Welcome to Hawaii
AACD’s 25th Scientific Session shows off
the excellence in cosmetic dentistry

Say the word “Hawaii” and most people conjure up images of sandy beaches, blue waters, palm trees and pineapples. But from April 27 to May 1, the image of Hawaii will also include veneers, lumineers, tooth whitening and more as the AACD’s 25th Scientific Session gets under way.

With the theme of “Excellence in Cosmetic Dentistry 2009,” the AACD Scientific Session promises to provide a program of cutting-edge continuing education and networking events, along with an exhibit hall full of vendors offering up the latest technology in the industry.

In addition to educational content covering such topics as dental photography, implants, practice administration and interdisciplinary dentistry, the AACD is offering some general sessions, free with tuition, that are geared to motivating attendees to maximize their performance beyond the world of dentistry.

On Tuesday, National Geographic photographer Dewitt Jones will share his stories and images from his time in the Pacific Isles.

On Wednesday, one man will share his story of moving forward even in times of tragedy. As a result of an automobile accident, Colt Manchaff suffered a serious head injury and permanent paralysis to the left side of his body. Once owner of the Cazimero, a Grammy-nominated duo who was inducted into the Hawaiian Music Hall of Fame in 2006, will provide a musical celebration as they play the acoustic bass and a 12-string guitar. Their music has been celebrated around the world and was most recently featured in the movie “Forgetting Sarah Marshall.”

Two other events not to be missed during the week are the AACD Welcome Reception and the Celebration of Excellence Gala. Both events will show off the true spirit of Hawaii as well as give you ample time to celebrate with your friends and colleagues in cosmetic dentistry.

AAAD: What to know
Where: Hawaii Convention Center, 1801 Kalia Ave., Honolulu
When: Monday, April 27–Friday, May 1
Registration: Registration takes place in the AACD Lounge from 7 a.m.–6 p.m. Monday–Thursday and 8 a.m.–1 p.m. Friday.
Shuttle service: Daily shuttle services will transport attendees staying at the Hilton Hawaiian Village Beach Resort & Spa to the Hawaii Convention Center where most scientific session activities will be held. Shuttle service will be offered from 6:30 a.m.–8:30 p.m. Monday, 6 a.m.–6:30 p.m. Tuesday–Thursday and 7:30 a.m.–1:30 p.m. Friday.
Exhibit Hall continental breakfast: 7–8:30 a.m. Tuesday–Thursday and 8:30–9:30 a.m. Friday
Exhibit Hall hours: 7 a.m.–2:30 p.m. Tuesday–Thursday
Exhibit Hall lunch: Noon–2 p.m. Tuesday–Thursday
Welcome Reception: 6–9 p.m. Tuesday. Kick off the 25th AACD Scientific Session by heading to the grassy knoll for some true Hawaiian culture and cuisine. Tickets are included with tuition. Additional tickets are $90 for adults and $45 for children ages 6 to 15.
Celebration of Excellence Gala: 6 p.m.–midnight Friday. The night starts with a cocktail reception, followed by the recognition of the newly accredited members and accredited fellows. Next, enjoy five-star dining, the AACD awards ceremony and the inauguration of the new AACD president, ending with live music and dancing. $95.

Although it seems that negative economic news is virtually every-
where, this is not the time to wallow in despair. While you may not be able to avoid the impact of this current economy entirely, you can definitely minimize the blow if you follow what I call the Four Tenets for Tough Times.

Tenet No. 1: Be flexible
This isn’t the time for hardliners. Tough times require a willingness to be flexible and openness to doing things a little differently, at least temporarily. For example, you may be philosophically opposed to participating in insurance plans, but patients are paying much closer attention to who is on their plans and who isn’t.

I know some of you may bristle at the suggestion, but if you’re losing patients or fewer new patients are scheduling, it’s time to reconsider your hard-line approach. Research the major employers in your area and find out what type of insurance they offer. Which companies do the patients you’ve lost work for? Did they leave because you’re not on their plan?

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