

May 1, 2009

In October of 2008 I was fortunate to have a very good friend, associate and long-time dental consultant, Larry Wintersteen, tell me I should attend the ADMC reception at the 2008 ADA Meeting. I jumped at the chance and while introducing myself to many of the dental consultants in the room I had the good fortune to meet Linda Miles and Leslie Canham. After initial greetings they both immediately said, “You need to be a sinner!” I knew this was meant as a compliment – but I am sure I looked a bit puzzled. They then smiled and graciously explained they meant an “SCNer”. After that we then spent more than 30 minutes talking about SCN, what it stood for and why anyone who is serious about their career in dental consulting should belong. From that moment on I was sold – and now, after having experienced my first SCN meeting – I am sold for life.

To put it in a few words: as a new member to SCN I can say it has been the most impactful networking group I have ever been a part of – even with just having joined 6 months ago. There are five reasons why I say this:

1. **The spirit of SCN is contagious** – From my first moment walking in to the New SCN Members meeting in Ft. Lauderdale back in February the spirit of SCN was tangible. The SCN culture of friendship, synergy and giving to each other and to the industry was palpable. The next day, when the membership at large arrived, that spirit was felt even more profoundly. For those who live with a true spirit of abundance and believe that we are stronger when we help each other, SCN is the place to be.
2. **The purpose of SCN is inspiring** – Many organizations and practices have vision statements that are meant to help define who they are and how they play. For most, though, the vision stays on the wall and doesn’t live in the hearts of its people. The SCN vision is different. Words like “together, shared, kindred spirit” and “best” fill the SCN vision – and those words are lived by its members. Indeed, “SCN is [truly] reshaping the speaking, consulting and writing industry”. With these values and these members it can’t help but change their face.
3. **The support from SCN members is motivating** – At the two break out sessions I attended in Ft. Lauderdale the spirit and purpose of SCN was demonstrated over and over again by the suggestions given, the encouragement provided and the tips that were shared. That same support was seen at lunch and breaks and even while just sitting next to each other during the small talk that happens between speakers.
4. **The friends you gain at SCN will be for a lifetime** – My life has been blessed by the friends I gained at SCN – already. Even after attending just once, the interaction I’ve had with though phone calls, emails, sharing ideas and attending the Newbie MasterMind Calls has been terrific. I can tell many of these friendships will last a very long time.
5. **What you put into it you will get out of it and 100 times more** – As was said repeatedly during the newbie and regular meeting by Linda Miles, SCN won’t ensure

your ship will come in - -but it sure will help those who want to swim out to it. If you attend SCN with the attitude you are simply here to “**take**” the experience will be frustrating and you leave disappointed. SCN does not provide a cookbook on how to succeed in dental consulting. But if you attend with the attitude that you are going to learn, contribute, make friends, share your knowledge and give to others your experience will be career changing – and in the end you will receive back 100 times more than you have put in.

I bless my lucky stars the day I showed up at the ADMC reception and heard about SCN. It is one of the best things I have ever done. It is a real privilege to be a part of this exceptional group of professionals.

Sincerely,
Bob Spiel
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