

2021 BusinessTRACK®

To drive your dental career forward, you're going to need the ultimate team of experts! Selected for their dynamic skillsets and experience-fueled advice, the BusinessTRACK® speakers accelerate your success.

MEET OUR EXPERT SPEAKERS!



Practice Leadership & Development

IN-PERSON SESSION

FEBRUARY 26 - 27



Michael Abernathy, DDS

Dr. Michael Abernathy has been the owner of Family and Cosmetic Dentistry of North Texas for 37 years and has years of success building up his practice. He has published over 500 articles in various publications in the last three years and has been asked to speak at various state, local, and international dental meetings to share how to successfully market and run a practice.



Finance

ON-DEMAND SESSION

APRIL 8 - MAY 20



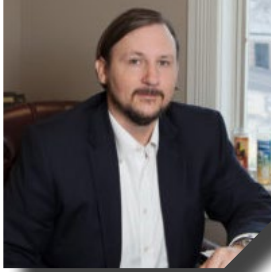
William Chittenden, Ph. D

Dr. Chittenden is the Associate Dean for Graduate Programs in the McCoy College of Business Administration at Texas State University. He speaks regularly to professional organizations across the United States and Canada on a variety of financial and economic topics.



Keith Kebodeaux, J.D.

Keith is a Assistant Clinical Professor of Accounting at Texas State University. Prior to teaching, he practiced law for 30 years. His practice included business entity acquisition, formation, merger and dissolution; preparation of contracts and leases; business and tax planning and transactions; and commercial, eminent domain and tax litigation.



Nathan Kennedy

Nathan Kennedy has been a member of the State Bar of Texas since 2006 and has been Board Certified in Family Law by the Texas Board of Legal Specialization since 2013. He has represented many dentists in both divorce and business dealings. He brings a litigation prospective to his business planning with dentists.



Andrew Mulder, AIF®, CRPS®

Andrew Mulder has been helping multiple dental practices in Texas plan, implement, and execute retirement saving strategies for over 8 years. As an independent advisor, he also runs a small business so he understands the entrepreneurial mindset, planning, and the challenges entailed.

“Remember - if you don’t drive your business, you’ll be driven out of business!”

- Jeff Geno, DDS, MAGD & Practice Owner



Human Resources

ON-DEMAND SESSION

MAY 27 - JULY 8



David D Schein, MBA, JD, Ph.D

Dr. David D. Schein is President and General Counsel of Claremont Management Group, a national human resource consulting and training firm. His expert analysis and counsel is based on over 40 years of practical experience, including a decade with Fortune 50 companies.



Kara Kelley, SHRM-CP

Kara has been a Business Development Consultant at Parkhurst & Associates CPA PC since 2012. Kara's goal is to help clients see how the non-financial side of their practice can affect the financial side and provide direction for improvement when necessary.



Brian Miller, Ph.D

Dr. Miller holds the rank of Full Professor at Texas State University where he teaches classes in the MBA and MS in HRM programs. He holds a BA and MBA from McNeese State University, a Masters in Quantitative Methods in Educational Psychology from the University of Texas at Austin, and a Ph.D. in Management from the University of Houston. He has been at Texas State since 2005. His research focuses on measurement issues of maladaptive traits like narcissism, entitlement, and Machiavellianism.



Stephanie Solansky, Ph.D

Dr. Solansky is an Assistant Professor of Management at Texas State University. She earned a PhD at the University of Texas at San Antonio. Some of her professional experience includes directing a state-wide leadership professional development program in which hundreds of organizational administrators received comprehensive leadership development training. Her research interests include leadership dynamics and development, inter- and intra-organizational teams, and complexity science.



Marketing

ON-DEMAND SESSION

JULY 15 - AUGUST 26



Vishag Badrinarayanan, Ph.D

Vishag Badrinarayanan is a Professor and Assistant Chair in the Department of Marketing and holder of the Steven R. "Steve" Gregg, Jr. Excellence Professorship at the McCoy College of Business Administration, Texas State University. His research focuses on marketing strategy-related topics at the intersection of branding, sales management, and technology domains.



Matthew Painter, M.B.A

Matthew Painter is the Director of the McCoy MBA Programs at Texas State University and a Senior Lecturer in the Department of Management. He is the founder of MarketingLogic, a consulting business that specializes in marketing strategy for medical and dental practices. He earned his MBA in 2008 and lives in Georgetown, Texas, with his wife and two young boys.



Holly Syrdal, Ph.D

Holly is a researcher and teacher of marketing with a passion for developing and disseminating knowledge, collaborating with businesses and non-profit organizations, and positively impacting lives. Currently, she is an assistant professor of marketing at Texas State University in San Marcos, TX, where she teaches digital marketing, marketing research, and promotion strategy

“We could read as many books as we can and take as many CE’s as we can but that direct connection with these doctors and the professionals that they invite to lecture is very valuable to us.”

**— Daniela Punzalan, DMD, FAGD
BusinessTRACK® Class I**