

MAPD Summer Meeting 2020

July 17, 2020 8:00 am to Noon

July 18, 2020 8:00 am to 1:00 pm

Please plan to join colleagues and friends for this MAPD summer retreat in beautiful, family friendly Petoskey, Michigan. Two morning sessions are planned for Friday and Saturday to allow time to explore this beautiful part of our great state. Registration forms will be mailed in April. NOTE: Room blocks at MAPD rate expire on May 16, 2020 so make your reservations now.



The Perry Hotel
100 Lewis Street
Petoskey, MI 49770
(231)347-4000
1-800-737-1899

<https://www.theperryhotel.com>

MAPD Room Rate: \$299.00/night --- **Room Blocks available until May 16, 2020.**

Speaker: Susan Gunn, CFE <https://susangunnsolutions.com/>

Topic: Money In, Money Out and
The Mind of an Embezzler: Unrelenting Greed



Susan Gunn's mission is to serve clients in providing solutions that enable the practice owners to understand the business of their practice and to protect their practice. Susan is the **Financial Organizational Expert** providing solutions within the healthcare industry, including medical, dental, veterinary and chiropractic practices.

After working in corporate America, she started her business because she was surprised that dentists, and others in the professional practice industry, did not know the true costs of their practice. She was the first to develop a back-to-back accountability between the practice software and QuickBooks in an understandable business format, which substantially influenced accounting and consulting across the professional practice industry nationwide.

Focusing on organizing that financial information, Susan now has over 21 years of business automation and computer financial software experience. She has been a Certified QuickBooks ProAdvisor since Intuit established the program, Advanced QuickBooks ProAdvisor and has written 42 books geared for professional practices sold internationally, **43 total books authored**. After training a front office manager how to use practice software, with the dentist not participating, Susan was angered that the office manager stole from the dentist, all because he trusted the office manager. With an existing **background in criminology**, Susan became a **Certified Fraud Examiner**, with a complete understanding of professional practices, the practice

management systems, and the practice's procedures. When embezzlement is suspected, she is able to investigate, interview and provide complete reports for prosecution and civil suit purposes.

She is the **author** of **Money In, Money Out** (2019), **QuickBooks In Your Practice** (1997-2019), **Advanced QuickBooks In Your Practice** (2004-2019) and **More Than Just Turning It On**, as well as numerous industry magazine articles. Susan was asked to co-author an American Dental Association publication, The **ADA Practical Guide to Expert Business Strategies** (January 2014) and she contributed to another book [ADA Guidelines for Practice Success Managing Finances Best Practices](#).

The American Dental Association recognized Susan as a Financial Matter Expert in 2015. For the 2016-2017, Susan has been appointed as an **ADA Consultant to the Council** 2018-2020.

Dentistry Today magazine has recognized Susan's experience and expertise by naming her as a **Leader In Consulting** every year since 2005.

Susan served as Treasurer for the **Academy of Dental Management Consultants** from 2013 – 2016. November 2015, Susan was honored by the prestigious **Charles Kidd Spirit Award**, presented by the Academy of Dental Management Consultants, being recognized for her leadership and contribution to this organization. Susan was the seventh award winner of this award since 1987.

Susan lives in Arlington, TX and is actively involved in her community. She served as Treasurer for Arlington Convention & Visitors Bureau's Board of Directors and currently serves as Chair for the Arlington Arts & Tourism Council. Susan is also a proud season supporter of the Texas Rangers baseball club.