


[Newsletter #1](#)
[Newsletter #2](#)
[Newsletter #3](#)
[Newsletter #4](#)


Welcome to the
2008 Halloween
Candy Buy Back!

In This Issue

Get your practice
in the news

Today Show Story

Other successes

HCCB teleseminar
11/13/08 7pm central

Contact info for us
& for shipping candy

From the desk of Dr. Chris Kammer

It's not too late to make the news!

You can still get the TV news teams out to your event but you must be persistent and work hard to make the right contacts. Call the stations now! You can still get in the Sunday newspaper too so call them as well!



Candy Buy Back on the Today Show!

That's right we are all going to be featured on the Today Show Halloween day. Amy Goodman is going to do a segment that will include our Halloween Candy Buy Back. The segment is scheduled to air at 8:44 am Friday October 31 with Matt Lauer. The Today Show is a live broadcast and their schedule may vary, so be sure to watch the entire half-hour. They will mention the [National Halloween Candy Buy Back](#) webpage too so be sure you on it! See below for more on how to update your listing.

Other successes

Yesterday our practice was featured on [WMSN news at 9](#) and on [WKOW news at 10](#). Tuesday I was on [WISC Morning News](#). I don't need to tell you what it costs to advertise your practice on TV. The value of the press we are receiving is huge! Not to mention being associated with such a feel good event. Make sure you don't miss this opportunity. Get your name out there!

To see what other offices are doing search Halloween Candy Buy Back on [Google News](#). You will see page after page of press from dentists participating in this event. This is turning into a movement! Dentists will own Halloween after this.

Follow up teleseminar

Be sure to share your experiences with us after the event. You can contact us by replying to this email. We will have a teleseminar Thursday November 13 at 7 p.m. central to review some of the highlights. Four or five offices will be featured to present their experiences on the phone to everybody. All offices will be able to type in messages about their experiences during the teleseminar as well. [To sign up for the teleseminar click here.](#)

Contact Information

There has been some confusion over why some people register for the newsletter but are not listed on the website. These are two different lists. Many people who register to receive the newsletter are not dental offices who are involved in the event. It is therefore necessary to ask that you submit your request to be listed separately from your registration.

Make sure you are listed on the [National Halloween Candy Buy Back page](#). If you are not listed please email your company address and contact information to Scott at scott@thesmileexperts.com in order to be listed. I will promote this page on national news so be sure you are on there!

Ship your candy to Operation Gratitude! Operation Gratitude (www.opgratitude.com) is a non-profit organization that sends gift packages to our troops in Iraq. They request Halloween Candy to include in holiday gift boxes they send in December. They accept donations from October 1 to December 15, and their address is:

**Operation Gratitude/California Army National Guard
17330 Victory Boulevard
Van Nuys, California 91406
ATTN: Charlie Othold: 818.437.6201**

Until the next issue, let your dental soul shine!
Thank you one and all,

Chris

PS Please remember to share all of your great ideas with me so we can all put on the best Halloween Candy buy Back possible! Please share this newsletter and event with your colleagues. They can register at www.dentalproshop.com/halloween and they'll receive all the newsletters and updates too.

Dr. Chris Kammer
Center for Cosmetic Dentistry
2275 Deming Way Suite 180
Middleton, WI 53562
608-827-6453 (82-SMILE)