

CAIN WATTERS



ANNUAL MEETING
FRISCO ★ TEXAS



MARCH 2–4, 2023



Inspired by Community, Fueled by Change

The CWA Annual Meeting brings the dental community together to foster a collaborative atmosphere for growth, learning and networking. Be inspired by our featured speakers, reinvigorate your creative side with our breakout sessions and experience something new on an excursion of your choice. We've packed the schedule for this meeting so you can walk away recharged and ready to positively change your practice.

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, March 2, and depart Sunday, March 5.

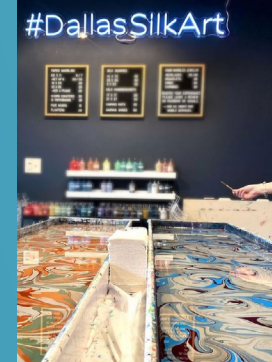
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| Thursday, March 2 | 10 a.m.–3 p.m. | Registration - Ring of Honor Room |
| | 5:30–7:30 p.m. | Welcome Reception - The Edge Terrace |
| Friday, March 3 | 7:45–8:30 a.m. | Breakfast - The Star Ballroom |
| | 8:30 a.m.–12 p.m. | General Session |
| | 12 p.m. | Lunch - The Star Ballroom |
| | 12:30–3:30 p.m. | Off-property Excursions |
| | Following, please enjoy Friday evening at your leisure, there are no scheduled events. | |
| Saturday, March 4 | 7:45–8:30 a.m. | Breakfast - The Star Ballroom |
| | 8:30 a.m.–12 p.m. | General Session |
| | 12–3:30 p.m. | Lunch and Team Competition |
| | 5:30 p.m. | Final Dinner and Party - Circle R Ranch, Flower Mound |
| | Please meet at the entrance of the hotel for transportation to the Circle R Ranch. | |



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.



A Premium Texas Experience

The CWA Annual Meeting is more than just CE and speaking sessions. Friday afternoon is reserved exclusively for the excursion of your choice.

You can unplug and enjoy all that North Texas has to offer in any one of the featured activities. Whether you choose to golf at the Cowboys Club in Grapevine, go on a barbecue tour or try your hand at water marbling, you will have the opportunity to experience something you may never have before.

GOLF AT THE COWBOYS GOLF CLUB

Etched into the rolling hills of Grapevine, Texas, Cowboys Golf Club is distinguished as the first and only NFL-themed golf club in the world, and one of the region's only all-inclusive world-class resort golf properties. Join us for a 9-hole tournament-style scramble.

DALLAS' BEST TACO AND MARGARITA TOUR

Named the #1 Tour in Dallas by the Dallas Observer, hop on board for a taco- and margarita-sampling adventure! You'll love the diversity as we enjoy award-winning street tacos, gourmet tacos and eclectic tacos paired with some of the best margaritas in town. Knowledgeable and funny tour guides add to the adventure as they guide you through some of Dallas' most interesting neighborhoods and landmarks.

DALLAS BEST BBQ TOUR

Dig into sublimely tender meats at some of the best barbecue emporiums in Dallas and beyond. Most are local treasures and include hole-in-the-wall gems. Why taste one when you can taste them all on this dynamic tour? Wash it all down with a pit stop at a local brewery.

SILK ART WATER MARBLING EXPERIENCE

Ignite your creativity through the beautiful art of water marbling. In this excursion, you are the artist. Select your canvas from an assortment of silk scarves, handkerchiefs and other options. With 36 colors to choose from, let your creative side shine with a design completely free-styled by you. Watch and see the magic for yourself as your design gets transferred from an aqueous surface onto your desired object.

SPORTING CLAY SHOTGUN COURSE TOURNAMENT

Calling all sharpshooters and novices, join us to shoot some clay on a 467-acre property. Nestled in the trees, the Woods Course is a 100-target course set by world-class sporting clay shooter Scott Robertson. Beginners are welcome; a brief safety and instruction course will be held prior to shooting. All firearms and equipment will be provided. Trained personnel will be positioned to ensure the event is both safe and fun.

UNLAWFUL BREWERY BITES AND BREW TASTING

Join us for a brew and bites tasting at Unlawful Brewery, a local favorite that boasts a rebellious spirit, nontraditional ingredients, unexpected flavor combinations, and unconventional collaborations. Award-winning brewmaster Tom Janik and his team have created a five-flight tasting experience featuring taproom favorites paired with hand-selected cuisine that is sure to have you coming back for more.

