Newsletter article sample (435 wordcount)

**What’s on the horizon at ADSO’s Summit 2022**

Whether you’re looking for strategic sessions with big, visionary ideas or customized best practice sessions on everything from operations, clinical leadership, people, finance and marketing, you’ll find it all—and much more—at this year’s ADSO Summit 2022 in Austin, Texas, March 29-April 1.

"We are thrilled to be hosting an event that will convene the entire industry and hope to create a space that ensures deep knowledge sharing and networking opportunities," said ADSO Executive Director Andrew Smith. "The ADSO Summit sets the path forward for oral health care, and we look forward to the progress that will take place in Austin."

With more than a dozen opportunities to network with 800+ fellow DSO industry leaders, practice-changing industry partners and up-and-coming dental talent, A New Dawn for Dentistry is the premiere industry event of 2022. The best time to engage, learn and build valuable relationships is just on the horizon.

"We have created a curriculum driven by visionary topics our members and the industry want to see, including innovation, workforce development and quality assurance," said Geoffrey Ligibel, President & CEO at 42 North Dental and the chair of the ADSO Curriculum Committee. "The ADSO Summit combines the expertise of DSO leaders and customized track sessions for integrated team development as we create a new dawn for dentistry. I'll be joined by many 42 North team members to ensure we get the most of the experience and opportunity."

This year, the customized education tracks are supplemented by three incredible keynote speakers. Suneel Gupta will discuss his bestselling book, Backable, sharing his own journey from failure to success in the health and tech industries—as well as insights he’s gained about pitching new ideas to diverse audiences. Kevin Surace, most recently recognized as CNBC’s Innovator of the Decade, will talk about the impact changes in technology have on shaping the dental landscape—now and in the future. And Connor Lokar, an economist and forecasting expert, will discuss key indicators influencing the economy and markets in the near future—along with upcoming potential opportunities and risks for the dental industry.

Summit registration is open! Non-members who join by February 21, 2022, can take advantage of member pricing, and ADSO members receive complimentary registrations based on their membership type. Plus, dental students and educators can attend for free. Make sure to [book your room](https://book.passkey.com/gt/218258855?gtid=610e321480c4fe750777096f280dfe77) at the JW Marriott in Austin, Texas – space is limited, and the special Summit deals are only applicable until March 8. For the full schedule and more details about the Summit, [visit us here](https://www.theadso.org/event/2022-adso-summit/#agenda). The 2022 Summit app will launch for registered attendees in March.