



2010 Annual Report



## Family makes us different.

There's something special about Benco Dental. Because we focus all of our energy on doing what's right for our stakeholders, it's easy to feel that we're in it together. Like one big family. That's not to say it's all warm and fuzzy. With family comes responsibility and hard work. Our shared commitment is not only what drives us, but also what bonds us. It's what motivates us to make every day more rewarding for our customers, associates, vendor partners, and philanthropic grantees.

And it's a philosophy that works. While our competitors worry about pleasing Wall Street, we have the luxury of devoting 100% of our energy to delivering success, smile after smile. It's our mission, our passion. And it works: for the past six years, we've been the fastest growing dental distributor in the United States. The reason? Our success is tied directly to the success of others. It's the Benco Difference.

**30,000 CUSTOMERS. 1100 ASSOCIATES. 8 DECADES OF LEADERSHIP.  
3 GENERATIONS. 1 FAMILY.**



**THE COHEN FAMILY AT THE OPENING OF CENTERPOINT, APRIL 2010**  
(L TO R): Benjamin, Sally, Chuck, Leah, Rebecca, Larry, and Rick



**Every family has a story.  
Thank you for being part of ours.**

Doing the right thing in business isn't always easy. And that's never been more true than in the past several years of economic tumult. We all watched as many publicly-owned companies made choices that seemed flat wrong for everyone – their customers, investors, employees, even our nation's economic and environmental well being. Little wonder that so many people lost their faith in free enterprise and its potential to drive progress, create wealth, and increase our standard of living.

As a family-owned company, Benco Dental has spent the last 80 years making responsible, long-term choices. Where public companies look at quarters, we see decades. We've succeeded by doing the opposite of what a public company like ours might. We invested millions in a brand new facility during one of the worst economic downturns in history because it improved the customer experience. CenterPoint, our Pennsylvania headquarters, is now home to North America's largest dental equipment showroom and the industry's most efficient distribution center.\*

We also continued hiring talented and driven people who relentlessly innovate – people who, like us, think long term. Wall Street would have never allowed us to do that, but it's an investment we believe will pay real dividends in future years. And the reason we were able to increase our workforce while others cut back? Because of decisions we made five, 10, even 20 years ago.

Our stakeholders have always been at the heart of our decisions. Delivering success means helping each customer improve his practice, each vendor deliver a better experience for our mutual dentist customers, and each associate find fulfillment at work.



We're a family that's continued to invest in our business. And we urge you to follow our lead by continuing to invest in your business, in your people, and in yourself.

From each and every one of us, *thank you* for recognizing Benco Dental as an excellent partner for your business, and the best choice to help you achieve your personal and professional goals. Please reach out to us anytime.

Chuck Cohen  
Managing Director  
ccohen@benco.com

Rick Cohen  
Managing Director  
rcohen@benco.com

*\*Please come visit! To schedule an appointment, please contact your Friendly Benco Rep or Sue Evans, at 570.602.7094 or sevans@benco.com.*

growth

service

success

technology

choice

sustainability

associates

reinvestment

wealth management

practice coaching

big big deals

dentist's desk reference

painless web

partnership

supplier

value

financing options

bencolab

bencobrand

smile

excellence

untability

k-ray suite

customer service

the centerpoint experience

bentall

That's why when we grow, it's to offer more. More ways to help dentists help patients, and laboratories help dentists. Innovative products and cutting-edge technologies to expand dental practices. It's why we created CenterPoint, North America's largest and most complete dental showroom, combining unparalleled expertise in equipment, technology, and design under one roof. It's also why we continually expand our product and service portfolio to help our customers, vendor partners, and associates stay one step ahead.







**MEET DON SULLIVAN, FRIENDLY BENCO REP,  
DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 39 YEARS.**

"In 1972, just 11 days after I joined Benco Dental, the entire company was wiped out by a massive wall of floodwater from Hurricane Agnes. Everything was gone – the entire inventory, equipment, records, vehicle fleet, literally everything, at a time before flood insurance. I was the newest of 26 employees who fought the fight of our lives rebuilding this company. In fact, the proudest achievement of my professional life was helping in some small way to lay the foundation for Benco Dental today. I'm lucky to work for a company that shares my values and feels like a true extended family. It has been the best 39 years (and counting) any person could hope for. Every time new associates join the company, I like to think it's because of all the people who came before them."

- **GREW SALES OVER 8.25%**, the fastest growth of any dental distributor in our market segment.
- **INCREASED MARKET SHARE** in 20 of the 31 regions that we serve.
- **EXPANDED INTO 4 NEW MARKETS**, Tucson, Phoenix, Salt Lake City, and Omaha.
- **COMPLETED ONE ACQUISITION**, Dental Design & Supply in Tucson.
- **ADDED 33 NEW PRODUCTS TO THE BENCO BRAND PORTFOLIO**, including Natural Extensions Nitrile Plus gloves, Vision XR film, and ValueLine VPS impression material.
- **INTRODUCED OVER 2000 NEW PRODUCTS** from our Vendor Partners, including 99 with sales of \$25,000 or more.
- **RAISED MARKET SHARE IN 77% OF PRODUCT LINES**, including an increase of 19% in digital sensors and 22% in 3D cone beam units.
- **ADDED 60 TERRITORY REPS, AND 5 REGIONAL MANAGERS.** The new reps logged over \$18 million in sales.
- **COMPLETED OVER 2100 LUNCH & LEARN APPOINTMENTS** with prospective new customers.

digital  
x-ray suite  
insite design  
bencoNET  
community  
pment  
bluchip  
rewards  
friendly  
benco rep  
ideas  
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free goods  
vice  
wth  
trust  
commitment  
accountability  
family  
technology  
choice  
reinvestment  
wealth management  
practice coaching  
big big deals  
painless web  
value  
options  
excellence  
smile  
bencobrand  
dentist's desk reference  
partnership  
supplier  
painless web  
bencolab  
financing  
collaboration  
dentist's desk reference  
partnership  
supplier  
painless web  
bencolab  
financing  
collaboration  
customer satisfaction  
service  
success  
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accountability

6 BENCO DENTAL

Larry's ready when things go wrong. But great companies work tirelessly to improve the customer experience even when things go right. To measure our progress, we adopted a new method for measuring customer satisfaction that's used by the world's most respected companies: Net Promoter Score. And, while the process of gathering and analyzing data is complex, the result is a simple score between 0-100. In our first year, we scored a 73, higher than Amazon, just slightly behind Apple®. Pretty good but not good enough. Then again, we're never satisfied—even when our customers are.





**MEET LARRY COHEN, CHAIRMAN & CUSTOMER ADVOCATE,  
DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 50 YEARS.**

Who better than you to tell us what you expect? That's why Benco Dental has Larry Cohen, our Chief Customer Advocate. He's been passionate about customer advocacy long before anyone invented a title for the job. And when you call or e-mail Larry with an idea or suggestion, you know it's going straight to the top. "We're working hard to create delighted customers every day. Please feel free to call me and leave a message describing your Benco Equipment Experience. Our goal is for customers to recommend Benco Dental to their friends... would you?"

