

Jennifer de St. George

Print Friendly Complete packet

(CV/BIO, International Bio, Jenny's Photo, Testimonials from Meeting Planners & Attendees, Course Programs, Speakers Agreement, Audio Visual (AV), Room Setup and Travel Arrangement)

CV/BIO

Jennifer M. de St. Georges is an internationally renowned dental practice management educator. She has spoken at virtually every leading dental meeting in the United States, Canada and the UK. Jennifer has built a solid reputation for providing the 'nuts and bolts' of management in a highly motivating, practical and entertaining manner. Audiences appreciate her fast paced, humorous style.

Her management programs, both on the stage and through her Coaching and Learn at Home programs appeal equally to both doctors and staff. Beyond her speaking schedule, Jennifer serves as a contributing writer for "Dentistry Today". She is the first non-dentist to be named to this position. She serves on the Board of Directors of the Northern California Chapter of the National Speakers Association.

International Bio

Jennifer M. de St. Georges Expanded CV for International Meeting Planners

Dental Background:

In 1967, Jenny married Edmond de St. Georges DDS, (originally from Paris, France) two weeks after his dental school graduation from P & S, (now University of the Pacific) in San Francisco. The next six months were devoted to planning and opening their new dental practice in Milpitas, 45 miles south of San Francisco. As a full-time practice administrator, Jennifer was responsible for handling every aspect of the practice outside the clinical area. In 1978, she orchestrated their move to larger facilities, continuing her role of Practice Administrator until moving from a part time to full time speaking career in 1983.

Speaking Background

Jenny has built an outstanding reputation for delivering her material in a fast-paced and entertaining manner. Her common sense and logical approach to management has won her loyal fans on a global basis and is applicable to both dentists and team members.

USA Speaking

Jennifer has spoken at virtually every major meeting in the US and Canada. She was a featured speaker at every ADA annual Convention between 1986 and 2001 fifteen consecutive years. Her list of speaking clients include many of the top universities post graduate courses, including having presented for eighteen consecutive years for the University of Washington in Seattle. She has maintained a firm commitment to working with final year dental students, both within and without the dental school system.

International Speaking

Great Britain. In 1986, Jennifer presented her first UK seminar at the British Dental Association's annual meeting in Manchester. She has been invited back to several BDA's annual meetings: Oxford 1989, London 1990, Manchester 1991, Bournemouth 1993 and the upcoming meeting in Birmingham in May 2006. In 1992, Jennifer was on the Trinity College, Dublin, Eire Quarter centenary Dental Meeting, sponsored by the Irish Dental Association and the American Dental Association.

South Africa:

The Dental Association of South Africa (DASA) has sponsored Jennifer twice. In 1992, at their national meeting at Sun City, then August 1993 giving a full day program at five branches throughout the country.

Australia and New Zealand:

In 1994 (August/September) Jennifer was the guest of both the Australian and New Zealand Dental Associations. In Australia, she did a seven city national speaking tour. In New Zealand, she presented programs at two of the branches and was the closing speaker for the NZDA's national conference in Christchurch. In Christchurch, Jennifer was interviewed on the television 6.00 PM evening news, as well as being a guest on two radio talk shows. The Christchurch Sunday newspaper, published during the dental convention, prominently featured her thoughts about patient's perceptions of dentists in their Healthcare section.

Jennifer returned to New Zealand in August 1999 as the featured speaker for the Dental Industry's annual conference in Auckland, the first time speaker had been featured at the vendor meeting. She returned to Sydney in September 2003 as a featured speaker on the FDI programme, the only speaker presenting a Practice Management program. Jennifer returned for a four city tour 'down under' both in 2004 and 2005 and is planning another tour in 2007.

Europe:

Her Zurich, Switzerland program in 1990 drew attendees from across Europe. In February 2006, she presented two programmes in Brussels, Belgium.

