

# today AACD



## See the future in the exhibit hall

Check out the Operatory of the Future, 26 new products and a corner where you can get the advice you need.

»page 2



## Scenes from Wednesday

A wall of tweets, a lunch buffet and an assortment of products are just a few of the things we found during the meeting.

»pages 4-6



## Time to celebrate excellence

Honor the 28 dentists who achieved accreditation status and the one who achieved accreditation fellow status.

»page 7

# Plenty to smile about!

By Fred Michmershuizen, Dental Tribune

■ It might be raining outside this week in Boston, but professionals who specialize in cosmetic dentistry have plenty to smile about indoors. That's because there is a world of opportunity at "The Rise of Collaboration" – the 27th Annual AACD Scientific Session, being held at the Hynes Convention Center.

"This meeting offers endless opportunities for you to learn, grow and be inspired," said Dr. Hugh Flax,

»see Smile, page 12



Attendees get hands-on experience during Dr. Corky Willhite's 'Transitional Bonding: A Realistic Experience Treating a Common but Challenging Case Type' on Wednesday morning, one of many workshops offered here at the AACD meeting. (Photos/Fred Michmershuizen, Dental Tribune)

# Alaskan, Hawaiian vacations top silent auction items

■ Sports memorabilia and musical mementoes are up for grabs at the silent auction. (Photo/Fred Michmershuizen, Dental Tribune)



■ Vacations in Alaska and Hawaii, a four-pack of tickets to Friday evening's Red Sox game and a Coach purse with accessories are this year's hot items in two silent auctions and a fund-raiser to benefit the AACD Charitable Foundation's Give Back A Smile program.

The Gala Silent Auction, an AACD Scientific Session first, will feature two vacations and a Konstantino necklace as prizes.

One of the vacations, an Alaskan getaway, will give the winner and a guest a five-night stay at a cabin on the Kenai River. Included is a glacier cruise and fishing charter. The trip is

valued at \$4,000 and includes a \$1,000 voucher toward airfare.

The winner of the Hawaiian trip will stay for one week at a home in Kailua, just steps from the sands of Kailua Beach on the island of Oahu. The home features a heated pool, a private tropical back yard, four bedrooms and three bathrooms. The getaway is valued at \$8,500, with a \$1,000 voucher toward airfare.

Bidders can also win a \$3,855 Konstantino necklace. The necklace is sterling silver and 18-karat gold, with

»see Auction, page 2



# Check out 26 new products

■ The AACD Annual Scientific Session is not just the place for the best in continuing dental education; it's also a place where the latest and greatest products are unveiled to a discriminating audience of dental professionals.

During this year's session, 26 exhibitors will bring their newest innovations to market in the AACD Product Premiere showcase.

This year's session, themed "The Rise of Collaboration," is a great backdrop to launch new and innovative dental products to dental professionals in the exhibit hall, according to the AACD.

"AACD exhibitors have always been on the leading edge of innovation and advancements in cosmetic dental materials and solutions," said Jeff Roach, AACD director of sponsor relations, "and Product Premiere will give them some time in the spotlight."

A partnership between the AACD and DentalCompare, AACD Product Premiere will feature items ranging from bleaching formulas to specialized handpieces. Product Premiere participants include:

- Axis
- Bisco
- Ceatus
- Cosmedent
- Danville
- Demandforce
- Den-Mat
- Dentsply Caulk
- Discus
- Evolve
- GC America
- Henry Schein
- Heraeus Kulzer
- HuFriedy
- Isolite
- Ivoclar
- Kerr
- Nobel Biocare
- Nu-Life Labs
- Orasoptic
- Pulpdent
- SDI
- Septodont
- Shofu
- Ultradent
- Vident

Other happenings in this year's exhibit hall include the Speaker's Corner and the Operator of the Future.

