



# TOP DENTISTS 2014

WRAPBOOK

WEDNESDAY, JUNE 11TH  
SEASONS 52





On Wednesday, June 11, *Houstonia* honored our 2014 list of Top Dentists at Seasons 52 restaurant. Dentists and their team members mingled with their peers, while enjoying signature Seasons 52 hors d'oeuvres, drinks and live music. Door prizes were generously donated by George H. Lewis & Sons, Jaguar Houston Central and *Houstonia* magazine. Three lucky guests won prize packages that included romantic dinners for two, an overnight stay at the Omni Woodway, a weekend with a Jaguar, and theatre tickets. Goodie bags were presented to every guest, featuring lovely gifts from I.W. Marks, Seasons 52, and *Houstonia* magazine.

The invite-only event was the culmination and celebration of our annual editorial survey of Houston area dentists. *Houstonia* partnered with national survey company TopDentists to determine the 2014 award winners. TopDentists sent ballots to dentists listed on the American Dental Association website and dentist society members in Harris, Montgomery, Liberty, Waller, Chambers, Fort Bend, Brazoria, and Galveston counties, asking “If you had a patient in need of a dentist, which dentist would you refer them to?” Dentists and specialists were asked to consider years of experience, education, manner with patients, and the use of new techniques and technologies. Highly rated dentists were then vetted with the Texas State Board of Dental Examiners to check for disciplinary actions. There are many fine dentists not included in the list, which is intended as a sampling of the vast array of choices available to Houstonians. It should be noted that the list depends heavily on the subjective judgments of other surveyed dentists.

EVENT SPONSORS

# TOP DENTISTS 2014

**Seasons 52**  
FRESH | GRILL

  
**JAGUAR**  
HOUSTON - CENTRAL



**GEO. H. LEWIS & SONS**  
*The Funeral Directors - Since 1936*

*A memorial like no other.*

**I W Marks**  
Jewelers



EVENT PHOTOS

# TOP DENTISTS





EVENT PHOTOS

# TOP DENTISTS







The City's #1 Selling Magazine  
**Houstonia.**  
 INVITES YOU TO ATTEND

**TOP DENTISTS 2014**

**WHEN**  
 WEDNESDAY, JUNE 11TH  
 5:30-8PM

**WHAT**  
 JOIN YOUR FELLOW 2014 TOP DENTISTS  
 FOR BEER, WINE, & HORS D'OEUVRES

**WHERE**  
 SEASONS 52  
 4410 WESTHEIMER

**KINDLY RSVP BY JUNE 6**  
[houstoniamag.com/rsvp](http://houstoniamag.com/rsvp)  
 832.900.8371

Houstonia.  
**2014**  
**TOP DENTISTS**  
*Honorary Celebration*

*Thanks to our Sponsors*

Seasons 52 | City of Houston | I W Marks Jeweler | JAGUAR HOUSTON - CENTRAL

INVITATIONS  
 MAILED TO 228 DENTISTS

**Houstonia.**  
**TOP DENTISTS 2014**

**Dr. Aldo E. Sordelli**  
 PERIODONTICS

BEST of HOUSTONIA

*Scott Vogel*  
 SCOTT VOGEL  
 EDITORIAL DIRECTOR, HOUSTONIA

CERTIFICATE  
 PRESENTED TO EACH 2014 TOP DENTIST

TOTAL VALUE: \$4,000



PROMOTIONAL ELEMENTS: DIGITAL

# TOP DENTISTS

The City's #1 Selling Magazine

## Houstonia.

INVITES YOU TO ATTEND



### Have you RSVP'd yet?

*We'd love to see you and your team members there!*

**WHEN**

WEDNESDAY, JUNE 11TH, 5:30-8PM

**WHAT**

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**WHERE**

SEASONS 52  
4410 WESTHEIMER

[CLICK HERE TO RSVP]

[houstoniamag.com/rsvp](http://houstoniamag.com/rsvp)  
832.900.8371

*Thanks to our Sponsors*



I W Marks  
Jewelers



### IT'S NOT TOO LATE TO RSVP!

*We'd love to see you and your team members there!*

The City's #1 Selling Magazine

## Houstonia.

INVITES YOU TO ATTEND



*Door prizes featuring dinner at Tony's, dinner at the Petroleum Club, an overnight stay at the Omni Woodway, a weekend with a Jaguar & more!*

**WHEN**

WEDNESDAY, JUNE 11TH, 5:30-8PM

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I W Marks  
Jewelers



INVITATION E-BLASTS  
DATES: 6/3, 6/4, 6/10  
TOTAL VALUE: \$6,000



PROMOTIONAL ELEMENTS: DIGITAL



**Houstonia.**

**JOIN YOUR FELLOW  
2014 TOP DENTISTS  
FOR BEER, WINE,  
& HORS D'OEUVRES**

WEDNESDAY, JUNE 11,  
5:30-8PM

SEASONS 52  
4410 WESTHEIMER

**RSVP TODAY!**

PROUDLY SPONSORED BY

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**Ticket Information**

No tickets available.

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**Who's Going** Settings

You're the first of your friends to connect to this event.

Share it to get some people on board! [Share](#)

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Share 2014 Top Dentists Honorary Celebration

[Share](#) [Tweet](#) [Like](#) Be the first of your friends to like this.