- **SCORED A NET PROMOTER SCORE OF 73.2**, a little higher than Amazon, and about equal to Google.
- **AWARDED OVER 540 MILLION BLUCHIPS** to more than 10,000 club members. Launched mybencorewards.com to provide customers a better selection of redemption options.
- **COMPLETED NEARLY 9500 CUSTOMER CONSULTATIONS** using Benco's exclusive Earnings Accelerator Scorecard<sup>SM</sup>, a tool that identifies practice improvement opportunities.
- **INCREASED CUSTOMER PAINLESS ORDER RATE TO 43.2%**, and released Painless 8, the next generation of Benco's industry-leading electronic ordering software, with improvements like real-time pricing, account access, and BluChip balance.
- **ACHIEVED AN EQUIPMENT CUSTOMER SATISFACTION RATING OF 8.7 ON A 1-10 SCALE** when purchasers were asked, 'How likely would you be to recommend Benco to a colleague buying dental equipment?'
- **DELIVERED OVER \$20 MILLION IN FREE GOODS TO CUSTOMERS** through Benco's proprietary Concierge FreeGoods program.
- **ANSWERED MORE THAN 669,000 INCOMING CALLS** in our Customer Service Department from customers, sales reps, and service techs.
- **WELCOMED OVER 175 DENTIST VISITORS** to CenterPoint, North America's largest and most complete one-stop equipment and technology showroom.
- **SHIPPED OVER 2 MILLION CARTONS** with fewer than 3.15 errors per 10,000 lines picked.
- **RESOLVED 154 DISSATISFIED CUSTOMER ISSUES** through the ECHO ('Every Complaint Holds Opportunity') process.

ental  
ray suite

**continuous**  
**improvement**

choice  
reinvestment  
wealth management  
practice coaching  
big big deals  
service  
success  
dentist's desk reference  
painless web  
partnership  
supplier  
value  
sustainability  
financing  
options  
bencolab  
bencobrand  
smile  
excellence  
associates  
untability

ENTAL

It started in 2004, when we asked a small group of associates to devote 100% of their time to making evolution through the rigor of continuous improvement. Sometimes big changes start with counting footsteps or mapping processes. (It's work, after all.) But talk to associates who've developed ingenious solutions for working smarter, delivering better results, and improving their safety, and they'll tell you it feels revolutionary.







**MEET DONNA MANGAN & DAN WEGRZYNOWICZ, MARRIED 14 YEARS, DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 34 YEARS.**

"Work, community, family, friends, happiness...being part of the Benco Dental family helps us bring it all together." Donna started working here in 1998 and Dan in 1990. They married in 1997. Today, Dan is a receiver and Donna works as a Continuous Improvement Specialist in the Finance Department. Balancing work and life is especially important to the couple since they are very active in their community and have a large network of friends – some of whom have since joined the Benco Dental family. Not surprisingly, Dan brings his volunteer spirit to work with his service as a member of the safety committee and trained emergency first-responder.

- **INCREASED THE NUMBER OF ORDERS SHIPPED COMPLETE** by 19.6% in just 12 months.
- **COMPLETED OVER 25 MAJOR CONTINUOUS IMPROVEMENT INITIATIVES** on topics like measuring customer satisfaction, handling discontinued products, and collecting sales tax. Each project starts by asking, 'what does the customer want?'
- **ENHANCED THE SECURITY AND STABILITY** of our IT systems, further protecting against downtime related to computer failures and data loss.
- **IMPLEMENTED 484 IDEAS SUBMITTED BY ASSOCIATES** on various ways, big and small, to improve the organization. And every idea was acted on within 90 days.
- **REDESIGNED BENCO.COM FROM THE GROUND UP** for easier navigation and better access to online services and information.
- **JOINED THE SOCIAL MEDIA REVOLUTION** by opening new channels of communication via Facebook and Twitter so that more customers, vendors and associates can actively join the conversation. Benco currently has more Facebook followers than any other dental distributor.
- **SECURED A NEW FIVE-YEAR BANKING AGREEMENT** with JP Morgan Chase.
- **INCREASED SALES PER NON-SALES ASSOCIATE, A KEY PRODUCTIVITY MEASURE**, by 21% since 2007.
- **WON 5 AWARDS** from *Graphic Design USA* Magazine for the design of four new merchandise products and our *Incisal Edge* magazine.
- **INVESTED OVER \$1 MILLION IN A NEW FINANCIAL ANALYSIS SOFTWARE SYSTEM** that will 'slice and dice' transactions by product line, customer, and other variables, allowing for smarter decisions.



**Everything's bigger.  
Except our carbon footprint.**

The high-tech warehouse at CenterPoint, our new corporate headquarters, is an excellent example of our commitment to sustainability. Opened in December 2009, and in the process of being awarded the coveted LEED Silver Certification for environmental and sustainable design, our new warehouse features several green innovations. Like a complex garbage chute that ensures we recycle the thousands of cardboard boxes we receive annually. Lights that turn off automatically when no one's in the area. And environmentally friendly dunnage machines that use recycled plastic and air, rather than Styrofoam or chemicals, to fill the empty space in each carton. And we're not only talking about energy efficiency: human efficiency means more orders filled in less time.

Our new CenterPoint repair department is another example. Not only is it state-of-the-art in terms of waste product disposal and human safety, it's also dedicated to extending the useful life of your equipment, keeping it out of the landfill and saving customers money.





**MEET DAVE, JASON, DARREN AND ALAN SAVAGE.  
DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 57 YEARS.**

It's not unusual for generations of the same family to work for Benco Dental. But Darren Savage and his family are exceptional even by our standards. With a combined 57 years of service, they have a lot of stories to tell. Darren has seen the company grow from 100 associates to over 1,100 – and in the inventory control department where he works, you get pretty good at keeping count. Cousin Dave and Uncle Alan work in repairs and parts, respectively. Dave said, "I like the attention Benco pays to both customers and associates. I feel like I'm part of a great team." Alan agrees. "It's a family-owned company with a friendly atmosphere." Jason, warehouse associate, likes the people. "Plus," he joked, "you can't beat free lunch on your father every day!"

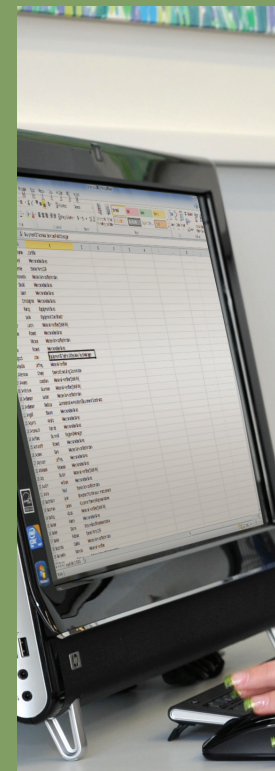
- **DECREASED FUEL USAGE BY 6.2%**, as measured by gallons of fuel consumed per dollar of sales.
- **REPLACED 25 LARGE, LOW-GAS MILEAGE SERVICE VEHICLES** with smaller Ford® Transit Connects. The new vans feature an EPA estimated rating of 23 miles per gallon.
- **IMPLEMENTED EQUIPMENT 'DISTRICTIZATION' PROJECT IN 14 REGIONS**, with full rollout scheduled for 2011. By assembling equipment orders in a distribution center, rather than a showroom, and then delivering equipment via moving company, rather than Benco van, we believe we can decrease the environmental impact of shipping equipment from the manufacturer to end-user.
- **RECYCLED OVER 30,000 LBS** of racking (steel) and recycled/reused 9,000 lbs of furniture left over from our prior corporate headquarters.
- **COMPLETED A 'GREEN' IMPROVEMENT EVENT FOR RATING MERCHANDISE PRODUCTS** based on their environmental impact, an industry first. In 2011, we will begin communicating the 'eco-friendly' rating of products to customers.
- **IMPLEMENTED A BUILDING-WIDE RECYCLING PROGRAM** at CenterPoint, Benco's new headquarters.