Attendees looking for dental advice can receive the answers to



• Edward Ferrero of Patterson Dental, left, and Ted Kehagias of Midmark Corp. in the Operator of the Future. (Photo/Fred Michmershuizen, Dental Tribune)

## Speaker's Corner schedule

### Today

- 11 a.m.-noon: Rhonda Mullins
- 1-3 p.m.: Tina Calloway
- 5-6 p.m.: Dr. Bradley Dykstra, Dr. Larry Rosenthal

### Friday

- Noon-1 p.m.: Rhonda Mullins
- 1-2 p.m.: Tina Calloway
- 1-4 p.m.: Dr. Larry Rosenthal
- 1-4 p.m. and 5-6:30 p.m.: Dr. Tomoyuki Tsubaki
- 2-6:30 p.m.: Jason Kim

their questions by checking out this year's Speakers' Corner, which will

take place in the exhibit hall through Friday.

This year's corner features eight dental professionals: Sandy Roth, Dr. Ryan Swain, Dr. Bradley Dykstra, Rhonda Mullins, Tina Calloway, Dr. Larry Rosenthal, Dr. Tomoyuki Tsubaki and Jason Kim.

The Speaker's Corner is an opportunity for attendees to receive advice on dental issues and to network with others. Attendees can also purchase educational references from the speakers.

The Operator of the Future will give attendees the opportunity to gaze into dentistry's crystal ball. The dual-chair operator will feature the latest in state-of-the-art digital impressioning, 3-D imaging and computer-augmented equipment.

## Auction \*from page 1

an 18-inch neckline and faceted pink tourmalines.

During the silent auction, attendees can bid on signed guitars, sports memorabilia, dental products and more. They can also donate to the foundation for a chance to win a four-pack of tickets to the Boston Red Sox-Chicago Cubs game on Friday night or a Coach purse with accessories.

All proceeds will benefit Give Back A Smile, which works to restore the damaged smiles of domestic abuse survivors. Winners of the Red Sox tickets and the Coach purse will be announced at 1:30 p.m. today in the exhibit hall. Recipients must be present to win.

Give Back A Smile would like to thank Bill Parks of Precision Dental Designs, Dr. John Weston and Konstantino for their donations to the auction.

The charitable foundation would also like to recognize:

- 3M ESPE (booth No. 2006)
- DENTSPLY International (booth Nos. 1624/1626)
- Discus Dental (booth No. 1612)
- DMG America (booth No. 1615)
- Heraeus Kulzer (booth No. 1920)
- Ivoclar Vivadent (booth No. 1606)
- Medelita (booth No. 2619)
- Springstone Patient Financing (booth No. 2119)

**today**

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the Publisher

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## Savings



# Scenes from Wednesday



• Susan Marcus of CAO Group (booth No. 1519) is all smiles, thanks to an effective teeth-whitening product.



• An attendee takes part in 'The Centrals and Canines: The Pillar and Post of the Smile,' a hands-on workshop offered Wednesday morning by Dr. Dennis Hartleib and Dr. K. William (Buddy) Mopper.



• Brothers Alan Overhoff, left, and Mark Overhoff of Rose Micro Solutions (booth No. 1921), a family-owned company named after their mother.

• The art of Ronadró (booth No. 2020).

Photos by Fred Michmershuizen, Dental Tribune



• Judy Sullivan, left, and Claire Yi-Pellegrino of Hu-Friedy (booth No. 2307).



• Cindy Angel, from left, Robert Ash and Bridget Matthes of Snap Imaging Systems (booth No. 2515).



• Heather Whalen holds a 'beverage vessel,' a giveaway available at the MAC by MicroDental Laboratories booth (No. 1706).



• Memorabilia from the Rolling Stones, the Rat Pack and other entertainment and sports legends are on display in the silent auction, found in the exhibit hall.



• Randy Drumm, left, and Kevin Walburg of Garrison Dental Solutions (booth No. 1812).





• Are you on Twitter? You can read the latest tweets on the Twitter wall, found just outside the exhibit hall.



• Lenny Sulkis, left, and Lynne Calliott of Shofu Dental Corp. (booth No. 1906).



• Diana Friedman of Sesame Communications (booth No. 2114).



