



MEMBER BENEFIT

# 2026 LEADERSHIP INSTITUTE

COLUMBUS, OH | MARCH 13-14, 2026

## ENHANCE YOUR LEADERSHIP SKILLS

at the ODA Leadership Institute

### March 13-14, 2026

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Hilton Columbus Polaris Hotel



Register now at  
[www.oda.org](http://www.oda.org)



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Leadership Institute is an exclusive opportunity designed to help participants enhance their leadership skills in their practice, at their jobs, for their community and for their profession. By developing leadership abilities and fostering stronger relationships, attendees can amplify their impact in all areas of their professional and personal lives.

Leadership Institute is free for ODA member dentists, dental residents and dental students as a benefit of your membership.

**FREE to ODA members, dental residents & dental students!**



**ACCOMMODATIONS:** The ODA has reserved a block of rooms at the Hilton Columbus Polaris Hotel. The deadline to reserve a room in the ODA's hotel block and receive a discount is February 19. For more details on the hotel block, visit [www.oda.org](http://www.oda.org).



**CONTINUING EDUCATION:** Attendees can earn up to four CE credits. Complete CE information can be found at [oda.org](http://oda.org).

## Agenda

### Friday, March 13, 2026

**10:00 a.m. – 11:00 a.m.**  
Registration

**11:00 a.m.**  
**Welcome**  
Dr. Kyle Bogan, ODA President

**11:05 a.m. – 12:00 p.m.**  
**Using Social Media to Recruit, Engage, and Retain Today's Dental Team**  
Kristi Simone

**12:00 p.m. – 12:45 p.m.**  
Lunch

**12:50 p.m. – 1:50 p.m.**  
Breakout Session – Round 1

**2:00 p.m. – 3:00 p.m.**  
Breakout Session – Round 2

**3:10 p.m. – 4:00 p.m.**  
Statehouse Speaker

**4:00 p.m. – 4:45 p.m.**  
Update on Dental Legislation at the Ohio Statehouse  
ODA Lobbying Team

**4:45 p.m. – 6:00 p.m.**  
Reception, hosted by Superior Dental Care

### Saturday, March 14, 2026

**7:30 a.m. – 8:30 a.m.**  
**Component Dental Society Meeting:** The ODA Executive Committee is hosting a meeting with Ohio component society officers and executive directors to discuss issues important to local dental societies.

**8:00 a.m. – 9:00 a.m.**  
Registration & Breakfast

**9:00 a.m. – 9:05 a.m.**  
**Welcome**  
Dr. Kyle Bogan, ODA President

**9:05 a.m. – 9:30 a.m.**  
**ADA Update**  
Dr. Manish Chopra, ADA Seventh District Trustee

**9:30 a.m. – 10:30 a.m.**  
**ODA Town Hall**  
ODA Executive Committee

**10:30 a.m. – 11:30 a.m.**  
**The Pursuit of Excellence**  
Ryan Hawk

**11:30 a.m. – 12:00 p.m.**  
**A Vision for the Future of Organized Dentistry**  
Dr. Tom Paumier, ADA President-elect

**12:00 p.m.**  
Adjournment

**Social Event for New Dentists, Dental Residents and Dental Students:** The ODA Subcouncil on New Dentists invites new dentists who are in practice 10 years or less, dental residents and dental students to a social event on Friday evening after the Leadership Institute reception. More details available upon registration.

Support for the ODA Leadership Institute is provided by:



## Keynote Speakers



### Ryan Hawk

Ryan Hawk is a best-selling author, business advisor, popular podcaster, former college athlete, and sought-after public speaker. Born in Dayton, Hawk spent his early years playing sports. He earned a college scholarship to play quarterback at Miami University where he got beat out for the starting job by Ben Roethlisberger. He finished his career as Ohio University's starting quarterback and team captain. He then spent 12 years

in the private sector where he rose to the level of Vice President of Sales leading a corporate division with more than \$500 million in annual sales. Since leaving Corporate America, he has consulted with dozens of industry-leading organizations including Salesforce, LinkedIn, Microsoft, and Dell. For the past decade, Hawk has interviewed more than 600 of the world's most influential leaders, including Jim Collins, Simon Sinek, Tony Robbins, John Maxwell, Susan Cain, Kirk Herbstreit, JJ Redick, John Calipari, Admiral William McRaven, Liz Wiseman, George Raveling, Tom Peters, John Mackey, General Stanley McChrystal, and many others. Through these interviews, Hawk has gained insight into the traits and attributes of successful leaders from all walks of life and various industries and professions.