## giving back

**Always giving back.  
Never giving in.**

Inefficiency in business is wasteful, but in philanthropy it's an inexcusable shame. At Benco Dental, we believe that giving comes with a responsibility to the people you intend to help. That's why we created the Cohen Family Foundation to ensure that every dollar works as hard as it can. We investigate our potential grantees and demand the same level of commitment and responsibility of them that we do of ourselves.

Fully 5% of our profits each year are committed to charitable efforts. As a stakeholder, you're a partner in those efforts. But we believe that doing good means getting involved. Witness our partnership with the Global Smiles Foundation, a group that specializes in missions to repair cleft palates in some of the poorest nations on earth. Rather than simply write a check, we donate all of the supplies needed for their missions each year. And then we go one step beyond, organizing the supplies and packaging them for each procedure. Truly a gift that keeps on giving.







**MEET SALLY SMITH, TOOTH DEPARTMENT/LAB SPECIALIST,  
DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 3 YEARS.**

"I started working for Benco Dental after nearly 10 years in retail. Most of the stores I worked for either reduced employee hours or closed due to the economy. When the last store I worked for unexpectedly shut down, I was exposed to the full range of community resources for the unemployed and was surprised to discover that many of them relied on private donations. I thought, with so many people in need, who's going to help? Volunteering with Benco Dental's Community Boosters allowed me to help the very same agencies I knew were in need. And what started off as a short-term position in the Tooth Department turned into a full-time career."

- **INCREASED ASSOCIATE PROFIT-SHARING TO \$920,000.**  
The profit-share for the average Benco associate has increased by 11.6% in the past three years.
- **COMPLETED A COMPANY-WIDE UNITED WAY CAMPAIGN IN WHICH ASSOCIATES INCREASED THEIR DONATIONS BY 16%.**  
These contributions were matched by a donation by the Cohen Family Foundation.
- **BENCO PURCHASED 1,250 DENTACHEQUES BOOKS AND RAISED OVER \$185,000 FOR DENTAL LIFELINE** (formerly National Foundation of Dentistry for the Handicapped), which arranges free dental care for the nation's handicapped and infirm.
- **BENCO ASSOCIATES DONATED 270 HOURS OF PERSONAL PAID TIME OFF** to assist fellow associates who were faced with family emergencies but had run out of paid time off themselves.
- **DONATED NEARLY \$350,000 TO CHARITABLE CAUSES.**
- **BENCO CUSTOMERS CONTRIBUTED OVER 550,000 BLUCHIPS TO NATIONAL CHARITIES** through Benco's BluChip Buying Club.
- **DIRECTLY SUPPORTED OVER 600 LIFE-CHANGING DENTAL PROCEDURES IN CENTRAL, SOUTH AMERICA, AND AFRICA** by supplying much-needed dental products for Global Smiles Foundation's five missions.

**Improving dentistry.  
One sleepless night at a time.**

The Benco family is focused on delivering success for our customers, but we realize that we're not experts on every aspect of a dental practice, or have the right answers to all of the questions facing practitioners today. So we lined up the best alliance partners in the business to help. Each is a specialist, focused on a narrow slice of dentistry. Yet they share Benco's passion for excellence and customer service.

Here's what one dentist had to say after working with one of our Success Partners: *"About one year ago, I considered closing my practice. This wasn't a new practice by any means. We had been around for close to 30 years. We hadn't any problems staying afloat until the recession in our small town of 8,000 hit. We were suffering with a negative cash flow and the usual ways of running the practice were not working..."*

*[After a practice assessment and several sessions of coaching,] my staff has become a team. We are all working toward a common goal. I would recommend this program to anyone struggling or new to the dental field. It will save you a lot of sleepless nights."*





**MEET RICH BALON, LINDA VITI, DIANE BALON AND KAREN KUKLEWICZ.  
DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 78 YEARS.**

"Sometimes life gets crazy and it's hard to find time for the ones you love. It's nice to know that I have friends and family right here at work," says Diane, Returns Dept., who along with husband Rich (Parts Dept.), and her sisters Linda (Tooth Dept. Supervisor) and Karen (Director of Finance), have worked at Benco Dental for almost 20 years. The couple met at work, married in 1997 and their beautiful daughter Mackenzie just turned six. Karen began her career as a junior accountant more than 12 years ago. What keeps her committed to Benco Dental?

"I like the family atmosphere," she said. "There's a feeling you're making a difference no matter what your job is. At the end of the day, the satisfaction of knowing I made a contribution is very valuable to me."

## Our Success Partners

**CAIN WATTERS & ASSOCIATES, P.L.L.C.**, is a firm specializing in comprehensive financial planning, accounting, and tax services for dentists. Cain Watters is a fee-only, SEC-registered investment advisor. National Dental Placements, a division of Cain Watters, is a national search firm specializing in the recruitment and placement of general dentists and specialists.



**TRANSITIONS GROUP NORTH AMERICA** is a team of master coaches partnering solely with dental practices to help them achieve their specific goals. Transitions Group specialists apply proven, proprietary methods to the 32 engines that drive practice success.



**THE PANKEY INSTITUTE** has more than 40 years experience delivering post-graduate dental education. As a non-profit organization dedicated to providing outstanding clinical education, Pankey is the one place where dentists who aspire to provide individualized, comprehensive dentistry gain the behavioral, clinical, and financial knowledge they need for success.



**SEATTLE STUDY CLUB** is a network of over 215 active and energetic study clubs across the United States with nearly 7000 participating dentists. Membership in a local Seattle Study Club chapter provides learning and support opportunities, with emphasis on comprehensive dentistry and team treatment planning.



**CLARION SOLUTIONS** is a financing and real estate firm devoted solely to the health care industry. Clarion understands the dynamics of a dental practice, and will present financing and real estate options tailored to your specific needs.









**MEET ANDREA GEDA, REPORTING/VENDOR ALLIANCE SPECIALIST, DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 1 YEAR.**

"A healthier Benco Dental depends not only on our financial well being, but also on the physical health of every employee. A commitment on the company's part to provide tools and resources for both is just another positive feature of the Benco Dental experience. This commitment inspired me to share my wellness knowledge by teaching Zumba® fitness classes for my fellow associates at CenterPoint. It also inspires all of us on the national accounts team to continually focus on operational efficiency. Doing both helps us to become a better company, one employee at a time."

