



Smile Brands CEO Steve Bilt to Keynote Legends and Leaders Event

October 10th address to focus on the importance of credibility in building a sustainable company culture

Irvine, CA – October 2, 2017 – Steve Bilt, co-founder and CEO of Irvine-based dental support organization (DSO), Smile Brands Inc., will keynote the upcoming Legends and Leaders breakfast event on October 10, 2017 at 8:00 am at the Hotel Irvine Pavilion 17900 Jamboree Road, Irvine, CA.

In 1998, Steve Bilt co-founded [Smile Brands](#) giving birth to a whole new model of dental practice management where the DSO manages all administrative functions so dentists can focus on providing great quality care. In August 2016, Bilt returned to Smile Brands after previous leadership had fallen on hard times. His keynote will cover how he and CFO, Brad Schmidt, have successfully turned the business around in just 12 months by reinvigorating a strong company culture and leveraging deep industry expertise.

The Legends and Leaders Speaker Series, hosted by the Greater Irvine Chamber, creates a platform for local industry leaders to share management best practices. The focus is on leaders who have risen to the forefront of their industries by identifying and innovating around emerging business trends while creating corporate cultures that position their organizations for success.

The Legends and Leaders breakfast is open to both Irvine Chamber members and non-members. Meet and learn from some of the area's top leaders. Space is limited, so [register today](#).

About Smile Brands

Based in Irvine California, Smile Brands Inc. is one of the largest providers of support services to dental groups in the United States. Smile Brands Inc. provides comprehensive business support services through exclusive long term agreements with affiliate dental groups, so dentists can spend more time caring for their patients and less time on the administrative, marketing, and financial aspects of operating a dental practice. Smile Brands supports 360+ [Bright Now!® Dental](#), [Monarch Dental®](#), [Castle Dental®](#), A+ Dental Care, OneSmile Dental, and Johnson Family Dental offices in 16 states, including Arizona, Arkansas, California, Colorado, Florida, Indiana, Maryland, New Mexico, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia, and Washington. Smile Brands is a portfolio company of Gryphon Investors ("Gryphon"), a leading middle-market private equity firm based in San Francisco, CA. For more information, visit [smilebrands.com](#).

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