FDI (The World Dental Federation)

Jenny was featured on the their annual meetings in Vancouver 1994, Hong Kong 1995, and Florida 1996. In November 1998, she presented full day programmes in Singapore, and Kuala Lumpur, Malaysia. In December 2003, she presented multiple programs at the Kenyan/FDI meeting in Nairobi, Kenya. Jenny also participated in the FDI global meeting in 2003 Sydney, Australia as the only non clinical speaker to be part of the four day program.

Canada. since 1983, Jenny has presented programs on an ongoing basis both nationally, regionally and locally.

Publications: Her articles have been published in the US, Canada, UK, Switzerland, Australia & South Africa. Her practice management articles, published in the FDI World Journal in 1995 and 1997, were the first management articles to be carried by this prestigious Journal. Readers feedback was one of great appreciation that management was now being acknowledged in the international arena. Jenny is a contributing editor for the leading American publication "Dentistry Today", the first non dentist to be selected to this position.

Learn at Home Programs: designed and created by Jenny have found a wide international market.

JdSG International Inc., corporate office is currently based in Salt Lake City, Utah, USA while Jenny personally resides in the San Francisco Bay Area. She maintains a second home in Bath, England, where she tries to get home often to enjoy some quiet 'down' time.

Jenny's Personal and Business Background

Background: Jennifer was born in Lancashire, England and educated at schools in the Lake District, England and St. Andrews, Scotland. After a year's secretarial school, she moved to London to become a professional English-style ballroom and Latin American dancer. She won the Imperial Society's national annual ballroom scholarship given to the candidate qualifying with the highest marks of all candidates applying for their teaching credentials. After a period of teaching dance in London, Jennifer became involved in the competitive field. Partnered with Ron Ross, in 1963, they ranked in the top six professional Latin American dancers in the UK.

Business Background. In London, Jennifer sold advertising space for Car Advertiser Magazine on Fleet Street and worked in Customer Services in the Pretty Polly Stockings showroom in London's West End.

In 1964, Jenny moved to New York, where she worked as secretary to the senior vice president of media for J. Walter Thompson, the largest advertising agency in the world at the time. In 1965, she moved to San Francisco, working first as a mortgage supervisor for Lomas and Nettleton, (the oldest US mortgage company), then moving on to become the assistant manager for Customer Service for Koret of California, the well known clothing manufacturer.

In January, 1989, Jennifer married David C. Tom DDS. CFP. David practiced in Hawaii for eight years, with emphasis on esthetic dentistry. He was President of the Hawaii Academy of General Dentistry and he was Chairman of the Exhibit Committee for the State meeting and Co-Chairman of the Continuing Education Committee. As President of JdSG International Inc., he managed the company, until his untimely death in Sydney, Australia while accompanying Jenny on her speaking tour 'down under' in August 1999.

Jennifer de St. George Photo



* [Click photo or links to download JdSG Photo](#) *

Bio (short version)

Jennifer M. de St. Georges is an internationally renowned dental practice management educator. A member of the National Speaker's Association, she has spoken at virtually every leading dental meeting in the United States, Canada and the UK.

Jennifer has built a solid reputation for providing the 'nuts and bolts' of management in a highly motivating, practical and entertaining manner. Audiences appreciate her fast paced, humorous style. Her management programs appeal equally to both doctors and staff.

Beyond her speaking schedule, Jennifer serves as a contributing writer for "Dentistry Today". She is the first non-dentist to be named to this position. Internationally, she's made return speaking trips to South Africa, Australia, New Zealand, the UK and Canada. Jennifer has also presented programs for the FDI in Hong Kong, Switzerland, Canada, USA, Singapore and Malaysia. Her articles are the only management articles to be published so far by the prestigious international journal of the FDI.

Testimonials about JdSG's programs from Meeting Planners and Attendees

CONTINUING EDUCATION UPDATE: by Lawrence Pearson, D.D.S./Editor and Publisher

YANKEE CONGRESS: "Jennifer de St. Georges (JdSG) drew her usual huge crowd, keeps updating her material, is a fascinating speaker with excellent ideas to take home. We hear her often on various topics."