### Kristi Simone

Kristi Simone brings more than 33 years of experience in dental marketing, strategy, and sales. Prior to co-founding YeS! Creative Marketing, she served for over seven years as Chief Marketing Officer at a dental practice marketing agency, where she developed the agency's core processes, sales systems, and brand strategies. Before that, Kristi spent more than 15 years as an independent marketing consultant, providing strategic guidance and implementation for both local and national clients across multiple industries.

In addition to her agency experience, Kristi has worked firsthand in her husband's dental practice, giving her a unique, inside perspective on the real-world challenges dentists face today—including hiring, team retention, patient growth, and sustainable practice marketing. This blend of strategic leadership, hands-on dental experience, and practical insight allows Kristi to deliver relatable, actionable guidance that resonates with dental professionals at every stage of their career.



## Scan to register now!

### oda.org

Space is limited!



Connect with the ODA on Facebook and X for the most up-to-date information about the Leadership Institute. #ODA26LI

## Breakout Sessions

### AI and the Future of Dental Practice Marketing: What You Need to Know Now *Presented by Kristi Simone*

Artificial Intelligence (AI) is rapidly transforming how dental practices market, communicate, and grow; and understanding its implications is no longer optional. Kristi will break down what AI really means for dental practice marketing and communication, separating “hype” from reality. Attendees will learn how AI is already being used in areas such as phone answering, appointment scheduling, content creation, patient communication, Search Engine Optimization, ad targeting, reputation management, and analytics, and what that means for efficiency, consistency, and competitive advantage. This session will also address ethical considerations, best practices, and how to thoughtfully integrate AI tools without losing the human connection that patients value most. Dentists will learn how AI platforms like ChatGPT, Gemini and Claude rank your practice when someone is searching for a dentist near them and the key steps you need to take to ensure your practice is included in that search.

### Ethical Dental Dilemmas: What Would You Do? *Presented by Dr. Kelly Roth*

Dr. Kelly Roth, a general dentist from Canton who currently serves as the Ohio Dental Association's Speaker of the House of Delegates, just finished her term as Chair of the ADA's Council on Ethics, Bylaws, and Judicial Affairs and is a past Chair of the ODA's Ethics Subcommittee. Dr. Roth will discuss dealing with challenging ethical dilemmas within the practice of dentistry. She will start with a review of the ADA's Principles of Ethics and Code of Professional Conduct, as well as review of the ADA's current white paper on “Clinical Autonomy in Dentistry,” and then move into various real-life scenarios and show how the Principles can apply in each situation. Participants are encouraged to bring their own ethical dilemmas for an interactive workshop experience.

### Update on Legal and Regulatory Issues for Ohio Dentists *Presented by Eric Richmond, Esq*

Join the ODA's Director of Legal and Legislative Services for a course on common regulatory and legal issues in the dental office. This session will discuss the most asked questions the ODA receives regarding regulatory compliance and strategies for managing risk in a dental practice. These topics range from how to effectively terminate the dentist-patient relationship to the necessity of having a terminal distributor of dangerous drugs license. The presentation will include discussion of how regulatory agencies such as the Ohio State Dental Board, the Ohio Department of Health, the Ohio Board of Pharmacy and others impact the practice of dentistry. This course will bring insights regarding the most recent changes to the regulatory and legal landscape for dentists in Ohio.

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## OHIO DENTAL ASSOCIATION

ADVOCATE. INFORM. SERVE.