

today



Celebrating success, looking to the future

How you can help even more of America's underserved children learn to smile.

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Scenes from the 150th Midwinter

Tooth-inspired art, plus educational presentations around every corner.

»pages 6-8



Dental meetings are groovy, baby!

Meet the man behind Austin Powers. Or at least behind *this* Austin Powers.

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Have your cake and C.E. too

By Robert Selleck, *today* Staff

■ There's plenty of education to be found in the Chicago Dental Society Midwinter Meeting exhibit hall. That's why your time spent exploring the aisles and learning about the latest products and services being offered by some of the industry's most innovative companies is worth C.E. credit.

All you need to do is work your way far enough into the hall to find the signs posting the day's C.E. code. The most challenging part of the effort is not getting sidetracked on the way by a booth you just can't resist.

You still have another chance today to pick up 1 C.E. credit. The code becomes active three hours after the exhibit hall opens for the day. Then you use today's code when completing your C.E. verification form.

Also today, you get another chance to enjoy a complimentary 150th-birthday cake pop in recognition the meeting's anniversary. The cake pops have been flying off the tables as soon as they're set out, so you'll want to find a distribution point as close to the 1 p.m. start time as possible. Then you can have your cake and C.E. too!



• From left, Raquita Walker, RDA, and Yolanda King, RDA, both dental assistants with Dr. Craig Kostrubala's practice, in Alsip, Ill., (the entire staff came to the meeting) get ready to enjoy 150th-anniversary cake pops in the exhibit hall on Friday. (Photo/Robert Selleck, *today* Staff)

• The exhibit hall at the Chicago Dental Society's 150th Midwinter Meeting offers something for everyone. (Photos/Fred Michmershuizen, *today* Staff)



Lots to smile about

By Fred Michmershuizen, *today* Staff

■ When it comes to innovation in the dental industry, the place to be is here at the Chicago Dental Society's 150th Midwinter Meeting.

The exhibit hall at McCormick Place West is filled with new technology to help improve patient care, plus products and services to make just about any practice more efficient and more profitable.

Many companies are launching new products and initiatives.

Dental instrumentation company Brasseler USA (booth No. 2202), which recently introduced a new branding initiative, unveiled some of the components of its recent efforts, including an updated logo, at a reception held for members of the media.

The updated brand identity is being

*see SMILE, page 2

SMILE *from page 1*

introduced gradually, but a newly designed tradeshow booth, as well as updated marketing materials, business cards and stationery, are already here. The company's tagline, "By Your Side," embodies what sets the company apart, Brasseler said.

"Our tagline has been refined to broaden its meaning," said Don Waters, president and CEO of Brasseler USA, in a press release. "By Your Side' reflects our passion to support dentists in delivering predictable and consistent clinical results."

In other news from Brasseler USA, the company has partnered with Ivoclar Vivadent (booth Nos. 1417/1617) to develop a specialized crown and bridge and veneer preparation system as well as a chairside finish-



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ing and polishing system specifically designed to work with Ivoclar Vivadent's IPS e.max restorative material.

The new systems are available to dental professionals exclusively

through Brasseler USA.

Sirona Dental (booth No. 1625) has launched its new SIDEXIS 4 software, which includes features such as a patient timeline and lightbox for gathering and displaying images. It sets a new standard in clinical diagnosis and patient care, according to the company.

Kerr Corp. (booth No. 1200), is unveiling Maxcem Elite, a new and improved resin cement, which boasts an up-to-90-percent higher bond strength to dentin than the previous formula. It features "One-Peel" cleanup, it requires no hand mixing, and there is no need for refrigeration, according to the company.

These are just a few of the many new products you can find here in Chicago. The exhibit hall is open until 4 p.m. today.

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Midwinter warmed by 'Smiles'

National Children's Oral Health Foundation: America's ToothFairy marks a year of successes

By Robert Selleck, *today* Staff

■ Supporters, principals and beneficiaries of National Children's Oral Health Foundation: America's ToothFairy (NCOHF) gathered Thursday evening at the Midwinter Meeting to celebrate a year of successes with the organization's mission, which is "To eliminate children's preventable pain and suffering from pediatric dental disease."

Henk van Duijnhoven, a senior vice president at KaVo Kerr Group and the 2015 Chairman of NCOHF, noted in his opening remarks that the organization had raised more than \$14 million since its founding nearly 10 years ago. He said the foundation helped just under 2 million underserved children and their caregivers in 2014; and he then presented an ambitious goal of increasing that number to 3 million to mark the organization's 10th anniversary year. He urged attendees to, "Think about what action you can take to help move this great cause forward."



• Lauren Kuhn, 2014 Miss Massachusetts and a second-year dental student at Harvard University School of Dentistry, is active with the Harvard University Dental Students United with America's ToothFairy. (Photos/Robert Selleck, *today* Staff)

NCOHF board member and long-time supporter Gordon Christensen, DDS, said that unlike many cause-related organizations, NCOHF directs all contributions directly to those being served.

"I don't know of any greater organization," he said, encouraging attendees to find more opportunities to "Do good — and do well."

The comment was an appropriate lead-in to later remarks by NCOHF President and CEO Fern Ingber, who provided details about an evolving cause-marketing program that enables qualifying corporations to more closely link sales of certain products or services to NCOHF support via underwriting agreements tied directly to sales volume.

