



ORTHO2

# President's Perspective

## Spoiler Alert

Ortho2 has a new President! But before we get into introductions, let me comment on the wonderful experience I've had leading Ortho2 since 1982. My computer science background was essential when I was the only programmer for our first product. It was a tough decision to give that up when company growth demanded a full-time manager. I've always said that I was an excellent coder but perhaps just an ok president. To what then, do we credit our decades-long success, when so many competitors have come and gone? I hired the best people I could find, pointed them to their purpose, and then stayed out of their way. We succeed because of the (now) 70 Ortho2 staff members who go above and beyond every day to provide the best possible products and services to our Ortho2 family. And what a family! Who is the greatest group possible to spend a career serving? Orthodontists, and the wonderful people they employ. What a privilege it has been! Thank you.

Meanwhile, the IRS has informed me that I have reached full retirement age. And while I will remain as an advisor and chairman of the board, I will also enjoy having less responsibility. However, the driving factor in my decision to step aside now is that a better leader is ready to take over... now and for decades to come.

The new president of Ortho2 is Amy Schmidt. Those of you who already know her will undoubtedly agree Amy is uniquely qualified to guide Ortho2. Her educational background is more business-oriented than mine was, but it is her personal strength and integrity that will make her much more than just an "ok president".



Hello! My name may not be new to you as I have been involved with Ortho2 nearly all my life. Formerly Amy Sargent (yes, Dan's daughter), I grew up in this company. My first job involved copying floppy discs in elementary school. I moved onto part-time office work in high school, and a college internship while attending Iowa State University. After graduating from college, I served as Ortho2's Corporate Relations Manager, working closely with consultants and universities, and eventually worked my way to Vice President of Sales and Marketing. I've spent my life involved in Ortho2 and the orthodontic community.



The orthodontic landscape is changing, with more Dental Service Organizations (DSOs), more general dentists offering Invisalign treatment, and the introduction of do-it-yourself orthodontic treatment such as Smile Direct Club. I want you to know Ortho2 is committed as your partner to helping you meet these challenges by providing the software and services that will allow you to thrive today and into the future. As Dan said, Ortho2 is 70 people strong who will continue to go above and beyond for you – every day. I look forward to managing the challenges and seizing the opportunities that the future of orthodontics has in store. Here's to the next 36 years. ◊

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