

CWA 30TH
ANNUAL MEETING

2022 SCOTTSDALE

30TH ANNUAL MEETING

Thursday, February 24 – Saturday, February 26, 2022

Omni Scottsdale Resort and Spa at Montelucia
Scottsdale, Arizona



Inspired by Community, Fueled by Change

Our mission for the CWA Annual Meeting is to gather the dental community together in a picturesque venue to foster a collaborative atmosphere for growth, learning and networking. This year has been unlike any other, and we must embrace change and innovate to overcome its obstacles on the path to success. What has always worked may not work anymore. This meeting will focus on guiding attendees to think outside the box in both their business and personal life.

Our commitment is to deliver a dynamic in-person experience while maintaining the health and safety of all our guests.

Schedule of Events

Please plan to arrive by Thursday, February 24 and depart Sunday, February 27.

Thursday, Feb. 24	10 a.m.–3 p.m. 5:30–7:30 p.m.	Registration - Alhambra Foyer Welcome Reception - Valencia Lawn
Friday, Feb. 25	7:30–8:30 a.m. 8:30 a.m.–12 p.m. 12 p.m. 1:30–3:30 p.m. Following, please enjoy Friday evening at your leisure, there are no scheduled events.	Breakfast - Valencia Ballroom General Session - Alhambra Ballroom Lunch - Valencia Ballroom Off-property Excursions
Saturday, Feb. 26	7:45–8:30 a.m. 8:30 a.m.–12 p.m. 12–3:30 p.m. 6 p.m.	Breakfast - Valencia Ballroom General Session - Valencia Ballroom Lunch and Team Building Activity Final Dinner and Party - Surprise Location!



It's a Win-Win 3to1 Raffle

Have some fun. Win cool prizes. Invest in the dental community.

Give the gift of education by participating in the 3to1 Foundation fundraiser on site at Annual Meeting. Proceeds are tax deductible and 100% go to dental school or college scholarships and community financial literacy programs. Look for the 3to1 booth to try your luck at winning fabulous prizes. Winners announced at Saturday's Final Dinner.

Scottsdale OFF-PROPERTY Excursions: PLEASE SELECT ONE

Electric Bike City Tour

Enjoy this tour as you ride the full greenbelt from Scottsdale into Tempe, then through Papago Park and back to your original launch site. We use existing bike paths and trails which are all provided by local municipalities and we follow all the rules of the path, parks and roads. We're not renting bikes; we are providing a unique take on a combination of a city/site-seeing tour and a recreational activity. The bikes are pedal assist and designed for almost all physical abilities.

Horseback Riding

Feel the West come alive as knowledgeable wranglers guide you on a 90-minute trail ride through the panoramic vistas of Arizona's most famous desert. As you venture along desert trails winding through towering Saguaro cacti, Mesquite groves and other desert dwellers your guide will talk of the abundant plant and animal life.

Desert Hike

We'll begin by meeting your group at the resort and accompanying them to the trailhead; on the way, our lead guide will deliver a briefing on desert hiking safety and offer tips on staying comfortable. When our boots meet the desert, we'll make sure that everyone has plenty of water, and we'll be carrying some high energy snacks along as well. Our guides will open up this amazing resource with information, anecdotes, and observations of the area through which our carefully selected trail winds.

Wine Bottling Experience

The group will be greeted with a gourmet catered selection of fruit and cheeses. Guests can also have a chance to sample any five wines of their choosing to enjoy for the experience. Finally, guests will learn how to bottle their own wine through a unique bottling experience that includes cleaning and sanitizing the bottle, filling the bottle with a pre-selected wine, corking, and labeling the bottle with their own personalized wine label to take home with them to commemorate the event.

Custom Old Town Scottsdale Tour

Welcome to this tour of Old Town Scottsdale where your group will discover the rich history of the City of Scottsdale, its parks, public art, buildings, restaurants and watering holes. The tour host is a native of Scottsdale and serves as a Citizen Commissioner for the City in the Parks, Recreation and Outdoors. He also serves on the Parada Del Sol Historic Parade and is an announcer for this longstanding community event. The group will learn history, taste some local beverages and food, tour shops and art galleries. The is a 3-hour tour and will engage and entertain guests with stories of Scottsdale.

Golf At Mountain Shadows

Enjoy some fresh air, exercise, and a safe environment with the serene backdrop of Camelback Mountain. Our par-3, 18-hole course offers fun and fast rounds, ideal for beginners and pros alike. The original 1961 course was designed by Arthur Jack Snyder, and redesigned by his mentee, Forrest Richardson. The updated layout pays homage to the original with challenging greens, rugged slopes, and distinct holes.

Spa Experience

Looking to relax and get pampered? This excursion choice is for you. Location is still TBD, but you can expect it will be at a luxurious resort in the Scottsdale area. Transportation included if off-site. Guests on this excursion will have the choice of a 60 min massage, facial or manicure and pedicure treatment. Guests will be able to use the spa facilities before and after treatment.