Ingber also ran through a list of new relationships the organization had entered to increase its reach, explaining that, "We're looking for partners not only in the dental community but in all segments of society."

• see SMILES, page 24

AD

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Scenes from Friday



• Peter Riess, left, and Gabriela Purrmann of NTI-Kahla GmbH Rotary Instruments (booth No. 728).



• At the Midwinter Meeting, you can learn a lot on the exhibit hall floor. Here, a presentation is in progress at Ivoclar Vivadent (booth No. 1417/1617).



• Gregory Prus of Villa Radiology Systems (booth No. 3102).



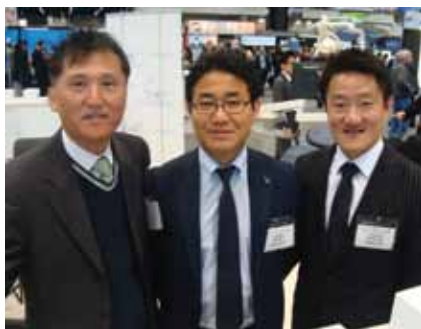
• Bart Hatch, left, and Brian Nordan of Affiliated Family Dentistry (booth No. 318).



• From left: Ruth Molina, Shabab Rahman, Jenny Rogacova and Christopher Louis of Valplast International Corp. (booth No. 439).



• Dennis Cone of GC America (booth No. 1507).



• From left: Hongsoon Lee, Gill Kim and Harrison Song of Shinhung Co. (booth No. 643).



• Jessica Heeg, left, and Rachel Barton of Young Dental (booth No. 3420).



• Meeting attendees stop at Porter Instrument Co. (booth No. 3021) to get more information.

Photos by Fred
Michmershuizen,
today Staff



• From left: Jennifer Gibson, Nicole Basso and Josh Coe of the American Association of Endodontists (AAE), which is headquartered here in Chicago. The AAE is gearing up for two big events — Root Canal Awareness Week, a public information campaign, taking place March 22-28; and AAE15, the association's annual meeting, taking place May 6-9 in Seattle.



• Dr. Bob Eggleston pauses on the exhibit hall floor for a photograph Friday afternoon. Eggleston, who brought the staff from his practice in Grandville, Mich., with him to the Midwinter Meeting, is taking advantage of some of the educational opportunities here.



• Cefla Dental (booth No. 4632).



• Adam Burt of NSK Dental (booth No. 1233).



• Dr. Glen Van As offers an educational presentation Friday morning at Biolase (booth No. 601).

Meet the man behind Austin Powers (sort of)

By Fred Michmershuizen, *today* Staff

■ If you've been to any major dental meeting over the past few years, you've no doubt run into him in the exhibit hall. Maybe you even have this week.

No, your eyes aren't deceiving you. It's Austin Powers! Actually, it's the Austin Powers impersonator. And he is always fun to talk to, and to take pictures with. He's become somewhat of a regular presence with Millennium Dental Technologies.

In a lighthearted interview with *today*, Richard Halpern, the man behind the costume, talks about how he got involved in the dental industry, what he likes most about attending industry meetings and how he takes care of those famous teeth.

You have become a regular with Millennium Dental Technologies. How did you get involved with this company?

A regular client of mine from the British American Business Council recommended me to a woman in the marketing and event department at Millennium Dental Technologies. They were having



• Dr. James R. Keenan of Brooklyn, N.Y., left, meets the Austin Powers impersonator at the Millennium Dental Technologies booth (No. 3831). (Photo/Fred Michmershuizen, *today* Staff)

a "007/Spy" theme for the Townie Meeting a little while back, and it seemed "Austin" would be a perfect match for that theme. I was initially hired just for the party.

What do you like about attending dental shows?

Everyone is very nice and friendly and really gets what I am doing. There are always greetings and requests for photos from the vendors and the attendees. I am happy to oblige.

By now you have certainly developed quite a fan following at these dental conventions. What's the best fan encounter you have experienced so far?

Some fans have become clients and friends. I would say the best so far has been appearing at the wedding reception of two fellow vendors.

Surely being on the cover of the *today* show daily must have been another highlight of your career. How are you feeling about the honor?

I absolutely love being on the cover! And under the covers and in the centerfold! Let's keep that happening, OK? Can't get enough of that! Yes, it is indeed one of the absolute highlights!

To read the full interview with Richard Halpern, go to www.dental-tribune.com.



• From left: Ed Matthews, Jordan Taub, Mike Donohue and Jim Matthews of TAUB Products (booth No. 1809).



• These dental-themed artworks are on display at Sapien Dental (booth No. 1143).



• Cherie Boles of Lares (booth No. 908).



• Jeffrey Winchell of Aspen Dental (booth No. 1200) offers information to meeting attendees.



• Judie Leitton of Directa AB (booth No. 2922).



• Meeting attendees listen to an educational presentation Friday afternoon at Invisalign iTero (booth No. 4031).



• The new IMS Infinity Series Cassettes for instrument management are on display at Hu-Friedy Mfg. Co. (booth No. 3405).



• Neil Magnuson, left, and Lois Magnuson of SharperPractice (booth No. 339).



• Nick Hare, left, and Chuck Scvarano of AmicCare (booth No. 4444).

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