



Say WOW!

“I think a lot of times we like to think we’ve done this ourselves and the reality is God has given us everything we have from the earth that we live on to the air that we breathe to the ability to do our job. Truly, He is the main reason why I am successful,” said John Treasure, CDT, co-owner of Treasure Dental Laboratory in Idaho Falls, Idaho.

John Treasure, CDT

John Treasure, CDT, is not particularly excited to be a WOW! technician – he’s not the type of person to revel in the limelight. Part of this is due to the fact that he doesn’t consider himself all that amazing. But a bigger reason is his appreciation for the quality work done by everyone at Treasure Dental Laboratory, CDL, and because of his faith in God who he says makes all things possible.

“The biggest reason for our success has been God,” he said.

Despite that, or perhaps because of it, Treasure has made an impact on others in the industry. He is a strong believer in continuing education and encourages every technician in the Idaho Falls, Idaho, laboratory that he co-owns with his sister, Sheri Hamberlin, to gain as much knowledge as they can.

“You’re never standing still. You’re either moving ahead or sliding back. I’d rather not be on the tail end. I like to progress, learn new things and learn how to do things better so we can have better results,” Treasure said. “That’s true for our company. We try to get all of our technicians to at least one seminar a year if not more.”

His passion for the dental laboratory industry is quite a turnaround for a guy who had no interest in joining the laboratory his father, Barry, started.

“I grew up cleaning the dental laboratory and working in the plaster depart-

ment. I saw the hours that my dad put in and I didn’t want to have anything to do with it. I went off to school to get my business degree at Utah Valley State College. I got an associate’s degree there. While I was there he said if I wanted to come and manage the business that was great, but I had to learn the technical side of it,” he said. “I fell in love with the technical side of it. I didn’t realize how fun, creative and artistic it really was.”

Treasure enjoys being a technician so much that he doesn’t want to leave the bench, even though he went on to earn a bachelor’s degree in business management. The key to being able to do that and run a successful laboratory, he found, is to surround yourself with

talented, smart people who can take care of the important tasks that need daily attention. Having James Hunter as the laboratory manager and his sister, Sheri, taking care of the financials allows him to sit at the bench and do what he loves.

“The reality is, it’s not me it’s everyone,” Treasure said. “It’s all of our employees that make us successful. Having great employees who do their job and do it well. It’s nice when you have dependable employees who don’t have to be babysat. Pay them well, provide the training and the tools and then just let them go and do their thing. That’s the nice thing about people. If you believe in them and trust in them, they can do an awesome job.”

