The #1 thing people will ALWAYS remember about their experience with you.
   - How to de-escalate any potential problem really quickly

3. YOUR CHALLENGES - How to stay RSU up by creatively solving problems.

   In this section Linda will give you the tools to help you come up with creative, simple, fun solutions to many of the challenges you face on a daily basis. From creative ways to save time and money to innovative ways to strengthen client relations and loyalty, you will also learn:
   - The #1 thing that stops most people from offering their ideas and expressing their creativity
   - “Killer Phrases” - What they are and why they absolutely MUST be eliminated
   - The one essential Solution Stimulator that is absent in most workplaces and how to get it