



THE PARAGON PROGRAM™

presents

THE YEAR END REVIEW

THE EVENT OF THE SEASON

Successful practices are built by successful people. Paragon has always believed this and always will. That's why the YEAR END REVIEW™ was born in 2003 in a snowstorm in Baltimore. We began building a network of people who would engineer profitable practices and experience consistent growth over the long term.

This year, we are hosting the YEAR END REVIEW™ in Washington, D.C. on December 4-5, 2025, at the Hilton McLean Tysons Corner, 7920 Jones Branch Dr, McLean, VA 22102. Washington D.C. is known for its vibrant history, incredible landmarks, and phenomenal culture. Explore the distinguished Smithsonian museum, shop at the National Mall, take in the sites of America's national monuments including the Lincoln Memorial, the U.S. Capitol, and the Washington Monument, or celebrate with a luxurious dinner as D.C. also offers a wide variety of delicious food options throughout the city.

With a full lineup of the top speakers in the nation, this event is not one to miss. We invite the doctor, their spouse, associates, and hygienists to join us at our YEAR END REVIEW™. Please fill out the registration form and send it in to our Paragon team.

THE SUCCESS NETWORK™

We started The Success Network™ as a way for our doctors around the nation to meet together, network, and learn, while being able to explore the world. In 2003, we hosted the first Year End Review™ in Baltimore. Since then, we have continued this jam-packed extravaganza filled with speakers from all over the nation to teach on health and success - professionally, financially, and personally.



THURSDAY, DECEMBER 4, 2025

7:00 A.M. - 8:30 A.M.

60-IN-60, PARAGON CONSULTANTS

Paragon's Consultants have over 100 years combined experience consulting in the dental profession in over 30 states. They will share the Greatest Dental Pearls from the Year.

8:30 A.M. - 9:00 A.M.

BREAK, plated breakfast will be served at 9:00 A.M.

9:00 A.M. - 10:15 A.M.

DIGITAL DENTISTRY PART I DR. JOHN CRANHAM & LEE CULP, CDT

This advanced program is designed for restorative dentists and technicians seeking to master the integration of digital technology into comprehensive aesthetic and functional dentistry. Through a collaborative, case-based approach, Dr. John Cranham and master ceramist Lee Culp will demonstrate how to leverage digital workflows—from records to design to final delivery—to achieve predictable, efficient, and beautiful restorative outcomes. Participants will learn how to plan, communicate, and execute treatment with precision using intraoral scanning, virtual articulation, advanced design software, and 3D-printed prototypes that drive both patient confidence and clinical excellence.

10:15 A.M. - 10:45 A.M.

BREAK

10:45 A.M. - 12:00 NOON

DIGITAL DENTISTRY PART II DR. JOHN CRANHAM & LEE CULP, CDT

Lecture continues after break.

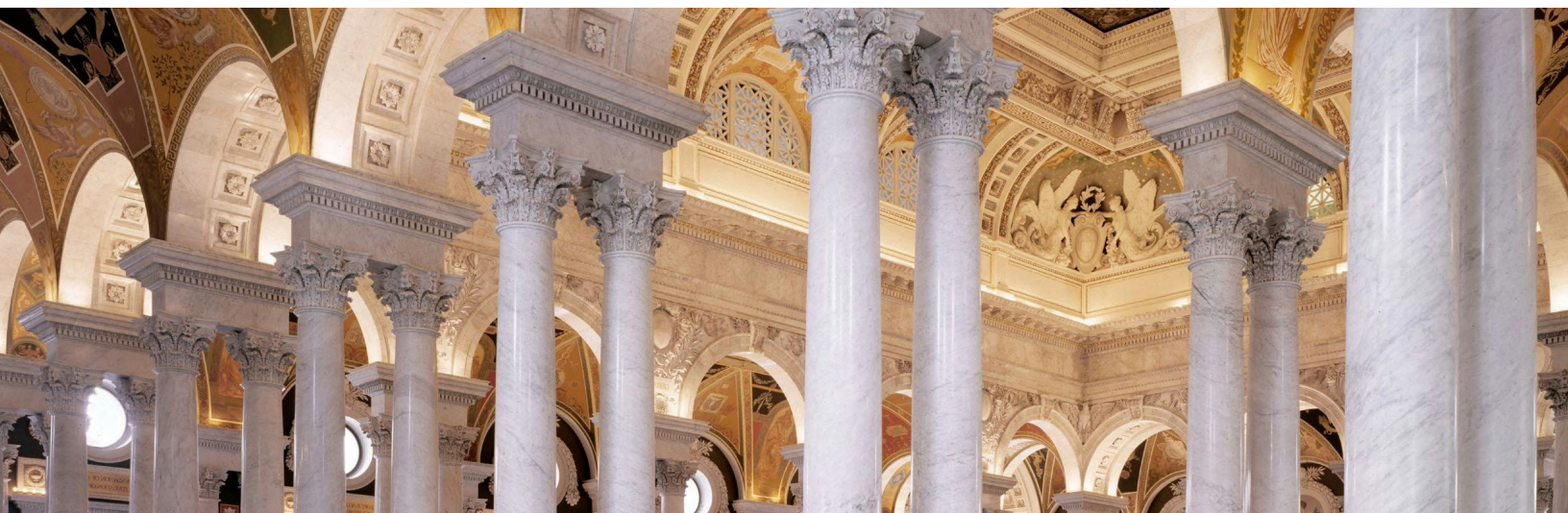
12:00 NOON - 1:30 P.M.