- **RECOGNIZED AS ONE OF PENNSYLVANIA'S 100 BEST PLACES TO WORK** for the seventh time in the past eight years.
- **COMPLETED OUR ANNUAL COMPANY-WIDE, THREE-DAY SALES MEETING**, in which all sales professionals received training from vendor partners and were inspired by several world-class speakers, including Keith Harrell and Dr. Brian Schroder.
- **ACHIEVED A 4.11 SCORE (1-5 SCALE) ON OUR BI-ANNUAL ASSOCIATE SATISFACTION SURVEY**, our highest score ever.
- **ENHANCED OUR ASSOCIATE WELLNESS PROGRAM** with on-site vaccinations, a smoking cessation program, LifeLine, and Know Your Number screenings.
- **EARNED THE 2010 HEALTHY WORKPLACE AWARD** from the Wilkes-Barre Chamber of Commerce, one of only two recipients so honored.
- **INVESTED OVER \$625,000 IN ASSOCIATE TRAINING**, helping Benco people invest in their skills and knowledge development.
- **DECREASED ON-THE-JOB INJURIES BY 28%** as a result of improved workplace safety and training.

Daniel Adair	Diane Beatty	Richard Bonin	Melanie Butler	Shaniqua Church	Shannon Craine	Chance Donnelly	Andrew Fant	Richard Funk
Bernie Adamczyk	Steven Beck	Marylou Bostock-Hurd	Larry Byrd	Jacob Cicierski	Joshua Crawford	Samuel Dooley	Joseph Faria	Megan Gallacher
Kenneth Adams	Terrence Beck	Dianne Bowen	Brian Cain	Carlos Cifuentes	William Crawford	Connie Doria	Kellie Farris Sayers	Stephanie Galloway
David Adcock	Amanda Bedsole	Kelly Bowen	Helen Calabrese	Christine Cipollo	Douglas Creed	Karen Dougher	Carolyn Fealy	John Ganz
Jason Addison	Mike Bee	Matthew Bowers	Christopher Caleb	James Cirko	Daniel Cuiro	Anne Dougherty	Kathy Fedastion	Michael Garcia
Christopher Aders	Jay Behner	Michael Boychuk	Steven Caler	James Clair	Helen Culp	James Dougherty	Debra Fedchin	Onel Garcia
Randy Ahlquist	Kevin Behr	Scott Brady	Valeri Calkins	Joe Clark	Charles Cummings	John Dougherty	Jeffrey Fehley	David Gardiner
Lesia Alderman	Colleen Beierle	Michael Bragdon	Robert Callahan	Reginald Clark	Santo Curatolo	Julie Dougherty	Daira Feliz	Brady Gardner
Justin Alexander	David Belcher	Steven Brecher	Gari Calvert	Alana Clarke	Patrick Curran	Barry Douglas	John Fellin	David Gardner
Robert Allardyce	Teresa Bell	Rasool Breedon	Angel Candelario	Shawn Clemenson	Robert Curry	Christopher Dower	Deborah Fenoy	Jeffrey Garretson
Michael Allen	Thomas Bell	Mark Breezley	Jose Candelario	Aaron Cline	Hannah Curtis	Brian Drabot	William Ferguson	Sergio Garza
Robert Allen	Vesna Bell	John Breiter	Stephanie Canedo	William Clodgo	Keith Custer	James Duffy	Ronald Fernandez	Jeremy Gaudet
John Allgood	Marilou Benjamin	Mary Jo Breland	Murat Cannoyan	Rebecca Clouse-Mickey	James Cyrak	Jonathan Dunmar	James Ferrell	Michael Gearhart
Jeffrey Altavilla	Andrea Benner	Sandra Brennan	Christine Capozzi	James Cobb	David Daggett	Nathaniel Dunn	Semaan Fersan	Frederick Gebert
Cheryl Altemose	Richard Benny	William Brennan	Cecelia Care	Mark Cody	Charles Dailey	Ricky Dunn	Jean Fey	Andrea Geda
Jonathan Alvarez	Alexandra Bensimhon	Robert Brice	Matthew Carl	Lauren Cohea	Matthew Darby	Lisa Dupras	Timothy Fichtner	Karen Geisinger
Guermion Ambroise	Anita Berger	Seth Bricker	Larry Carlisle	Charles Cohen	David Davenport	Pamela Durbin	Barry Fields	Joyce George
Lester Anderson	Kenneth Berkowitz	Ann Brinkman	Deborah Cohen	James Cohen	Steven Davenport	James Durham	Clint Filippo	Gregory Gerding
Melissa Anderson	Candice Berrini	Richard Brockley	James Cohen	Jon Cohen	Edwin David	Nicholas Dzwonczyk	Wendi Fillingim	Karl Gernon
Shawn Angell	Daren Berry	Perry Brooks	Stephen Carpenter	Lawrence Cohen	Marcy David	Michael Eason	Mark Fink	Cynthia Gibbs
Analiz Aquino	Kelly Berry	Alan Brown	William Carr	Richard Cohen	Donna Davies	Gary Ebersole	Sharon Fiorini	Daniel Giddens
Patrick Arsenault	Shane Bevins	Alvin Brown	Curtis Carter	Nickasha Davis	Nickasha Davis	Brandon Ebert	James Fischer	Edward Gigante
Durrand Ashford	Wesley Biehl	Hilary Brown	Christine Casale	Sally Davis	Nicole Davis	William Edwards	Pamela Fisher	Edwin Giles
Robert Ashworth	Mark Bigelow	Justin Brown	Matthew Caskin	Daniel Cole	Francesco De Luca	Kimberly Egraff	John Fitzgerald	Jeffrey Giles
Gary Askew	Melissa Bigelow	Sharon Brown	Bernice Casterline	Philip Cole	Michael De Piero	Paul Ehler	Jason Flebotte	Kina Gilmoack
Jeffrey Atchison	Steven Bilicki	Tanda Brownlee	Cheryl Castiglione	Roger Coleman	Brian De Veydt	Tera Ehrhardt	Seth Flohr	Mario Giovanelli
Rebecca Atkinson	Anna Billman	Craig Bruns	Jeremy Castille	Robert Colley	Christopher Decieuais	Donald Ellerton	Joseph Foote	David Girman
Dustin Atz	Bradley Bingaman	Ivana Brunson	Jairo Castillo	Erin Collins	Jennifer Dekin	Louis Ellis	Robert Foote	Jeffrey Gleason
William Austin	Amy Biniek	Kenny Bryant	Christina Catalano	Lauren Collins	Michelle Demko	Leanna Emig	Dennis Force	Omer Goad
Raul Avila	Kevin Biniek	Kevin Brzycki	Anthony Catanello	Lissa Comerchero	Marilyn Denman	Timothy Engel	James Ford	Marta Godla
Lynn Bachstein	Scott Bird	Janna Buchholz	Michael Cawley	Roger Constantino	Charles DePiero	Ryan Enix	Robert Fornaciari	Dwight Godwin
Jamie Badman	Kaore Birkeland	Marcy Buckler	Keri Cegelka	Robert Conway	Michael DePietro	Lisa Enneking	Daniel Fougere	Charles Goins
Alicia Bailey	Henry Blair	Keith Budurka	Tricia Ceresa	Judith Cook	Philip Desir	Patricia Enriquez	Earl Foust	Roy Goldich
Karen Baker	Don Blakeslee	Chris Bull	Santos Chacon	Shirley Cook	Dean Detrick	John Erasmus	Jessica Francisco	Francis Goldring
Diane Balon	Nancy Blanch	Mary Lou Bull	William Challenger	Edmund Cooley	Michael Devine	Kari Erickson	Justin Franklin	Douglas Gomez
Richard Balon	Patrick Bobb	Stephen Bullard	Frank Chang	Eric Cooney	Paul Devine	Josue Espinoza	Thomas Franklin	Jose Gomez
Carlos Baptista	Diane Bobin	James Bullinger	Dennis Chaples	James Cooper	Deborah DeWit	Brian Evans	Michael Franks	Carey Gongwer
Mary Jo Barberio	Eugene Bock	Daniel Bump	Marc Chase	Michael Correal	Kathleen Diamond	Carla Evans	Lawrence Frederick	Juan Gonzalez
Carolyn Barker	Amanda Bodek	John Bunn	Ronald Cheesic	Kevin Corriveau	Fremont Dickerman	Daniel Evans	David Freeland	Shauna Gooding
Thaddeus Barnum	Steven Boehm	Joseph Buono	David Chergoski	Thomas Costello	Julie Didier	Heather Evans	Charles Freeman	Elizabeth Goodwin
Jose Barrera	John Bogart	Jane Burdette	Charles Cherry	Mark Costigan	Michele Difilippo	Mary Evans	Eric Freeman	Bruce Gordon
Terrance Barrett	Joseph Bogdon	Helen Burke	Catherine Chesnalavage	Landis Courington	Keith Dill	Michael Evans	Ann Frisbie	Chadwick Gordon
Cary Barrs	Mikhail Bokarev	Jennifer Burke	Joseph Chesnalavage	Nathan Courtney	Angela Dixon	Susan Evans	Juanita Frison	Scott Gore
Brad Barry	Rick Bolcavage	Jason Burkhard	Leah Chikowski	Michael Cowling	Joseph Dixon	Thomas Everett	Raymond Frohn	Genevieve Gorgan
Daniel Bartley	Kenneth Boll	Sara Burleigh	David Chindemi	Alan Cox	Brian Dodge	Linda Eye	Sarah Fromknecht	Scott Gorsuch
Gerald Barto	Diane Bonham	Ricci Burleyson	Sidney Chisholm	Nathaniel Cox	Robert Doggett	Gregory Fagan	Billie Fugate	Lee Goss
George Basalone	Rebecca Bonham	Lee Burns-Mc Cloe	James Christy	Kevin Craft	Timothy Donahue	David Fair	Jerry Fuller	Jenny Graham
David Beahm	Walter Bonilla	John Butcher	Pamila Christy	Melissa Craig	Dominic Donnellan	Suzanne Falchetti	Bernard Funk	Megan Graham