Taste of Old Town Tour



Electric Bike City Tour



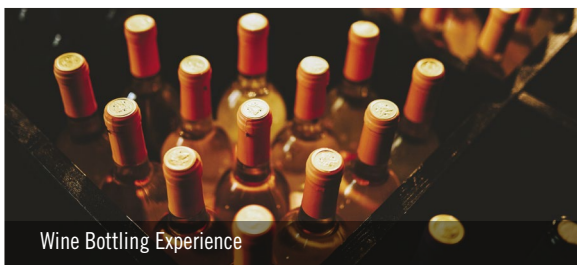
Golf Scramble



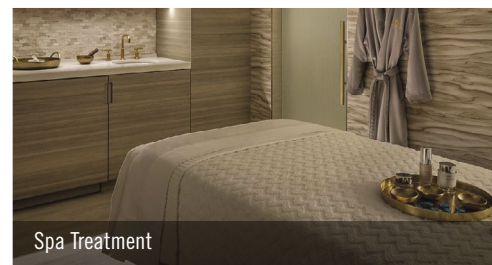
Horseback Riding



Desert Hike



Wine Bottling Experience



Spa Treatment



General Session Featured Speakers

Friday and Saturday, February 25 & 26:

“Accelerating Creativity: How to Rethink, Redo and Realign Your Future”

Presented by Mr. Jim Carroll, Futurist, Global Trends & Innovation Expert



We will see more change in every industry in the next 10 years than we have ever seen in the last 100. As transformation and disruption sweeps the world, businesses will be faced with the rapid emergence of new competitors, new business models, more challenging consumers and the acceleration of science and innovation.

How do you get ahead? By turning on your innovation engine, firing your creativity thrusters and strapping in for a rocket ride into your faster future. Leaders must get into an iterative process of constantly rethinking, adjusting and redoing in order to discover the next best thing. Partnership is a key focus, collaboration is critical, agility is oxygen and imagination is essential. Launch yourself into the faster future with this unique, high-energy keynote from global futurist, trends & innovation expert Jim Carroll.

“Workshop: Reaching Better Ideas, Faster”

Presented by Mr. Sam Stanton, Creative Thinker & Co-Founder of The Thinkers Society



Everyone has a great idea, very few ever lead to anything. Scientists tell us the most effective and fruitful ideation happens with guidance and framework, something most people don't know or have access too. Setting your framework starts with knowing what kind of thinker you are. Your thinkers test will determine the type of thinker you are and the tips and tools you need to unleash your mind to a new level of creativity.

Sam Stanton has been reshaping how we think, create, and share for decades. You'll be amazed at how he simplifies the overcomplicated, ultimately getting your ideas to an actionable level. This flagship workshop will help you better understand and unleash your own creative and critical thinking in both your professional and personal lives. Simple actionable steps will have you thinking outside the box and getting to your better ideas, faster.

“What Top Private Practice Owners Are Doing Differently”

Presented by Mr. Gary Kadi, Dental Advocate, Author, Advisor and CEO of NextLevel Practice



During the pandemic, practices have been thrust into disruption. Consumer behavior has and will continue to change, our teams are and will continue to work in new ways, innovation and automation will continue to demand change. For over 20 years, Gary Kadi has been focused on disrupting the status-quo of dentistry to re-energize practices, raise profit margins and elevate practice impact to the next level.

In this powerful talk, Gary will share the secrets to combining real-time practice data and automated team training to achieve dental practice perfection. He will also reveal the 3 automation musts for every dental practice and the powerful 5 step ethical, no pressure patient education case acceptance system.

Registration Fees

The registration fee includes a welcome reception on Thursday evening, two breakfasts, two lunches and dinner and entertainment on Saturday evening. Spouses and guests are encouraged to attend all meals and presentations. Group on-property excursions included. Please pre-select excursions, see options below. Contact erinj@cainwatters.com for details.

• May 1 – August 31, 2021	Individual Registration \$1,795	Individual + Guest \$2,395
• September 1 – December 31, 2021	Individual Registration \$1,895	Individual + Guest \$2,495
• January 1 – February 11, 2022	Individual Registration \$1,995	Individual + Guest \$2,595

Hotel Information

The Omni Scottsdale Resort and Spa offers a relaxing, tasteful atmosphere and sets the stage for an entertaining and thought provoking event. This picturesque resort is nestled in the heart of Scottsdale, Arizona.

A special nightly room rate of \$359 has been negotiated. Please book your room at the Omni Scottsdale Resort and Spa by visiting this link or contact the reservations department at 888.627.3010 and reference the Cain Watters & Associates room block.

**Please note—The last day to reserve a room under the special room rate is MONDAY, Jan. 31, 2022.*

Omni Scottsdale Hotel Reservation Link:

<https://go.cainwatters.com/hotel2022>

Stay Tuned for More Information

Visit cainwatters.com/annual-meeting for general event updates. For general questions on sponsorship opportunities, reach out to our annual meeting event team.

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