CHICAGO MIDWINTER: "JdSG drew meeting's second largest crowd, over 800 arrived ahead of time, a goodly number were turned away. Program was 'Communicating Financially with Your Patients'."

AMERICAN DENTAL ASSOCIATION: "JdSG was absolutely superb with her presentation 'Communicating Financially with Your Patients', holding over 400 dentists & staff through Tuesday."

14th ANNUAL YANKEE: "I especially liked JdSG on practice management. She's a great speaker, right on target... she's got a new excitement about her."

CONNECTICUT STATE MEETING: "Main clinicians included JdSG on 'Finding and Keeping a Winning Team', who had an overflowing crowd and was excellent as expected."

GREATER HOUSTON MEETING: "A really hot group of clinicians, notably JdSG who gave 4 different lectures on 4 different subjects: ('Dental Team Strategies', 'Dental Spouse in the '90's', 'Time Management' & 'Communicating Financially with your Patients'). All are very good, as you might expect. She is a superb speaker with much take-home-and-use material. The 'Dental Spouse' seminar is limited to dentists & spouses and is specially relevant in today's environment."

AGD NEW ENGLAND FALL 88 SERIES (5 courses): "She was a hit in all of them. She can do either 1 or 2-day sessions, without repeating material, and keeping interest high throughout. She is especially good on staff motivation, patient scheduling and time management. I like her on the subject of 'Communicating Financially with your Patients', highly recommended for all."

CONNECTICUT STATE ANNUAL MEETING: "The lecturer drawing the largest crowd was, as expected, JdSG on 'Communicating Financially', and 'Accounts Receivable Management'."

MICHIGAN STATE MEETING: "As I fully expected, largest draw was JdSG on 'Marriage of Marketing and Management'. She's a lady with a wonderful style, good material you can take home and use the next day."

Meeting Planners Testimonials

Virginia A.G.D. Virginia, Robert S. Wagner, D.D.S., President "She presented a very informative and entertaining lecture, participants want her to return. She gave many practical ideas which we've successfully implemented in our office. Presentation was brisk, entertaining, but business-like. If you're a sponsor looking for an "all-meat" and no fluff course, I recommend Jennifer as the choice to make."

Southern California A.G.D. "Our sincere thanks for the most outstanding presentation. We speak for all present when we say that it was a most stimulating program. An obvious testimony to your popularity as a fine lecturer, is the meeting attendance was the highest in the Southern California AGD history. Thank you for making learning a most enjoyable & rewarding experience. We look forward to the pleasure of having you with us again."

Indiana University, Donald E. Arens, D.D.S., Director: "Our participants were the recipients of a rare treat. An education on how to collect money, a difficult and distasteful job. Jennifer handled this most difficult assignment with the grace, poise and style that have become her trademark. It is a pleasure to see audiences recognize and support such speaker talent."

USC Odontic Seminars, Alex Koper, D.D.S., Director: "JdSG combines a working knowledge of all the administrative aspects of dental practice with practical solutions for their management. She is a great communicator, a dynamic lecturer and a person of integrity."

Essex County Dental Society, West Orange, New Jersey: "Her energy was infectious and inspirational. Her subtle sense of humor made the day and the subject matter most enjoyable. Thank you Jennifer for an informative, invaluable presentation. The 70 dentists and staff fortunate enough to attend our most recent continuing education seminar were educated, inspired, and entertained by JdSG."

Northern California Dental Society, Chico, California: "Thanks for another wonderfully informative day spent with you. Regardless that this was your second program for us in six months, our attendance was over 200 dentists and staff, a tribute to your presentation. The material and manner in which you present it is informative, warm and humorous. We've received only positive comments after your visits".

Loma Linda University, Loma Linda, California: "Thank you for putting on such an outstanding program, you drew more people than we have ever had for a mid-week conference. You've obviously got a good name! You were very well received and well loved. The fact that so many attendees responded to our evaluation is, in and of itself, indicative of a very good program. It was a pleasure working with you and I hope to do it again in the future."