# **MEET KATHY & ED MISLITSKI, MARRIED 15 YEARS, DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 47 YEARS.**

"My husband, Ed (Small Equipment pharmaceutical Coordinator), and I (Returns Supervisor) are yet another Benco couple. We both started in the late 1980s and married in 1995. Over the years, we had the opportunity to work in different departments and so we were able to be part of the company's growth in different ways. For about three years, I even had the chance to stay home with our kids while working part-time in the evenings. There were years when the company was so spread out that Ed and I weren't even working in the same building. A lot has changed over the years but one thing that has remained the same is how the Cohen family appreciates their employees. I feel very fortunate for the opportunities I've had here."

Shameka Grant	Ryan Hartman	Nathan Hopkins	Douglas Jones	Kathryn Klein
Nancy Grasley	Kristopher Harvey	Jonathan Horn	Gregory Jones	Kimberly Klein
Christopher Gray	Mark Hasaka	Melissa Hossage	Jeffrey Jones	Lloyd Kleinman
Larry Gray	Michelle Lea Hassell	Anthony Houston	Marilyn Jones	Bart Kluemper
Lori Gray	Preston Hay	Jonathan Howells	Stanley Jones	David Kluger
Gary Greathouse	Dawn Hayes	Jennifer Huber	Brian Jordan	Jason Knauer
Thomas Grede	Edward Haynes	Mitchell Huber	Melissa Jordan	Kaleb Knight
Alan Greenfield	Merin Haynie	Marilyn Huff	Thomas Jorissen	Ted Knight
Mary Gregor	Mary Hayward	Kevin Hufford	Guy Joseph	Timothy Knight
Francis Griesser	Craig Healey	Sharon Hufford	Maura Judge	Eric Knopf
John Griffin	John Healy	Douglas Hughes	Joseph Kafchinski	Frank Knorek
Tony Griffin	Mark Heimes	Kathleen Hughes	Maryann Kalembo	Christopher Knox
Brian Grilli	Raymond Hein	Robert Hughes	Jennifer Kalie	Mark Kolanowski
Katie Grilli	Kelly Helton	Thomas Hughes	Nathan Kalons	James Konschnik
Keith Grohowski	Mark Helwig	Cynthia Hull	Reuben Kamp	Robert Koppa
Brenda Gula	Terry Henderson	Mandy Hull	Mark Kappas	Heather Kosicki
Brian Gula	Todd Henderson	Derrick Hunt	Sandra Karoll	Rita Kosicki
Evangeline Guanga	Barry Hendrickson	Robert Hunt	Richard Karres	Ann Kotula
Evangel Guenterberg	Bradford Hendrickson	Ross Hunt	Richard Karres	Christina Koval
Michael Guernsey	Jennifer Hendrix	Troy Hunter	James Kasinski	Randi Koval
Travis Guion	Justin Henry	Marcelino Ibarra	Paul Kasperbauer	Michelle Kovaleski
Emilie Gurdock	Patrick Henry	Paul Infante	Catherine Kasteleba	Tina Kozloski
Joshua Gurdock	Steven Herbig	Robert Isbitski	Kyle Kaufmann	Brenda Krotz
Debra Gusching	Manuel Hernandez	Jessica Isgan	Robert Kay	Willis Kraus
Russell Gusching	Aaron Herron	Debra Isgro	Robert Keaveney	Jeffrey Krawczyk
Stephen Gusching	Frances Herron	Jill Itterly	Robert Keays	Randy Krenk
David Haddix	Memory Hess	Christopher Jack	Brett Keen	Robert Krinke
Albert Haddox	Robin Hetzel	Russell Jack	Gavin Kelley	John Krokos
Michael Hade	Anthony Hicks	Joe Jackson	Steven Kelley	Barbara Krushin
Amy Hagler	Gregg Hicks	Paul Jackson	Dennis Kelly	Michele Kuchinski
John Haita	Andrew Hiedix	Stephen Jackson	Robert Kelly	Karen Kuklewicz
Robert Hajek	Kenneth Hightower	Barbara Jacobs	Yevgeny Kelman	Jason Kuna
Michael Halchak	Karen Hilko	David Jacobs	Karen Kendrick	Kurt Kuriger
William Lee Hall	Vickie Hill	Lawrence Jacobs	Scott Kennedy	Ronald La Gasse
Lance Hamilton	Vincent Hlinovsky	Cathy James	Nehemiah Kent	Donna La Sota
Mark Hamilton	Diane Hoberman	Kirk Jancse	Gary Kern	Christopher Labar
Deborah Hammaker	Forrest Hodges	Christopher Jankauskas	Christopher Kerr	Eric Labashosky
Stewart Hanley	Leonard Hodges	Jay Jankowski	Duane Kesler	Damon LaMathe
Tyler Hardin	Robert Hoenig	Christopher Janneck	Matthew Kessner	Ellen Landis
Lynn Harding	Angela Hoffman	Deborah Janus	Thomas Kilduff	Patricia Landry
John Harlett	James Hoffman	Saleem Jaoude	Duane Kilpatrick	John Langley
Jeffrey Harmon	Stephen Hoffmann	Matthew Jasnosi	Thomas Kimbel	Christine Lapinski
Darrell Harper	Matthew Hogan	Robert Jasterzenski	Charles Kindler	Connie Larrick
Ashley Harris	James Holliday	Diana Jimison	Jennifer Kindler	Kurt Larsen
James Harris	Roger Holloper	Clifford Johnson	Robert King	Edward Laster
Moneik Harris	Ryan Holloway	Sherriel Johnson	Kimberly Kirtan-Kerr	Mary Lavelle
Reid Harris	Michael Howell	Melissa Johnston	John Klavon	Stephen Lavolpicelo
Roland Harris	Katrina Holman	Bina Jones	Kevin Kleemoff	Ann Marie Lawson