• The AACD sure knows how to feed attendees well.



• Kym Nguyen, left, and Juliana Sterling of TopDentists.com (booth No. 2309).



• Sean Chappell, left, and Mike McKenna of PhotoMed (booth No. 1505).

• Paul Shannon, from left, Jeff Wood and Michael Leaversuch of Kerr Corp. (booth No. 2106).



• Megan McFall, left, and Kathy Allen of Axis Dental (booth No. 1716).



• Dr. Robert Lowe presents 'Using Dental Lasers in Cosmetic Practice: Combined Surgical and Restorative Therapy' on Wednesday morning.





• Nina Emond, from left, and Monica Lecchi of Ergonomic Products (booth No. 1727) and Jason DeCosta of RGP (booth No. 1729).



• Steve Clark, from left, Gregg Karlins and Ryan Noel of Ultradent Products (booth No. 1806).



• Todd Weight of White Towel Services (booth No. 2122).



• Don't forget to come back to Boston for the 2012 Yankee Dental Congress. Sherri Rodman can give you details at booth No. 1721.



• April Campbell, left, and Morgan Essert of Triodent Dental Corp. (booth No. 2209).



• Above: Tanya Kovar, left, and Alain Methot of Dental GPS (booth No. 2124).



• Left: Welcome to the AACD meeting! The theme this year is 'The Rise of Collaboration.'

• Jeremy Grandzik holds Build-It FR, one of many products available at Pentron Clinical (booth No. 2120).



• Travis Manklow, left, and Chiara Cuscianna of Dental Marketers (booth No. 2113).



• Jamie Sampson, left, and Benjamin Snow of Yodle (booth No. 2210).



# 28 earn AACD accreditation

## Class is the largest in organization's history

■ This year, the American Academy of Cosmetic Dentistry welcomes 28 dental professionals to accreditation status and one individual to accredited fellow status. This is the largest group to be awarded these credentials in history, and their accomplishments are being honored in the Smile Showcase.

This year's newly accredited fellow is Nancy Norling, who practices in Stillwater, Minn. Newly accredited AACD members include:

- R. Steven Ballback, DDS
- Angela Britt, DMD
- Randall S. Burba, DMD
- Stephen D. Doan, DMD
- Juan M. Escobar, CDT
- Henry F. Evans, DMD
- Craig P. Goldin, DDS
- Prashant A. Hatkar, BDS, MDS
- Ross S. Headley, DDS
- James C. Hodge, Jr., DDS
- Gary R. Hubbard, DDS
- Donald M. Jayne, DDS
- Michael J. Koczarski, DDS
- Ryan Langer
- Gerard J. Lemongello, Jr., DMD
- Dianna Lenick, DDS
- Elizabeth L. Lowery, DDS
- Adamo E. Notarantonio, DDS
- Jason S. Olitsky, DMD
- Nicholas J. Pournaras, DMD
- Denise L. Quitter
- James D. Salazar, DDS
- Naoki Ned Shimizu, DDS
- Robert E. Stafford, DDS
- Shoji Suruga, CDT
- Nathalie Vachon, DMD
- Mark B. Whaley, DDS
- Barbara Warner Wojdan, CDT

The accreditation process, which was developed by the AACD and is the world's most recognized advanced credentialing program, encourages further education, interaction with like-minded colleagues and the

opportunity for professional growth. Accreditation requires dedication to continuing education and responsible patient care.

"We are honored to welcome these professionals to the ranks of AACD accredited members," said Dr. Nils Olson, chairperson for AACD accreditation. "Accredited dentists and laboratory technicians are the most passionate and committed dental professionals. Those who have achieved accreditation have improved their

skills, acquired new techniques and can provide their patients with better care and services. They understand that a smile is more than just an anatomical part; it's an expression of who their patients are."

These dental professionals will receive their recognition and award at a special ceremony Saturday evening. Attendees can also see their work displayed in the Showcase of Excellence, located in Boylston Hallway.

