



“Dentistry’s Main Event” – the ADSO Summit – Kicks Off Today in San Diego

Three-day conference brings together thousands of attendees for thought leadership exchange and cutting-edge innovation, tackling the most pressing issues in the dental industry

San Diego, CA (March 17, 2025) -- The Association of Dental Support Organizations’ (ADSO) annual summit begins today in San Diego, California. Called “[Dentistry’s Main Event](#),” the three-day event will bring together thousands of dental industry leaders from across the country for an opportunity to collaborate and make progress on issues facing the industry. The thought-leadership exchange, unparalleled networking opportunities and showcase of the most innovative technologies that dentistry has to offer will take place at the Manchester Grand Hyatt in San Diego. The Summit will allow attendees to explore timely and critical industry issues such as artificial intelligence, workforce shortages and more. ADSO also announced that [Henry Schein, Inc. \(Nasdaq: HSIC\)](#) a leading solutions provider for dental professionals, joins forces with the summit yet again as this year’s Title Sponsor.

“We call our summit Dentistry’s Main Event because it brings together the brightest minds with the biggest ideas about how to move our industry forward. I’m thrilled to be kicking off our 2025 Summit today and begin connecting with so many leaders,” said **ADSO Chief Executive Officer Andrew Smith**. “I’m glad our members and guests will have the opportunity to make meaningful connections with DSO thought leaders and gain concrete tactics to grow their DSO or practice. This promises to be a great few days and we could not have done it without the support of our close partner and title sponsor, Henry Schein.”

Attendees at the 2025 ADSO Summit will enjoy a range of speakers and presentations from the dental industry and beyond, including keynote presentations from:

- Dustin Netral, Chief Executive Officer of Vista Verde Dental Partners
- Dr. AJ Acierno, President of Smile Brands
- Richard Hall, President and Chief Executive Officer of U.S. Oral Surgery Management
- Dr. Maryam Beyramian, Founder and Chief Executive Officer of Westwind Integrated Health
- Scotte Hudsmith, Chairman and Chief Executive Officer of Specialized Dental Partners
- Dr. Saam Zarrabi Chief Executive Officer & Co-founder of Rodeo Dental & Orthodontics
- Ray Caruso, Chief Executive Officer of Lone Peak Dental Group
- Michael Friguletto, Chief Executive Officer of Beacon Oral Specialists
- Travis Franklin, Executive Vice President and Chief Financial Officer of Heartland Dental
- Dr. Arwinder Judge, Chief Clinical Officer of Aspen Dental
- J. Hedrick, Chief Executive Officer of Smile Doctors
- Justin Jory, Founder and Chief Executive Officer of Lightwave Dental

Later today at the Summit, ADSO will conduct a special awards ceremony where winners of the ADSO Awards will be honored and select members will be inducted into the Hall of Leaders.

“The ADSO Summit offers industry partners a unique opportunity to collaborate and ideate about how we together evolve the future of dentistry,” said **Dirk Benson, President of Henry Schein’s U.S. Distribution Group**. “By convening to discuss the advancements shaping the dental profession and health care, we can remain at the forefront of innovation – ultimately leading to better patient and practice outcomes. Henry Schein is thankful to the ADSO and its membership for their continued support of the industry and for enabling these important dialogues.”

The event also features opportunities for attendees to network and enjoy the amenities offered by the resort and surrounding areas, including the Yacht Rock Party sponsored by Sunbit, the Closing Reception sponsored by Align Technology and the Summit Pickleball Tournament sponsored by Kleer and Membersy. Additionally, attendees can meet with 100+ industry groups and solve their practice’s pain points at the ADSO Solutions Center.

About the ADSO

The Association of Dental Support Organizations (ADSO) is a non-profit international trade association whose members support more than 15,000 dentists. ADSO supports its members through research, education and advocacy; enabling them to foster innovation, collaboration and a vibrant market where DSO-supported dentists can provide quality oral health care. Visit www.theadso.org to learn more, and follow the ADSO on [LinkedIn](#), [Instagram](#), and [Twitter](#).

About Henry Schein, Inc.

Henry Schein, Inc. (Nasdaq: HSIC) is a solutions company for health care professionals powered by a network of people and technology. With more than 25,000 [Team Schein Members](#) worldwide, the Company's network of trusted advisors provides more than 1 million customers globally with more than 300 valued solutions that help improve operational success and clinical outcomes. Our Business, Clinical, Technology, and Supply Chain solutions help office-based [dental](#) and [medical](#) practitioners work more efficiently so they can provide quality care more effectively. These solutions also support [dental laboratories](#), [government and institutional health care clinics](#), as well as other alternate care sites.

Henry Schein operates through a centralized and automated distribution network, with a selection of more than 300,000 branded products and Henry Schein corporate brand products in our distribution centers.

A FORTUNE 500 Company and a member of the S&P 500® index, Henry Schein is headquartered in Melville, N.Y., and has operations or affiliates in 33 countries and territories. The Company's sales reached \$12.7 billion in 2024, and have grown at a compound annual rate of approximately 11.2 percent since Henry Schein became a public company in 1995.

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