Attendees Testimonials

Richard Smith, DDS; Mrs. Mary Smith, Practice Administrator, Springfield, Oregon: "The 'Scheduling' seminar was very instrumental in lowering stress in our office and helped motivate staff. We've tripled production and reduced workdays from 5 to 3 1/2. Getting patients to come in when we want is easy with the verbal skills you've taught us."

Scott Williams DDS, Grandview, Washington: "Thank you for presenting another sensationally informative and motivating lecture. You are truly in a class all your own."

Darlington and Pawloski Ltd., Phoenix, Arizona: "Excellent program, to the point, well structured and organized with a superb handout. Well worth giving up a weekend for!"

Eugene Linsey DDS, Los Angeles, California: "It was one of the best seminars I've had the good fortune to attend. Beautifully organized, and presented in such an interesting way that no one could possibly lose interest. I look forward to the next one."

Samuel Feinstein, D.M.D., Bridgeton, New Jersey: "Probably the most valuable presentation for the entire team we've attended in years. On our 1½ hour ride home, we were still enthusiastically discussing your ideas." (Abridged version, 1 page testimonial available)

Course Programs

Course Code	Course Titles & Descriptions
Human Resources (HR) and Operations	
HR	"Dr. why's my paycheck 8 hours short again?" Trials & Tribulations of being an Employer
TEAM	"But No One Told Me".....creating the team approach
SPOUSES	Making the dental spouse's involvement in the practice, both positive and productive
PERF	"Let me think about it"...how to work productively with the perfectionist dentist
FRAUD	"Dr. your check has bounced again"....Fraud & Embezzlement in a dental practice
	Speakers: Jennifer de St. Georges and Don Lewis, DDS, CFE
VITAL SIGNS	"It's time to practice business".....understanding the importance of the numbers

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Marketing	
CPCP1	Creating the Patient Centered Practice #1: the new patient, marketing to treatment acceptance
CPCP2	Creating the Patient Centered Practice #2: create internal controls to prevent losing patients
VS NP	"It's not what you say, but how you say it" scripting to handle New Patient communication.

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Financial Management	
FA	"Can't you bill me?"..... :getting paid for what you produce
ARM	"I mailed the check last week.".... :Accounts Receivable Management program to get the money off your books and into your bank.
DI	"But my insurance pays 100%"... :increase cash flow by educating your insurance patients as to their financial responsibilities!
DB	"Every penny counts".... :establish strong internal bookkeeping control to ensure what you produce makes it to the bank
VS	\$ "Please pay!"..... :it's not what you say but how you say it! Scripting to handle patient financial communication

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Scheduling the Services	
TM	Scheduling by Design :decrease your stress while increasing production
VS TM	"I can only come in after 4:00 pm"... :it's not what you say but how you say it! Scripting to handle major scheduling issues

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Blue Print for Success	
BP	BP is designed to use the core elements, systems and philosophies from all 4 areas and 15 programs above to provide attendees the tool/techniques to develop their own Blue Print to cover all aspects of managing a practice. It is one of our most popular programs.

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Professional Speaking	
PS / PSI	Business of Professional Speaking. A director of N. CA Chapter of NSA (National Speakers

	Association). Jenny presents a wide range of programs helping speakers develop their professional speaking careers both domestically (PS) and internationally (PSI).
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Medical	
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MD	* Medical * Physical Therapy * Podiatry * Optometric
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Hotels, Hospitality, Restaurant and Meeting Planners Industries	
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MP	JdSG presents programs in the hospitality industries of hotels and restaurants as well as working with Meeting Planners on running successful programs.
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The Business World	
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BM	Whether a 2 billion dollar a year company, a dental practice, retail shop or one person working at home, everything we need to know in the business world is broken down into the same four divisions as shown above for a dental practice. Just the words change!
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Legend Code Description	
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** = Tentative Date or Tentative Location ? = Topic not yet chosen by sponsor INT = International



JENNIFER M. de ST. GEORGES, JdSG International Inc.

