

# EAGA Business Builder

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Today's presentation was by Adam Halpern — Dental Cooperative



Adam grew up in 'small town' New Mexico—and quite glad about it. Living in Angel Fire, he was able to experience the great fun, friendships and experiences that come with not having to deal with the clutter and hectic life...or even the traffic lights...of the big city. Spending his high-school years in very close proximity to a chick magnet ski resort is not a bad thing either. There are, however, some drawbacks to living in the casual world. Like a one hour bus ride, most days for 6 years, to get to mid and high school in Cimarron. Not that Cimarron was a bustling metropolis, but it did have the schools and the athletic venues. The school week consisted of only 4 days, but the athlete Mr. Halpern had to make the trip 6 days a week because of team practices and games. From the far northern community of Angel Fire (resident population just under 2,000) Adam went to attend college at New Mexico State University (population just under thirteen thousand) where he received a degree in Athletic Training. Then on to a grad student position at Stanford before receiving his Masters Degree in Human Performance from San Jose State. While working on his degrees, Adam was directly involved with many of the athletes that were participating in the various sports programs at the universities, and as a result of those associations, he has rubbed shoulders with quite a few of our Olympic athletes. He also worked directly with the US Olympic Ski Team, traveling all over the world as they participated in the World Cup Race circuit. In 2007, Adam returned to Albuquerque and opened Southwest Sports Institute with the intent of establishing an Olympic training experience for the 'every day' athlete. The venture was not as long lived as Adam intended, so he moved on to work with the Kinesio Taping Association. He again became directly involved with assisting the performance and well-being of more athletes...this time pro golfers and the 2012 US Olympic Track & Field Team. Mr. Halpern's knowledge and experience has allowed that the youngster from small town Angel Fire to travel to many interesting parts of the world. Now that Adam is married (his wife is Alicia) and has two young daughters (ages 3 and 1), he doesn't do the heavy world traveling anymore. He has become the Area Director (New Mexico) for Dental Cooperative. Dental Cooperative is an organization with the mission to "Empower and Preserve Independent Dentistry". The dental industry, like many aspects of medicine, is seeing a move toward 'corporate entities' where the dentists are basically employees of big business. The company controls much of the actual dental practice; from scheduling, to production, to how the patient is treated. Independent dentists, when acting alone, don't have the size or influence of the corporate practices. Dental Cooperative intends to change that. Through the cooperative, the members maintain their independence as practitioners and private business owners while having access to benefits that large corporate practices enjoy. Dentists participating in the co-op are able to benefit from their combined power to reduce costs (by receiving better pricing on supplies and equipment; group arranged financing, and HR programs and assistance). The Dental Cooperative is also able to create patient flow and control through the "Dental Benefit Program" that offers negotiated discounts to local employers and other organizations. Dental Cooperative is intended to primarily benefit participating dentists, but patients are also able to realize great benefits through discounted services. If you are interested in learning more about how the Dental Cooperative can benefit your employees, or your family, contact Adam 575-224-6722 or adam@dentalcooperative.com. He may even tell you some of the little-known inside stories of US Olympians or if there is such a thing as too much skiing.

♦ Second announcement of a prospective new member:

Keller Williams Realty  
Representative: Carlos Martinez  
Category: Residential Real Estate  
Sponsor: Phil Houser

If you have an objection to this company becoming a member, or if you have any information that you feel should be considered during the application review process, please contact Committee Chairman, Jack Zipper, (jdzipper@comcast.net - 505-259-5959), as soon as possible.

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