HAMILTON CAPITAL

Hamilton Capital Management is sponsoring lunch on Thursday. They will present the 13th Annual Financial Market Perspective Update and the Hamilton approach.

1:30 P.M. - 2:00 P.M.

BREAK



THURSDAY, DECEMBER 4, 2025

2:00 P.M. - 3:15 P.M.

DIGITAL DENTISTRY PART III DR. JOHN CRANHAM & LEE CULP, CDT

Lecture continues after lunch.

3:15 P.M. - 3:45 P.M.

BREAK

3:45 P.M. - 5:00 P.M.

THE RIGHT LAB MATTERS SPECIAL PANEL

5:00 P.M. - 5:30 P.M.

BREAK

5:30 P.M. - 7:00 P.M.

WELCOME RECEPTION

Make sure to join us for our Welcome Reception for drinks, appetizers and a visit from Santa & Mrs. Claus.



FRIDAY, DECEMBER 5, 2025

7:00 A.M. - 8:00 A.M.

TONGUE AND LIPS TIES DR. LORENA COCKLEY

What they DIDN'T teach us in dental school, and everything you need to know!

8:00 A.M. - 10:15 A.M.

INSPIRED HYGIENE RACHEL WALL, RDH

In this dynamic presentation, Rachel shares the proven Inspired Hygiene System that has revolutionized hygiene teams nationwide. Discover how to elevate your hygiene team into valued healthcare providers who contribute significantly to patient health and practice growth. This presentation goes beyond theory to deliver practical, implementable strategies. Breakfast will be served at 8:00 AM.

10:15 A.M. - 10:45 A.M.

BREAK

10:45 A.M. - 12:00 NOON

INSPIRED HYGIENE RACHEL WALL, RDH

Lecture continues after break.

12:00 NOON - 1:00 P.M.

REVIEW OF 2025 AND PREVIEW OF 2026 KEN RUNKLE

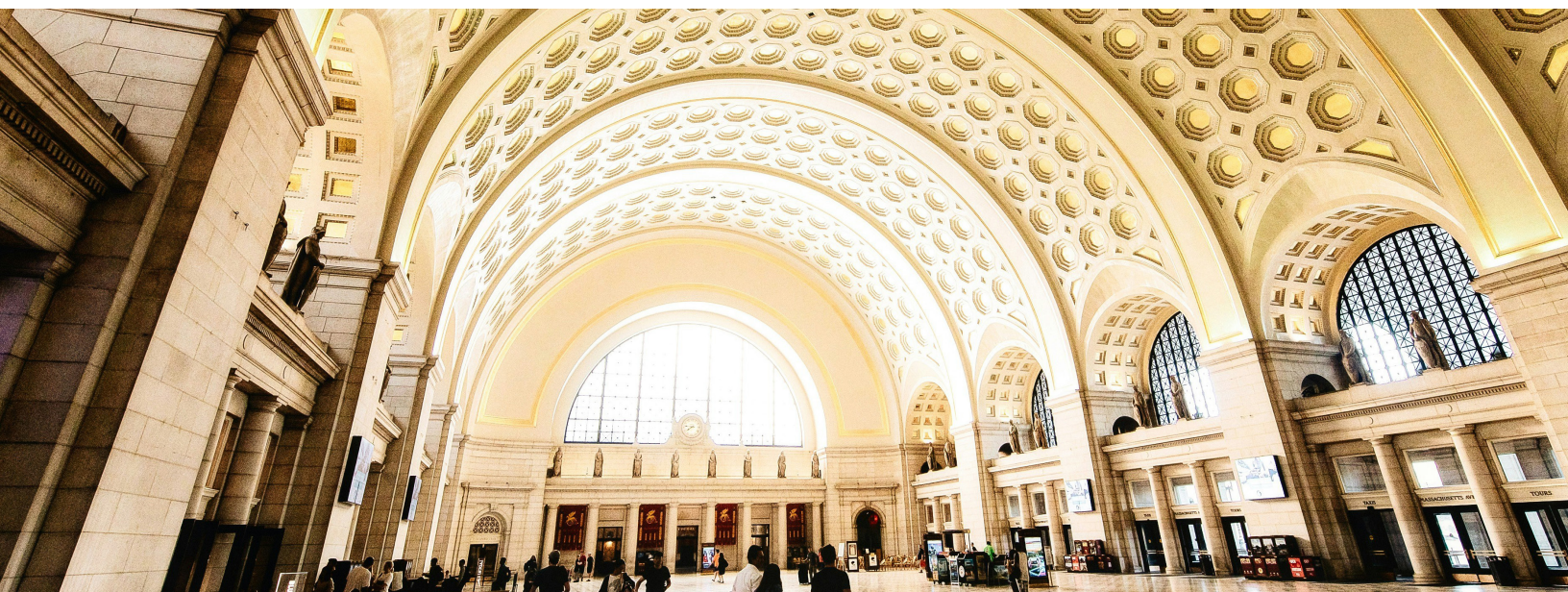
Ken Runkle, our Founder and President, will examine this last year and preview all the great things coming in 2026.