Jaime Le Blanc	Christopher Lynn	David McCallion	Thomas Mitchell	Marcy Negri	David Peddle	Tracey Radwanski	Brandon Rogan	Diane Schafer
Barry Leaver	Charles Lyons	Meredith McCandless	Aaron Mitchneck	Catherine Neikam	Deborah Peduto	Erin Rakowski	Arthur Rogers	William Schafer
Chad Leaver	Dawn Maack	Nancy McCarroll	John Mize	Yaroslav Nemirovskiy	Jeremy Peek	William Ralston	Ethan Rogers	Wayne Schaffer
Jake Lebens	J Scott Macelroy	William McClure	Martin Mizenko	Duane Nettle	Judith Ann Perales	Mario Ramirez	Marion Rogers	Martin Schayowitz
Davin Ledbetter	William Macintosh	James McCombs	Jeffrey Mjos	Amanda Newhart	Jesse Perez	Rodolfo Ramirez	Michael Rogers	Noah Schayowitz
Perry Lederbrand	Donna Macionsky	Steven McCombs	Cynthia Madelevsky	Everette Newman	Chad Perkins	Terry Ramirez	David Rohland	Mark Schoenborn
Kenneth Lee	Delia Madriaga	Sherrie McDaniel	Dina Monaco	Curley Newton	Lisa Perkins	Laurie Ramjit	Sean Rokita	Joan Schofield
Michelle Lees	Matthew Magill	Randolph McDonnell	Louis Mondy	David Newton	Pamela Perkins	Alba Ramos	Jennifer Rollins	William Schouten
Karen Marie Legge	Melissa Mahle	Samuel McGauley	James Monks	Timothy Nicewander	Joseph Perri	Heather Ranallo	David Romanoux	James Schreiner
John Leib	James Main	Edward McGeehan	Patrick Montagna	Pablo Nieto	Justin Perrone	Darren Rancourt	Gregory Romeo	Albert Schulte
Charles Lenart	Diane Maisonave	Lori McGeehan	Arthur Montgomery	William Nixon	Dave Persaud	Natasha Raveneau	Chris Romig	Timothy Schwartz
Leonard Lenz	Ryan Malaney	Douglas McGrath Jr.	Donald Montgomery	Kristin Noonan	Geoffrey Peters	Kathleen Raver	Daniel Road	Darlene Sciandra
Grazyna Leonard	Justine Maley	Sherry McIntyre	Barbara Moorcraft	Susan Obaza	Benjamin Petersheim	Phillip Redmond	James Rook	Stephanie Scire
Andrew Lesh	Thomas Maley	William McKendree	Carol Moore	Jennifer Ochman	Christopher Peterson	Holly Reed	Christopher Roper	Stuart Seagrave
Richard Leszczynski	Jason Malia	Thomas McKuin	William Moore	Kenneth O'Connor	Thomas Peterson	Jerry Reed	Clayton Ross	Dennis Seal
Larry Lewis	Kevin Malone	Carrie McLeod	Alexis Morales	Charles O'Dell	Dawn Petit	Mark Reed	Kirk Rossen	Steve Sealey
Denis Libby	John Mancus	Brandon McMahan	Mark Moran	Jeremy Oglesby	Angela Petroski	Robert Reed	Wilma Rothan	Shawn Senay
William Liberko	Donna Mangan	Jodi McMahan	Shawn Moran	Thomas O'Kelly	Marcy Petrucci	Pamela Reese	Glenn Rowe	Stacey Senn
Theresa Liddell	Michael Mangan	Craig McMahon	Tammie Moree	Robert Olenchak	Bill Pettus	Frank Reid	Robert Rubio	Mitchell Sentovich
Joseph Liebau	Louis Mangino	Cody McMichael	Connie Morgan	Shawn Olsen	Sharon Pfaff	Richard Reith	David Ruesch	Richard Serafin
Michael Lind	Megan Manley	Daniel McNulty	Matthew Morgan	Faith O'Neil	Victoria Pfahler	Sarah Resilavage	Duane Rundio	John Shakeshaft
Nicole Linker	George Margitish	David McKicker	Timothy Morris	Wayne Oplinger	Tiffany Phillips	Brian Rhoads	Brian Rush	Francis Shoughnessy
Robert Lipp	Christine Marinko	Teresa Means	Gale Moser	Victoria Orbin	Mitchell Phipps	Samuel Rhodes	Patrick Ryan	James Shaw
Anita Lisowski	John Marinko	Todd Mears	Patricia Motyka	Christopher Organek	John Pierotti	Karen Rice	Stephen Ryan	Daniel Shea
David List	Kimberly Markowski	Eric Meiners	Michael Mountain	Richard Orris	Christopher Pinello	Scott Rice	Christopher Ryle	Stephen Shea
Kay Littell	Donald Martin	William Melching	Kathleen Mourad	Casey Orthaus	Michelle Pistora	Maria Rich	Dominick Sacripanti	Mary Sherlinski
Christopher Littleton	Michael Martin	Darrell Mellott	James Muchow	James Ortiz	Lucia Pitts	Jeffrey Richard	Michael Salerno	Harold Sherman
Amy Llewellyn-McClain	Richard Martin	Allen Melton	Joseph Mugford	Ronald O'Shea	Garrett Pizzaloto	Anthony Richardson	Phillip Salerno	Janet Shields
Jason Loftis	Eugene Martinez	Randal Melton	Jamie Mumma	Heather Ostrowski	John Polejewski	Elaine Rieger	Holly Salvaterra	Keith Shilling
Derek Lombardi	Wilfredo Martinez	Juan Mercado	Neill Munie	Robin Oswalt	Lloyd Polter	John Righter	Marcial Sanchez	Stephen Shimskie
Bernadine Lombardo	Manuel Martinez-Caceres	Erin Mercer	Richard Murphy	Arild Ottersen	Anna Poole	Walter Riner	Juan Santoyo	Howard Shiner
Richard Lombardo	Joseph Marzani	James Merlo	Susan Murphy	Francis Overby	Michael Poore	Blakley Ring	Patrick Sapack	Michael Shinkel
Jeffrey Lopata	Sharon Maslarczyk	Janice Metz	Carl Murray	Scott Owen	Sean Poppe	Theodore Ringsdorf	Amanda Saporito	Stacey Shipkowski
Mary Jule Lopata	Ivey Mason	Janet Meyer	Daniel Murray	John Owens	Kirt Pounds	Rodolfo Rios	David Sarrett	Sharon Shivetts
Robert Lopata	Catia Matias	Karen Meyer	Earl Muschette	Carlos Enrique Padilla	Jan Powell	Yvonne Rios	Adam Sassone	Boris Shluger
Mindi Lopez	Shannon Matson	Anita Michael	John Muscovitch	Michael Page	Jonathan Powell	Lloyd Rittenhouse	Andrew Saunders	Gregori Shluger
Tammy Lopez	Rana Matysczak	Jason Mickley	John Mushow	Jason Paglio	Kasey Powrzanos	Gerard Ritter	Alan Savage	Donna Shrader
Cara LoSecco	Michael Maxson	John Midkiff	Maria Musko	Melissa Panunti	Amy Pres	Michelle Rivera	Darren Savage	Matthew Shreibman
Blake Lott	Scott Maxwell	Desirei Millea	Cheryl Musto	John Pappas	Shannon Prescott	Ramon Rivera	David Savage	Dale Shrode
Luther Loucks	Stacy Maxwell	Jared Miller	Ronald Musto	Michael Paquette	John Presley	Heath Roberts	Jason Savage	Anthony Shulskie
Mark Lounsberry	William Maxwell	Scott Miller	Andrew Mutch	Kenneth Parker	Paul Propcheck	Robert Robertson	Donald Savner	Lorelle Shulskie
Rick Lovins	Chelsea May	Steven Miller	Brian Mutton	Brian Publik	Shawn Publik	Douglas Robinson	Donna Sayre	Vincent Sicarella
Lisa Lowry	Leo Mayers	John Mills	Andrew Nagle	Christine Parsons	Charles Puckett	Ryan Robles	Ryan Sayre	Eric Siegal
Roger Luchan	Ernest McAber	Christine Minor	Breanne Nagle	Martin Pascal	Sylvia Puente	Jackson Rockhold	Richard Scalabrini	Joann Siemenski
Joshua Luckadoo	Kenneth McAdams	Carolyn Mirek	Denise Nagle	Kristy Passmore	Daniel Punicki	John Roddy	Michelle Scales	Lewis Silverstein
Britt Luthren	Jeffrey McAdoo	Rodney Mischka	Lauren Nagle	Kimberly Pavlick	Quiana Purnell	Amber Rodola	Brian Scanlon	Brett Silvius
Brenda Luton	Jaymie McAlister	Edward Mislitski	Dustin Nalley	Fletcher Payne	Nicholas Quinn	Todd Rodwell	Leslie Scarton	Frank Simko
Lawrence Lykins	Patricia McCabe	Kathleen Mislitski	Glen Nalley	Jerilyn Payne	George Rable	Joshua Rofrano	Lawrence Schaeffer	Don Simpson







