Lots of hands-on C.E. options at CDA event in San Francisco

California Dental Association Presents The Art and Science of Dentistry, Sept. 4–6

CDA Presents continues to expand its educational offerings, evidenced by the San Francisco event’s packed agenda and large exhibit hall numbers. Attendees at the Sept. 4–6 meeting can expect to see a wide variety of presentations and some of the industry’s newest equipment on display in the exhibit hall. The meeting has developed a reputation as a West Coast product-launch venue by many dental companies. “We expect this show to be one of the best we have put on in San Francisco,” said Del Brunner, DDS, CDA Presents board of managers chair. “We strive to adapt and enhance our programs based on what members want and need to help them better their practices.”

Lots of C.E. options

Highlights among the meeting’s many continuing education courses include:

**Detection and Diagnosis of Oral Lesions for the General Practitioner: A Hands-on Cadaver Course** (led by Homayon Asadi, DDS, and William M. Carpenter, DDS, MS). This workshop will provide proper head and neck examination and hands-on experience in oral mucosal and soft-tissue biopsy techniques. Use of appropriate instruments, biopsy site selection, tissue procurement, specimen fixation and relationship with the pathology laboratory also will be covered.

**Local Anesthesia Cadaver Dissection** (led by Alan W. Budenz, DDS, and Mel Hawkins, DDS). This workshop will cover the anatomy, landmarks, skull locations, insertion points and needle pathways for the inferior alveolar, mental and advanced (higher) mandibular nerve blocks, such as the Gow-Gates and Akino-si techniques. Also covered is a complete maxillary division nerve block as well as the use of other blocks and infiltrations. Analysis of the neurovasculature, muscles of mastication and accessory innervations in the dissected fields will allow direct visualization and better un-

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**American Association of Oral and Maxillofacial Surgeons, Sept. 8–13, Honolulu**

Pristine beaches and colorful orchid leis are among the sights awaiting attendees of the AAOMS annual meeting. The exhibit hall and most educational sessions take place at the Hawaii Convention Center, in the heart of Honolulu at the gateway to Waikiki. Photo: Hawaii Tourism Authority (HTA)/Tor Johnson

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**Warning youths about spit tobacco**

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**From the editor in chief**

- Summer thoughts from Dr. David L. Hoexter to warm you this winter

**Meetings**

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- American Dental Education Association combines two events in Barcelona, Sept. 14–16
- You’ll find the 2014 Winter Clinic in new downtown Toronto location, Friday, Nov. 14
- Nov. 30 through Dec. 3: The Greater New York Dental Meeting keeps growing,

**Industry news**

- Hard to achieve orthodontic stability? The answer may be blowing in the wind
- Restoring the edentulous arch with BruxZir full-arch implant prosthesis
- DENTSPLY donates $55,000 in products to America’s ToothFairy
- Oral Health America program educates youth about the dangers of spit tobacco
- Planmeca’s Adaptive Image Noise Optimizer® results in noise-free 3-D imaging
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Summer thoughts to warm you this winter

By Dr. David L. Hoexter, DMD, FICD, FACD, Editor-in-Chief

This past winter was brutally cold and at times simply depressing. Helping me to keep warm during this forthcoming winter will be photos of the previous year’s warmer moments. The Hamptons, that playground of the jet set, offers many such moments: the sun reflecting on the water, the vibrant colors and the exuberance in the air all make for lasting memories. The dinner parties, polo matches, lively cocktail hours and homes of the rich and famous present memories that can provide winter warmth. And among these images are sprinklings of ‘providers of the smile’—dentists. Dr. Chester Redhead and wife Gladys celebrated their 61st wedding anniversary by taking over the American Hotel in Sag Harbor. Guests included me and my wife, June, and several New York powerhouse politicians, including Basil Paterson and former NYC Mayor David Dinkins. Dr. Redhead is noted for his involvement in the Greater New York Dental Meeting and for bringing in a plethora of members to the American College of Dentists, having served as a past president of the New York County section. But perhaps he is best known for marrying Dr. Scott’s daughter. Can’t wait for the next season to begin!

Top photo, from left: Gladys Redhead, Dr. David L. Hoexter, June Hoexter and Dr. Chester Redhead. Bottom photo, from left: Dr. David L. Hoexter and Dr. Larry Rosenthal compare and create smiles in Southampton during the peak of ‘Bacchus time.’
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Past keynote speakers create ‘hall-of-fame’ panel at AADOM 10th annual meeting

Members and guests of the American Association of Dental Office Managers are invited to tap into the latest education on practice management while meeting new friends and catching up with old at the Hilton San Diego Bayfront hotel, Sept 4–6.

This year marks the organization’s 10th annual conference, and in recognition of that, the agenda is packed with timely, practical courses, lectures and sessions. A highlight of the event is expected to be the return of the past 10 years’ most popular keynote speakers to create a “Hall of Fame” expert panel.

Also back by popular demand this year is Software Palooza — a half day of intensive courses dedicated entirely to software training. The training attracts those who want to gain the most out of Eaglesoft, Dentrix, SoftDent or PracticeWorks systems. Taught by experienced trainers and super users, the courses are designed to enhance and enrich your practice management software experience and provide tips and new reports you can use as soon as you get back to your practice.

