

LUNCH 'N LEARN

FINDING YOUR VOICE: USING GRASSROOTS MARKETING TO HELP DRIVE YOUR PASSION FOR THE INDUSTRY



ELVIS DAHL

Friday, November 8, 2019

11:45 AM - 1:00 PM

Sponsor: Triad Dental Studios

CE: 1.5 Professional Development

Join Elvis Dahl, Creator and Co-Host of *Voices From The Bench: A Dental Laboratory Podcast* as he tells the story of using his passion for the dental laboratory industry to find his niche in the vast world of podcasts and how he has grown to over 70 episodes released and 35,000+ listeners. Learn how Elvis leveraged grassroots marketing efforts, word of mouth, and live multi-city touring and live interviewing to meet industry professionals nationwide and grow their listener base one interaction at a time.

Elvis will talk about his role as Director of Operations at Somer Dental Laboratories and how the skills he has learned growing the podcast has made him a better asset to his dental laboratory.

Elvis Dahl discovered a passion for dental technology the first day he started at Somer Dental Laboratories in 2008 where he currently serves as Director of Operations. Elvis quickly formed relationships with CDTs, technicians, vendors, and CAL-LAB members, working under the guidance of a past NADL board member to learn the industry and become a leading team member in a 35-year-old certified dental laboratory. With a fresh perspective and a degree in Information Technology, Elvis has focused on integrating new technologies to keep Somer Dental Laboratories on the cutting edge of the industry while maintaining the personal customer service that clients have come to expect.

With an eye toward the future, Elvis' greatest satisfaction comes from growing the business and learning from his clients. He loves meeting new clients to learn about doctors' needs and educating them about the new and exciting ways that a dental laboratory can help their practice. From production flow to implant restoration planning, sales, and customer service, Elvis strives to make every client, doctor, staff member, and patient he encounters a priority.

Elvis has served on the Board of the National Association of Dental Laboratories as a Laboratory Representative since 2018. In April 2018 Elvis created *Voices from the Bench: A Dental Laboratory Podcast* the industry's only international weekly podcast. Teaming up with co-host Barbara Wojdan CDT, AACD from Knight Dental Group, *Voices from the Bench* showcases entrepreneurs, technicians, vendors, educators, and other industry personalities. From small operations to industry leading operations, Elvis aims to bring together experts worldwide to educate and strengthen the industry by sharing best practices and creating relationships.