**MEET SCOTT JACK, FRIENDLY BENCO REP,  
DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 18 YEARS.**

"Benco Dental has always treated me like family," said Scott. "I've tried to build my customer relationships based on similar values and I believe that's tied to my success. I joined Benco as a purchasing agent. That same year, I met my wife, Denise, who was working in the marketing department. In 1995, we relocated to Virginia to work as Territory Representatives. Today, we have two beautiful children and an extended Benco family of customers and colleagues. Denise and I are just as proud to be a part of Benco Dental today as we were when we started."

Pamela Simpson	Matthew Stephenson	Melissa Thompson	Linda Viti	Michael Wich
Cynthia Siragusa	Janet Sterba	James Thorndill	Eric Vodzack	Stephen Widney
Donald Sisco	Aaron Stith	Holly Tippet	Randy Vogel	Stanley Wining
S. Kyle Skaggs	John Stoltz	Lisa Tiraboschi	Dietrich Vogt	Steffanie Wiggins
Heather Skapyak	Leonard Stortz	Stephen Tirpak	Peter Volk	Jonathan Wiley
Theodore Skulsky	Troy Stout	Bernard Tkaczyk	Robert Von Bremen	Larry Williams
Stacy Slayton	Terry Stover	David Tkaczyk	Lenore Von Hoene	Christie Wise
Joseph Sleboda	James Stoyanoff	Joan Tobias	Alan Wacławski	Diana Wise
Robert Smedley	Calvin Strohl	Donald Tobroxen	Robert Waggoner	Amanda Witt
Patrick Smith	Susan Strohl	Elizabeth Tomek	Jack Wagner	Brenda Wittenbauer
Sally Smith	Jason Sturm	Robert Tomek	Steven Wagner	Timothy Wiza
Scott Smith	Curtis Suda	Keith Tommasone	Leon Walega	Susan Wojciechowski
Stuart Smith	George Suda	Joseph Toolen	Gary Walker	David Wolfe
Valerie Smith	Gregory Suda	Michael Topf	Robert Walker	Tammy Wolfe
Yolanda Smith	Ronald Sudo	Karen Torino	Robert Walker	Dawn Wolfe-Hamilton
Daniel Snide	Donald Sullivan	Troy Torres	Meredith Wall	Michael Womack
Scott Snow	Steven Sunbury	David Tosh	Lori Wallace	Eric Wood
Christopher Snyder	James Surra	Ellen Tosh	Jared Walling	James Woodard
Linda Soha	Aaron Swanson	Brian Travers	Steven Walls	Russell Ward
Erin Sokolowski	Eric Swanson	Linda Tregan	Keith Walsh	Todd Warley
Edmundo Solis	Jack Swartout	Ernesto Trespalacios	Dale Walter	Kevin Wray
John Solis	Christopher Swartz	Nicholas Trill	Samanta Walters	Shannon Wren
Spanky Solis	Brian Swetz	Susan Trimbur	Linda Walton-Ceklosky	Charles Wright
Ann Marie Sunday	Kevin Swicklik	Dorian Trombley	David Wamsley	Eric Wright
Bryan Sorensen	Grant Sydow	Donald Trybulski	Eric Ward	James Wright
James Soroka	Cindy Sylvester	James Tse	Stacy Wardle	Joy Wright
Alfonso Soto	Patricia Szymanski	Joshua Tucker	Deborah Wargo	Michael Wysocki
Matthew Spak	Aaron Taddei	Jason Tudgay	George Warnagiris	Matthew Wysowski
Brian Sparks	Dwayne Taggart	Margaret Tudgay	Michelle Waschek	Roman Yampolsky
Charles Spaulding	John Taggart	Denise Turley	Christopher Washa	Charles Yarmey
Diane Spears	Matthew Takacs	Richard Turnbaugh	Daniel Watson	Reggie Yatco
Patrick Spears	Mark Tankersley	Melanie Turney	Robert Watts	Sara Yearout
Stephen Spence	Donald Taylor	Rosa Turrubiate	Kristopher Weaver	Laura Yocius
Kathryn Spencer	Gary Taylor	Simon Ulysse	Scott Webber	Michael York
William Spencer	John Taylor	David Unzicker	James Weber	Joanne Yurick
Douglas Sperling	Robert Taylor	Catherine Urban	Mark Weber	Steven Zall
Richard Spoon	Shane Taylor	Edward Uriah	Nancy Wedemeyer	Robert Zamrok
Anthony Sromovsky	Vanessa Taylor	Vincent Valenti	Duane Wegner	Stephen Zang
Matthew Stake	Ronald Terrell	Curt Valentine	Daniel Wegrzynowicz	Lisa Zarenski
Mark Stanchak	Jerry Terry	Matthew Van Stone	John Weida	Norbert Zdrojewski
Stephanie Starer	Jared Testerman	Evelyn Vanchure	Nicholas Welliver	Gail Zebin
Paul Staritz	Gary Thatcher	Stacie Vanderford	Janet Wells	Shawn Zech
James Starke	Andrew Thomas	Richard Varipapa	Richard Wells	E. Marion Zeiler
Joann Stchur	Ann Marie Thomas	Juan Vasquez	Rebecca Wetoskey	Eric Zelinski
James Stefanic	Elizabeth Thomas	Barrie Ventura	Lori White	He Zhao
Judith Stefanik	Harold Thomas	Ernest Verna	Richard White	Michael Zimmermann
Patricia Stella	Timothy Thomas	David Vigh	Toni Jean White	Keith Zinn
Sheri Stemba	Daniel Thompson	Joseph Villella	Annabel Whitlow	Dale Zoucha
Donald Stephens	Elizabeth Thompson	Amy Vissotski	Christopher Whittingham	