**When & Where**

EVENTBRITE PAGE  
TOTAL VALUE: \$1,500



PROMOTIONAL ELEMENTS: DIGITAL

# TOP DENTISTS

WELCOME TO  
**Houstonia.**  
HOUSTON'S #1 SELLING LOCAL MAGAZINE!



**Thanks for making our 2014 Top Dentists celebration a success!**

**Check out photos from Top Dentists 2014!**



On Wednesday, June 11, *Houstonia* hosted a celebration to honor our 2014 list of Top Dentists at Seasons 52 restaurant.

Dentists and their team members mingled with their peers, while enjoying signature Seasons 52 hors d'oeuvres and drinks.

Door prizes were generously donated by George H. Lewis & Sons, Jaguar Houston Central and *Houstonia* magazine. Three lucky guests won prize packages that included romantic dinners for two, an overnight stay at the Omni Woodway, a weekend with a Jaguar, and theatre tickets. Goodie bags were presented to every guest, featuring gifts from I.W. Marks, Seasons 52, and *Houstonia* magazine. [View photos »](#)

POST EVENT PROMOTION EBLAST  
TOTAL VALUE: \$2,000



# TOP DENTISTS

PEOPLE / PLACES / EVENTS / OPENINGS

## Houstonia. BeneFêtes

**WHAT**  
LATIN WOMEN'S INITIATIVE'S 12TH ANNUAL LUNCHEON AND FASHION SHOW

**WHERE**  
Hilton Americas, May 16

**EMCEE**  
Anthony Yanez of KPRC Channel 2

**TREATS**  
SlimRitas and a tequila toast  
— 650 Attendees

—Diane Caplan



Chree Boydston, Trini Mendenthal



Cici Harbather, Carrie Colbert



Elizabeth Petersen, Stephanie Perkins, Ursuline Hamilton



Cyndy Garza Roberts, Ericka Bagwell, Rene Ruiz, Lucinda Loyd, Rosi Hernandez



Fashion show with designer Frank Ruiz



Gina Gaston, Tiffany Smith



Susana Rosas, Frances Casteneda-Dyess



Jennine Huet



Craig Curd, Anne Carpenter, Ken Lubritz



Jason Lacher, Joel Vela

## WHAT HOUSTONIA'S 2014 TOP DENTISTS CELEBRATION

**WHERE**  
Seasons 52, June 11

**HIGHLIGHTS**  
Door prizes including a weekend with a Jag, courtesy of Jaguar Houston Central, romantic dinners and hotel stays from George H. Lewis & Sons, plus gift bags packed with goodies from I.W. Marks, Seasons 52, and Houstonia.

**FASHION STATEMENT**  
Scrubs

—P'nina Topham



John Barras's team



Jonathan Lepow, Gina Cardenas



Jaguar by Jaguar Central



Shaina Parks, Reuben Roif





**WELCOME**

Houstonia.  
**TOP DENTISTS**  
2014

THANKS TO OUR SPONSORS

Houstonia.  
**TOP DENTISTS**

**DOOR PRIZES**

Dinner for two at Tony's restaurant, 4 vouchers for Disney's *The Little Mermaid* presented by TUTS & a *Houstonia* magazine subscription

Dinner for two at the Petroleum Club, 4 vouchers for Disney's *The Little Mermaid* presented by TUTS & a *Houstonia* magazine subscription

Weekend with a Jaguar, \$100 gift card to El Tiempo, 3 vouchers for *Hands on a Hardbody* presented by TUTS & a *Houstonia* magazine subscription

\*MUST BE PRESENT TO WIN

THANKS TO OUR SPONSORS

Houstonia.  
**TOP DENTISTS**  
2014

**GIFT BAG**

THANKS TO OUR SPONSORS

**EVENT SIGNAGE**



**VIDEO SIGNAGE  
FEATURED EVENT SPONSORS**



MARKETING REACH OVERVIEW

# TOP DENTISTS 2014

**DIGITAL**

- EBLASTS ..... \$8,000
- EVENTBRITE RSVP PAGE ..... \$1,500

**PRINT**

- 1/2 PAGE IN BENEFÊTES AUGUST ISSUE ..... 387,499 IMPRESSIONS ..... \$5,280

**EVENT COLLATERAL**

- EVENT INVITATIONS. SIGNAGE, DESIGN, AND PRINTING ..... \$4,000
- WRAP BOOK DESIGN & PRINTING ..... \$500

**EVENT PRODUCTION**

- HOUSTONIA MAGAZINE EVENTS TEAM DRAWS ON EXPERIENCE AND RELATIONSHIPS TO PRODUCE TURNKEY, EFFICIENT AND CROWD-PLEASING RESULTS.
- RENTALS: ORGANIZE RENTAL NEEDS, PLACE ORDER AND COORDINATE DELIVERY, SET-UP AND STRIKE
- DÉCOR: DESIGN AND COORDINATE DÉCOR ELEMENTS
- PHOTOGRAPHY: SECURE AND COORDINATE ROVING PHOTOGRAPHER
- EVENT COORDINATION AND PRODUCTION 100 ATTENDEES ..... \$2,000

**TOTAL EVENT VALUE ..... \$21,280**

**TOTAL IMPRESSIONS ..... 387,499**