SATURDAY, DECEMBER 6, 2025

8:00 A.M. - 11:00 A.M.

VINTAGE PRIME 60+

Conversations on transitions and working into your vintage prime years. Breakfast will be served at 8:00 a.m.





PARAGON'S YEAR END SPEAKERS

LINDA MAREK is Paragon's Vice President and has been a Dental Practice Management Consultant for more than 37 years. She partnered with Ken Runkle in Paragon Management Associates 37 years ago and has been an integral part of developing consulting as a cornerstone of the program. In 2003, she developed Paragon's Academy System which incorporates extensive research into current dental initiatives, academic curricula, and business innovations.

DAVID RUNKLE is a Senior Consultant of The Paragon Program™. A graduate from Kentucky Wesleyan College with a bachelor's degree in Biology and Education, his post-graduate studies have been in Counselling, Leadership and Entrepreneurship. David has been consulting for the past 37 years and has facilitated and guided over 500 dental offices to create a dynamic collaboration between the dental team and the patient.

SUE DEMSKE a Senior Consultant with The Paragon Program™ for over 26 years, graduated from Hudson Valley Community College with her Dental Hygiene Degree and University of Maryland at Baltimore with her Dental Degree Completion and Business Degree. Sue has worked in clinical and managerial positions with dental practices for more than 46 years. Her vast knowledge will help your practice attain all their goals.



HOPE REKTORIK is a Senior Consultant, who has been with The Paragon Program™ for over 30 years. She consults with dentists on a variety of topics including strategic management, growth and profitability, goal achievement, systems management, marketing, increasing case acceptance, human resources, communications, and embezzlement risk reduction. Hope has a degree in dental hygiene and a business degree from Towson University.

DR. JOHN CRANHAM lives in Chesapeake, Virginia with his wife, Kim. He practices with his daughter Kaitlyn and focuses on esthetic dentistry, implant dentistry, and occlusal reconstruction. As an active educator since 1994, he most notably was a full partner and Active Clinical Director of the The Dawson Academy from 1997 until 2020. Dr. Cranham is a published author including numerous clinical articles, a textbook co-authored with Dr. Pete Dawson, and a memoir about his special needs son.

LEE CULP, CDT is the CEO of Sculpture Studios, a dental laboratory, research and product development center, for new and innovative digital diagnostic, restorative and digital applied applications to surgical and restorative dentistry. He has won the 2018 Dawson Academy, Distinguished Service to Dentistry Award, the 2023 National Association of Dental Laboratories, Hall of Fame / Lifetime Achieve Award and the 2023 American Academy of Cosmetic Dentistry, Evy Award for Outstanding Innovation in Dentistry.



PARAGON'S YEAR END SPEAKERS

HAMILTON CAPITAL
With over 26 years of experience in the investment and wealth management space, Hamilton Capital will provide valuable insight for how successful business owners are strategically preparing for the current economic conditions.

DR. LORENA COCKLEY
A long time Paragon Client, Dr. Lori Cockley has practiced full-time general dentistry in East Berlin, PA since 2002. Several years ago, she developed an interest in treating TOTs, or Tethered Oral Tissues, also referred to as tongue and lip ties. In 2018, she founded the Pennsylvania Tongue-Tie Center, treating thousands of cases and publishing several articles in Dental Trade Journals. She has extensive experience in treating all ages, including newborns and is pleased to share her knowledge of this dental niche with her Paragon Colleagues.

RACHEL WALL, RDH
is currently a lead educator, CEO and Founder of Inspired Hygiene, a coaching firm with a 20+ year history of helping teams elevate hygiene services, systems and profits. Inspired Hygiene strives to help dental teams achieve a triple win with healthier patients, empowered, engaged hygienists and a profitable practice. She has spent over 30 years serving the industry as a clinical hygienist and hygiene productivity coach. To learn more about how Inspired Hygiene can help your team achieve their goals, visit InspiredHygiene.com.