**SUPPLIES** Benco Dental offers a comprehensive selection of consumables and merchandise, including office supplies and laboratory products.

**ELECTRONIC ORDERING** Painless® software makes ordering nearly automatic. With Web and PC-based versions that offer convenience and flexibility to our doctors.

**MATERIALS MANAGEMENT** Keeping track of supplies is easy with our Inventory Control System. Using a barcode scanner, users can track inventory just like retail stores do.

**EQUIPMENT** Benco Dental offers the most complete selection of manufacturers – no other U.S. dealer offers more equipment choices from more brands. In 2010, Benco Dental opened North America's largest equipment showroom.

**TECHNOLOGY** Benco Dental integration solutions are built on an "open architecture" platform, so customers can choose what is right for them, instead of choosing a single-brand package.

**EQUIPMENT SERVICE AND REPAIR** From mail-in handpiece repairs to on-site service for computer networks, Benco Dental is factory authorized and factory trained to repair all types of equipment from every major brand.

**DENTAL OFFICE DESIGN** Benco Dental's design group has designed many of America's top practices by combining creativity and ingenuity with up-to-the-minute 3D CAD technologies.

**PRACTICE COACHING** The success coaches at Benco Dental's Transitions Group deliver measurable results by applying proven, proprietary methods developed during countless hours of research and firsthand experience.

**EDUCATION** From classroom-style seminars, to postgraduate education from The Pankey Institute and peer-to-peer support in the Seattle Study Club, Benco Dental customers have access to an array of educational experiences every year. We're proud to house a state-of-the-art customer training facility at CenterPoint, our PA headquarters.

**JUMPSTART™** Whether it's an existing practice, or ground-up start-up, Benco Dental's JumpStart program helps dentists get off on the right foot. More importantly, it integrates all three elements of success: practice development, financial management, and clinical skills.

**FINANCIAL PLANNING AND WEALTH MANAGEMENT** Cain, Watters & Associates, P.L.L.C. is a comprehensive, fee-only financial planning firm passionate about helping dentists accumulate, preserve, and perpetuate their wealth. The firm's range of services cover virtually every financial circumstance: planning, business operation, cash flow and debt evaluation, maximization of pension plans, investment advice, and a detailed process of how to transition an associate into your practice.

**COMPLIANCE** Wading through the tangle of compliance issues doesn't have to be complex, with help from Benco Dental's experts on OSHA, HIPAA, DEA, ADA and EEOC guidelines and regulations.

**SUPERIOR SAVINGS** Proprietary tools like Benco Dental's exclusive Earnings Accelerator Scorecard and Concierge FreeGoods help add bottom-line profit dollars to Benco Dental practices.

**BLUCHIP® REWARDS** Members of Benco Dental's customer loyalty program earn BluChips on virtually every order. They're also eligible for special VIP benefits, discounts and more.

**BENCOBAND™** Unlike ordinary 'generic' or 'house brand' products, BencoBrand™ products encompass a wide range of premium, high value offerings, ranging from handpieces and restoratives to gloves and other consumables.

**BENCOLAB™** Dental laboratories can count on knowledgeable, experienced assistance for all of their needs from Benco Dental's team of lab experts. We have one of the largest tooth inventories in the United States, and we supply some of the largest labs in the US with our products including cutting edge CAD-CAM technology from Amann Girrbach. We also doubled the size of our tooth inventory in 2009, and continue to devote resources to BencoLab development.



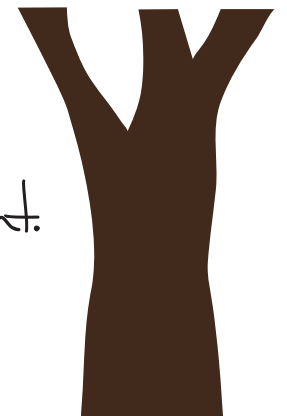


**MEET JENNIFER OCHMAN, DATABASE PUBLISHING PRODUCTION SPECIALIST, DELIVERING SUCCESS, SMILE AFTER SMILE, FOR MORE THAN 10 YEARS.**

"Technically, I'm the Database Publishing Production Specialist but it's easier just to say I create the Dentist's Desk Reference and other catalogs customers use every day. I volunteered to be a tour guide at CenterPoint because I like being actively involved in our long-term growth. It also gives me a chance to talk with customers and better understand their expectations. As an active member of our local historical society, I'm proud of Benco's deep ties to the community. In today's global marketplace, Benco Dental could have built CenterPoint anywhere, but they chose to stay here. It's great that the Cohen family feels so strongly about maintaining personal relationships with so many associates, while simultaneously taking the company into the 21st century."



*Family makes us different.*





We deliver success smile after smile.®

To be the #1 choice for those dentists, laboratories, and team members who are passionate about excellence and success.

Be accountable, grow customer earnings, create Benco Boosters, improve continuously.