SPEAKER'S AGREEMENT

- 1. Please complete, sign and return 2nd Agreement copy in S.A.E., keep original for your records
- 2. The speaking date(s) confirmed upon receipt of your signed Agreement and the retainer.

1. **Contracting Organization:** _____

2. **Mailing address:** _____

3. **Telephone:** _____ **Fax:** _____

4. **E-Mail:** _____ **Web site:** _____

5. **Contact Person:** _____ **Position:** _____



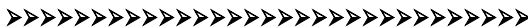
6. **Date(s) of Seminar:** _____ **Day(s):** _____

7. **Meeting City and State:** _____

8. a) **Hotel/City/Speaker stays in:** _____

b) **Hotel/City/Speaker speaks in:** _____

9. **Honorarium:** \$ _____ **plus expenses** **JdSG Inc's Federal Tax #:** 77-0536691



10. Expenses:

- ◆ **Airfare:** Round trip coach airfare, San Jose/San Francisco, California to Meeting destination. Ground transportation, airport parking day prior and day of seminar. Speaker will pro-rate airfare with other Meeting Planners when booked for more than one engagement on the same trip. Airfare to be pro-rated when speaking for more than one organization on the same trip.
- ◆ a) **Hotel:** Please book for appropriate # of nights (*guaranteed late arrival, non-smoking*) It is essential we receive a faxed or email copy of hotel confirmation when booked.
- b) **Hotel room/tax:** We appreciate charges being billed to your Master Account when possible.
- c) **Saturday night stay over for hotel room/tax:** When speaker's schedule allows a Saturday stay- over for Organization to see significant airline savings, Group will pay room/tax and dinner. Charges to be pro-rated with other Meeting Planners involved on the same trip, when applicable.
- d) **Program ends after last plane has left:** Group will pay 2nd night hotel/tax, dinner & transportation.
- ◆ **Food:** Expenses include dinner night before program, breakfast, lunch & dinner the day of program.
- ◆ **Speaker's personal expenses:** Speaker takes care of telephone and all other charges on check out.
- ◆ **Speaker's reimbursable expenses:** We appreciate honorarium and any expenses reimbursement due to be made to speaker on the seminar day.

11. **Course Workbook** is an integral part of the program. Research showing it's the #1 CE attendee request. You'll receive your customized Master Outline 4-6 weeks prior to seminar via email for duplication.

1. Audio Visual:

- a. Jennifer prefers a hand-held, wireless microphone when possible. 2nd choice; a hand-held mike on a long 50 foot cord.
- b. Jennifer does **not** use slides, overheads, screens, projectors, computers etc., at this time.

2. Meeting Room:

- a. Table at head of room for speaker's papers.
- b. Water pitcher and glass on the table.
- c. Two 6 feet tables at front of room for support material.
- d. Ideal room layout, best for audience, is shown at bottom of page

3. Ground Transportation:

- a. Ground Transportation from airport to hotel
To save the host being detained at airport because of possible flight delays, Jennifer prefers, when possible, to make her own way to the hotel. However, when the hotel is some distance from the airport, we are most appreciative of arrangements being made for Jennifer to be driven to the hotel.
- b. Ground Transportation to airport after seminar
We are grateful for Meeting Planner's help in arranging for ground transportation to ensure Jennifer's timely arrival at the airport for her flight, especially when there is a time crunch!

4. Hotel Reservations:

- We ask that the Meeting planner make hotel reservations for the appropriate number of nights.
- a. Please guarantee for late arrival, non-smoking room
 - b. We appreciate receiving a written confirmation showing hotel's full address, telephone & fax numbers and sleeping room confirmation number and number of nights prior to the speaker's departure.

Please feel free to contact us should you have any questions. We do thank you in advance for all your help with the logistics of supporting Jennifer's trip to your meeting.



Two 8' Skirted Tables



4' round or square skirted table for speaker's notes

Chevron Classroom Style Set-up for Number of Attendees