GRAPEVINE WINE TASTING TOUR

Sip and savor your way through a tour of Grapevine, home to the premier Urban Wine Trail and GrapeFest®, the largest wine festival in the Southwest. As the primary grape producer for the fifth-largest wine-producing state in the U.S., Grapevine has served as a trendsetter and leader with award-winning wineries and winemakers. This excursion will take you to three different wineries.

THE DALLAS COWBOYS TRAINING EXPERIENCE

Train, eat and live like a pro-athlete. This one-of-a-kind experience will immerse you in the Dallas Cowboys training camp. The event will start with a workout session alongside a Cowboys trainer and then recover by enjoying a meal from an on-staff chef, who will also discuss the players' diets. Then, you will take a tour behind the scenes in the locker room, war room and more. Finally, cap the experience off with a toast in the exclusive, members-only Cowboy Club.

Creating Cultures of Excellence

What are the cultural differences between mediocre teams and winning teams, whether they are in sports or business? In this speech, Darren Woodson (5 time Pro Bowl safety and 3 time NFL Super Bowl Champion with the Dallas Cowboys) describes what leaders must embrace in order to build a culture of excellence with their teams. Learn how to embrace change, competition, and confrontation within your organization.



Darren Woodson
Keynote speaker



Featured Speakers



Dollars and Sense—Behavioral Economics’ Impact on Decision Making

presented by Mr. Jeff Kriesler, Head of Behavioral Science at JP Morgan Chase

How do your clients, customers, employees, partners and family think about money and why do they make the irrational financial decisions that they do? Currently the Head of Behavioral Science at JP Morgan Chase, Jeff Kreisler shares the practical and entertaining insights of behavioral science to help create better financial decision-making structures for the irrational and illogical among us. Jeff explains why irrational behavior overrides rational logic when it comes to managing finances, saving and investing. He then provides practical tools to help improve our financial choices and, ultimately, live better lives.



Making Sense of the Current State of the Global Economy

presented by Mr. Kyle Bass, CIO of Hayman Capital

For the average business owner, it's hard to understand how things like yield curves, population movement, real estate shortages and environmental issues will have an impact on your wealth in the short and long term. Kyle Bass, founder and CIO of Hayman Capital, will size down what you need to know about macroeconomics and make sense of the current global economy. In doing so, he will discuss how investors can position themselves wisely by leveraging strategic portfolios, traditional savings environments and alternative investments.



Increasing Profitability Through the Circle of Focus

presented by Dr. Anissa Holmes, CEO of Delivering WOW Dental Education

Whether you desire to offer new services, scale to the next income bracket or bring in an associate, Dr. Anissa Holmes can help you create a roadmap to take your practice to the next level. She is a practice acceleration coach who has built multiple million-dollar practices in her career. In her presentation, she discusses what a circle of focus is and how to leverage this technique to achieve your career goals.

Earn CE Credit

Earn up to seven hours of CE credit for attending the Annual Meeting.

Learn more at cainwatters.com/annual-meeting



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 off-property excursions included. Please pre-select excursions during registration. Contact erinj@cainwatters.com for details.

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| • March 1 — August 31, 2022 | Individual Registration \$1,795 | Individual + Guest \$2,395 |
| • September 1 — December 31, 2022 | Individual Registration \$1,895 | Individual + Guest \$2,495 |
| • January 1 — February 13, 2023 | Individual Registration \$1,995 | Individual + Guest \$2,595 |

Hotel Information

The Omni Frisco Hotel is in the middle of all the action in Frisco, Texas. The Cowboy's Star facilities takes center stage in this lively location, giving visitors a unique experience of the Dallas metroplex.

A special nightly room rate of \$229 has been negotiated. Please book your room at the Omni Frisco Hotel by visiting the link below or contact the reservations department at 469.287.0000 and reference the Cain Watters & Associates room block.

**Please note—The last day to reserve a room under the special room rate is WEDNESDAY, Feb. 8, 2023.*

Omni Frisco Hotel Reservation Link:

<https://go.cainwatters.com/hotel2023>

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.

Rebecca Hackl

Trifecta Event Management

rebecca@trifectaeventmanagement.com

214.414.0995

Erin Jeffries

Chief Marketing Officer, CWA

erinj@cainwatters.com

972.764.6550



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