

# Dr. Berland 2009 Dental Campaign

Web Site Launch Date Early August



**Ballpark Event Topics**  
**Dr. Berland** can speak on  
 “How to Increase Profits”

**John** can speak on  
 “Non Qualify Deferred Compensation”

Odyssey at the Ballpark

Need to find Ballpark date in Sept from John 6/22/2009 (BOB)

**PEO BUZZ**  
in the Dental World

**Dr. Berland Articles in Dental Journal**

1. Profitable Dentist – Fall 2009
2. Dental Economics
3. The Dental Tribune
4. Dentistry Today

**PierPont Press Release in:**

1. Dallas Business Journal
2. Fort Worth Business Press
3. ?
4. ?

**Dental Forum**  
**Barbara Whitehead**  
 Answer a forum question by pointing people to the Profitable Dentist article and to the Odyssey /dental web page.

**Dental Web Site Landing Page**  
[www.odysseyonesource.com/dental](http://www.odysseyonesource.com/dental)  
Web Site Launch Due Day - August 21st

**Video**  
 Talk about downloading site Fact Sheet, Case Study and White Paper and sign up for event

<p><b>Fact Sheet</b> (teaser)                  Non Qualify Deferred Compensation  <small>Provided by John &amp; Bob</small></p>	<p><b>Case Study</b>                  Dentist with PEO                  Dentist w/out PEO  <small>(i.e Dr. Mark Glover)</small></p>	<p><b>White Paper</b>                  Fact sheet and case study in one with a call to action at the end</p>
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<p><b>Fact Sheet</b> MSDS</p>	<p><b>White Paper</b>                  Fact sheet and case study in one with a call to action at the end</p>
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**Signup for Ballpark Event**  
 where John can speak on a subject like “Non Qualify Deferred Compensation”