Keynote speaker Laurie Guest is scheduled to present “Best Kept Secrets of Successful Practices.” Additionally, a “bonus” session has been scheduled for Wednesday evening, featuring Paul Edwards, president of CEDR Solutions, with “Top of Their Class: How Managers Can Build Extraordinary Teams.” Other speakers will address topics such as team building, stress relief, electronic health records, (EHR) and overcoming practice barriers.

According to the meeting organizers, the event’s exhibitors understand how important the office manager is to the practice and are excited to educate attendees on the newest products and services in dentistry.

As always, many exhibitors also will be offering show specials no practice will want to miss.

The 2014 Office Manager of the Year will be announced in San Diego, and the organization’s newest fellows will be inducted into the fellowship program.

And, of course, the conference will be rounded out with plenty of time and opportunity for networking with fellow professionals from around the country and a little bit of time for some off-site social events. This conference is approved for up to eight C.E. credits toward the AADOM Fellowship Program.

Conference venue features numerous attractions

The grounds and interior of the Hilton San Diego Bayfront, which rises 30 stories above San Diego Bay, are filled with local artwork that draws upon light, wind and other inspirations from the San Diego Bay waterfront to create spaces that many have described as being “dramatic and uplifting.” Other highlights of the hotel include:

• San Diego’s first and only heated saltwater hotel pool, located directly alongside San Diego Bay.
• A 4.3-acre park and waterfront promenade with an abundant variety of trees and plants.
• Spa Aquazul and fitness center, a therapeutic ocean oasis offering an elaborate range of relaxation and renewal
• Direct access to biking, walking, rollerblading and boating along the San Diego Embarcadero and on San Diego Bay.
• Lush landscaping surrounding the Pool Deck and Promenade Plaza, comprising more than 60 varieties of plants, shrubs and trees, all labeled with descriptive signage for guests’ educational enrichment.

(Source: American Association of Dental Office Managers)
understanding of local anesthesia.

Practice Assessment: How Healthy Is Your Business? (led by Michael W. Perry, DDS, and Robyn Thomason, CDA practice support director). This lecture will help dentists understand the key practice assessments that keep a practice healthy and strong. Attendees will learn how to "diagnose" business problems, develop a "treatment plan" of solutions and implement that plan. Attendees also will learn how to identify when it’s time to bring on a consultant to help implement changes.

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Restorative dentistry — international symposia

Functional and Esthetic Commitment Dentition (led by Miguel Angel Diez Gurtubay, MsC). This lecture will teach attendees how to design a treatment plan of a functionally and esthetically compromised anterior segment. It will provide an overview of surgical alternatives based on tissues (soft-tissue anatomy, bone volume and density). Attendees will learn the steps and techniques used from diagnosis up to cementation of a restoration in natural teeth and on implants in patients with esthetic and functional compromise.

Alternatives to Surgical-Prosthetic Implants in the Absence of a Central Incisor (led by Miguel Angel Diez Gurtubay, MsC). This lecture will review the surgical-prosthetic techniques used to solve the most common problems encountered in patients with maxillary atrophy.

Exhibit hall floor

As the site of numerous new product launches every year and featuring more than 375 companies, the exhibit hall at CDA Presents consistently ranks among the busiest in the country. San Francisco provides a near-unlimited variety of venues for mingling with colleagues in the evening, presenting innovative lectures and educational workshops. Dentists and all members of the dental team will have a wide variety of opportunities to learn about the latest advancements relating to all aspects of the dental profession.

The Moscone Center and neighborhoods beyond

In addition to providing informative lectures and hands-on opportunities to explore the latest in new dental products, CDA Presents also offers up one of the country’s most popular destination cities as its backdrop. San Francisco provides a near-unlimited variety of venues for mingling with colleagues in the evenings. The CDA Party will take place at the California Academy of Sciences on Friday, Sept. 5, from 7 to 10 p.m. There are several restaurants near the Moscone Center as well, including North Beach Restaurant (5512 Stockton St.), Jillian’s (401 4th St.), La Briciola Restaurant (489 Third St.), Rocco’s Cafe (1513 Polk St.), Cesar’s Fine Food (601 Sutter St.), Waiters On Wheels (543 Mission St) and Firenze By Night (5429 Stockton St.)

Also nearby are an array of museums that are open in the evenings. For more information about the CDA Party, visit www.cdapresents.com. For more information about San Francisco, visit the San Francisco Visitors Bureau website.

Engage and inspire the entire staff

The CDA Presents Board of Managers reports that it strives to ensure all attendees, including staff, have the opportunity to learn from some of the most successful names in dentistry. Office staff members will be able to glean some key takeaways on topics such as effective communication skills, how to deal with difficult people, hands-on social media tips, the top five skills every administrative team member must master, trends in dental insurance and diagnosing and treatment challenges of periodontal diseases. Dentists can have their staffs attend profession-specific lectures and workshops. Staff members also enjoy having the time to get to know their colleagues outside of the daily office setting.

Learn more at www.cdapresents.com.

( Source: California Dental Association)