Meeting in San Francisco offers plenty to learn, buy and do

By Fred Michmershuizen, Online Editor

For dentists on the West Coast, Northern California is the place to be this September, as it is the setting for “CDA Presents The Art and Science of Dentistry” — to be held Sept. 10–13 at the Moscone West Convention Center in San Francisco.

The California Dental Association meeting (formerly known as the “Scientific Session”) offers attendees the chance to learn from dynamic speakers and technical exhibits, and to fulfill continuing education requirements.

In the exhibit hall, attendees will be able to explore cutting edge products and services. The meeting also offers plenty of opportunities for networking with colleagues and friends, all amid the exciting attractions of San Francisco.

Things to learn

The four-day meeting will feature dozens of informative classes and workshops for dental professionals. Whether you want to expand your practice, increase productivity or even learn a new technique, you are sure to find intellectual stimulation in the lecture halls.

There are too many courses to list them all, but highlights include the following:

- David A. Garber, DMD
  Accelerated Esthetic Restorative Dentistry: Choices, Alternatives and Options; Saturday lecture, 9:30 a.m.–noon; 1:30–4 p.m.

Today’s clinicians must integrate new esthetic procedures into his or her armamentarium while ensuring enhanced esthetics and superior predictability.

- James E. Dunn, DDS
  Esthetic Restorative Treatments and the Visual Communication Tools Needed in a Contemporary Practice; Sunday lecture, 8:30 a.m.–12:30 p.m.

This class will review the materials and techniques available for bleaching, minimal intervention with glass ionomers, direct composites, bonded ceramics, periodontal alterations and implant restorations.

- Ronald Jackson, DDS, FAGD,
  AFAACD, DABAD
  Giving Your Patients Something to Smile About: Composite Artistry; Friday lecture, 9:30 a.m.–noon; 1:30–4 p.m.

This presentation will illustrate the value of using direct composite resin for treating anterior restorative and cosmetic needs.

- John O. Burgess, DDS, MS
  Restorative Materials Update; Friday lecture, 10 a.m.–12:30 p.m.; 2–4:30 p.m.

This clinically-oriented course compares new materials with an evidence-based approach to evaluate their clinical success.

- Debbie Castagna and Virginia Moore
  Rejuvenate Your Practice — It’s Easier Than You Think, Friday morning lecture, 9:30 a.m.–noon

The instructors will inspire you with their insight into topics and issues you face every day, including staff meetings and solutions to decrease no-shows and cancellations.

- Joseph A. Blaes, DDS
  Temporization Made Easy, Friday afternoon lecture, 1:30–4 p.m.

In this session, Castagna and Moore will teach practitioners how to provide the new patient with an exceptional experience.

- Bruce J. Crispin, DDS and Charles W. Wakefield, DDS, ABGD
  Perfecting Esthetic Results: Chairside Techniques to Optimize Direct and Indirect Restorations; Two-day workshop, Friday and Saturday, 9 a.m.–noon; 1:30–4:30 p.m.

Participants will master simple steps to instantly improve your smile.

- Debbie Castagna and Virginia Moore
  Rejuvenate Your Practice — It’s Easier Than You Think, Friday morning lecture, 9:30 a.m.–noon

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The Comprehensive New Patient Experience: From “Thank You for Calling” to “When Can We Start?”

In this session, Castagna and Moore will teach practitioners how to provide the new patient with an exceptional experience.

- Joseph A. Blaes, DDS
  Temporization Made Easy, Friday afternoon lecture, 1:30–4 p.m.

Participation in this hands-on course will give you the knowledge and confidence to fabricate functional and highly esthetic provisional restorations.

- Dr. Blaes will demonstrate how proper handling of materials can make dental procedures faster, better and more fun for the entire dental team.

The Journey to Becoming an Outstanding Dental Assistant, Saturday afternoon lecture, 2–4:30 p.m.

Blaes will tell participants how to start a journey to become the best they can be. Learn communication skills and create routines that will help you take charge of your job and your life.

- Bruce J. Crispin, DDS and Charles W. Wakefield, DDS, ABGD
  Perfecting Esthetic Results: Chairside Techniques to Optimize Direct and Indirect Restorations; Two-day workshop, Friday and Saturday, 9 a.m.–noon; 1:30–4:30 p.m.

Participants will master simple
In Golden Gate Park is scheduled. The excursion will offer participants the chance to explore a tropical rainforest, experience the penguins of the African Hall and watch aquatic life in a coral reef exhibit.

Nearly 10 years and $500 million in the making, this new academy is billed as a masterpiece of sustainable architecture that blends seamlessly into the park’s natural setting. It features hundreds of innovative exhibits and thousands of extraordinary plants and animals.

To participate, gather at 6-15 p.m. in front of the Moscone West Convention Center to load the buses. Buses will depart at 6:30 p.m. and will return beginning at 9 p.m. Appetizers will be served. There is a fee of $65 to participate.

- **Sunday Brunch**
  8:30-10 a.m.

CDA is offering a Sunday morning brunch for members and their staff. This special event featuring delicious food will provide attendees the opportunity to socialize with friends, colleagues and exhibitors. The exhibit hall will open before C.E. courses begin, allowing brunch attendees time to enjoy the food and take advantage of Sunday-only exhibit floor specials.

The menu will include full brunch, coffee and orange juice. Get your tickets early. On-site tickets may be available on a limited basis. Perhaps the best thing is the price — just $5 per person.

- **Children’s Program**

Children 10 and younger are only permitted on the exhibit floor from 9-11:30 a.m. each day. To give kids something to do during other times, a children’s program is being offered by KiddieCorp each day at Parc 55 Hotel. Age-appropriate activities are selected for the children who join them during the meeting. For more information and to register, visit kiddiecorp.com/cdadafillkids.htm.

- **San Francisco**

Of course, the city of San Francisco is famous for its scenic beauty, cultural attractions, diverse communities and world-class cuisine. This very walkable city is dotted with landmarks recognized throughout the world: the Golden Gate Bridge, cable cars, Alcatraz and the largest Chinatown in the United States.

A stroll of the city’s streets can include Union Square to North Beach to Fisherman’s Wharf, with intriguing neighborhoods to explore at every turn. Views of the Pacific Ocean and San Francisco Bay are often laced with fog, creating a romantic mood in this most European of American cities.

For more information

Complete show schedules, registration information, evaluations, archives of past events and timely news and updates online.

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