KEN RUNKLE
is a much sought after speaker and consultant for dental professionals throughout America. Ken consistently entertains audiences toward higher levels of achievement and practice profitability. As the Founder and President of Paragon Management Associates, Inc., Ken has consulted with and presented to dental professionals throughout the country on the subjects of personal and practice development.

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YEAR END REVIEW SPEAKERS



BEST PLACES TO VISIT WHILE IN TOWN

National Mall - Explore the stunning area with Washington Monument gloriously rising to the sky, surrounded by the iconic Lincoln Memorial and the stately, U.S. Capital Building.
Free to the public.

Smithsonian Museums - Soak in the magnificence of Washington D.C. in the eleven museums located at the National Mall, or the six others nearby. If you have time, check out the Smithsonian's National Zoo. *Free to the public.*

Library of Congress - Check out one of the largest libraries in the world, explore the Gilded-Aged architecture and take in the special exhibits, books, recordings, and more.
101 Independence Ave SE, Washington, D.C. 20540 | Free to the public.

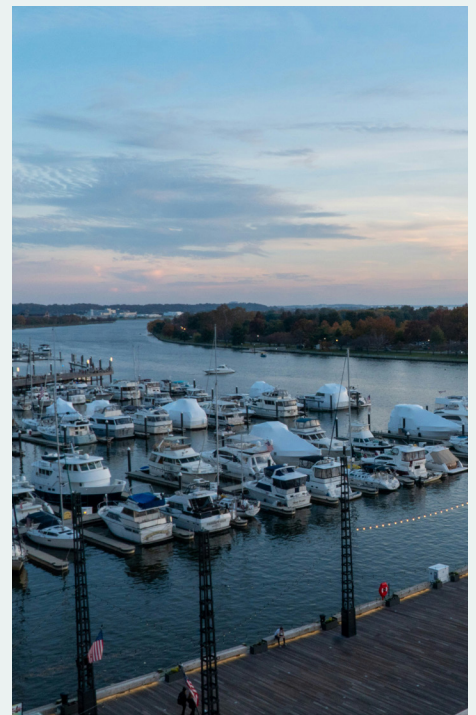
National Gallery of Art - In this gorgeous marble museum, see works of art from all eras, including the famous Leonardo Da Vinci. Also, take a look at the modern art in the East Building. 6th Street and *Constitution Ave NW, Washington, D.C. 20565 | Free to the public.*

Tysons Corner Center - Shop to your hearts content with high-end stores and restaurants.
1961 Chain Bridge Rd, Tysons, VA 22102.

VUE Rooftop - Appreciate the city at night from this rooftop bar inside the Hotel Washington.
515 15th St NW, Washington, D.C. 20004 | \$\$\$.

Wharf - Explore one of D.C.'s waterfront neighborhoods with almost a hundred restaurants and shops. *760 Maine Ave SW, Washington, D.C. 20024*

Pop Up Christmas Events- Make sure to look out for pop up Christmas events around town such as live performances, Christmas parades and Christmas markets!





ROOM RESERVATIONS

When making your reservation at the Hilton McLean Tysons Corner, 7920 Jones Branch Dr, McLean, VA 22102 , be sure to use link here: <https://book.passkey.com/go/ParagonReview2025> to ensure you get The Paragon Management rate for a standard room until November 12, 2025. Please note, this is first come, first served.

YEAR END REVIEW RESERVATION

Please complete both pages in their entirety for all participants attending the Year End Review™ and include the \$200 event registration per person. Fax the forms to (614) 433-7921 or email office@theparagonprogram.com.

PRACTICE NAME _____

DOCTOR'S NAME: _____

SPOUSE NAME: _____

ASSOCIATE: _____

TEAM MEMBERS: _____

DIETARY RESTRICTIONS

Please list the names of any dietary restrictions or food allergies below.

NAME 1: _____

NAME 2: _____

NAME 3: _____

NAME 4: _____

WELCOME RECEPTION

December 4, 2025 5:30 PM - 7:00 PM. Please list the names below that will be attending.

NAME 1: _____

NAME 2: _____

NAME 3: _____

NAME 4: _____

HAMILTON LUNCH

December 4, 2025, 12:00 PM. Please list the names below that will be attending.

NAME 1: _____

NAME 2: _____

NAME 3: _____

NAME 4: _____

YEAR END REVIEW RESERVATION

CREDIT AUTHORIZATION FORM

Please fill out the form below.

Name on Card _____ Card # _____

Billing Address _____ Exp. Date _____

City, State _____ Zip Code _____

Signature/ Intials _____ CVC _____