### Attend the gala

The Celebration of Excellence Gala, part of which will honor the dental professionals who received accreditation and accreditation fellow status, will be held from 8 p.m. – midnight Saturday in the Level 3 Ballroom. A cocktail reception will be held prior to the event from 7–8 p.m. Tickets are \$125 per person and can be purchased until 1 p.m. today at the registration desk. The event includes dinner, live music and dancing.


AD

## Is The Slow Economy Affecting Your Revenue?

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Author, Lecturer.

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### AACD Show Special

With the purchase of **SNAP**, get your choice of one of the following:

- (a) Free Canon Camera And Printer.
- (b) Free Multi-User Network Upgrade.
- (c) \$300 discount off of the price of **SNAP**.



## BOOTH # 2515

[www.SnapDental.com](http://www.SnapDental.com) (866) 987-7627



• The work of recently accredited AACD members is on display in a special gallery on the third floor. (Photo/Fred Michmershuizen, Dental Tribune)



# eLearning, buying power new AACD member benefits

■ AACD members can access dental education at their convenience online and purchase discounted dental supplies through two new AACD member benefits.

All members of the AACD now have full access to *Dentalxp.com*, an online dental education provider, included in their member benefits. This premium membership to DentalXP is valued at \$350.

*Dentalxp.com* has 62,000 members worldwide, with more than 1,000 videos of global opinion leaders from more than 150 countries. AACD members can access videos, articles, presentations, forum discussions, treatment planning, live webinars and continuing education courses.

"AACD is partnering with *Dentalxp.com* to fulfill its mission of offering its members superior educational opportunities," said Ed Simeone, AACD CEO.

"The AACD comprises the most progressive minds in cosmetic dentistry, so we want to make sure they have access to the most innovative educational resources," Simeone said. "Our priority is to help our members receive the education they need so they can help their No. 1 priority: the patient."

"The partnership between *Dentalxp.com* and AACD bring together two groups dedicated to education and science at the highest level of dentistry," said Eddie Salama of DentalXP. "*Dentalxp.com* is proud and excited to have the AACD as a member of our community because of



■ Need to go online? Stop by the Internet Kiosk, where you can also access the AACD's two new member benefits, AACD Buying Power and DentalXP. (Photo/Fred Michmershuizen, Dental Tribune)

## Online

To learn more about AACD Buying Power, visit [www.aacdbuy.net](http://www.aacdbuy.net). To learn more about DentalXP, visit [www.aacd.com/learn](http://www.aacd.com/learn).

its history and the passion and commitment to dentistry that its members represent."

In addition, AACD members now receive access to HDiQ Dental, AACD's original online learning pro-

vider, also included in their membership benefits. Members receive a free eLearning course per year from HDiQ Dental—a \$130 value—and also receive 30 percent off HDiQ subscription products.

AACD members—and other dental professional interested in this new benefit—can discover more at [www.aacd.com/learn](http://www.aacd.com/learn).

In addition, members can purchase supplies through AACD Buying Power, a free service offered through Dental Health Products Inc. (DHPI).

Through AACD Buying Power, members can purchase dental supplies at discounts of up to 20 percent compared to other leading dental suppliers.

"That's huge," said Jeff Mann, senior sales manager at DHPI. "That means that a typical one-dentist practice can save as much as \$4,500 per year using AACD Buying power."

"Dental Health Products and the AACD have worked to enhance your dental purchasing benefit," said Pat DeGrand, the AACD customer service rep at DHPI. "We're offering AACD members an across-the-board 15 percent discount, with a 20 percent discount on our Health-Tec products."

DHPI prides itself on customer service, another benefit to AACD members.

"When you call," said DeGrand, "you'll be talking with real human beings in New Franken, Wisconsin, who know their stuff and can help guide you to the best deals."

AACD Buying Power also offers equipment sales and service, options inventory management software and practice management solutions from DentiMax.

"Be sure to watch for weekly specials," DeGrand said, "and save even more."

AACD Buying Power can be accessed at [www.aacdbuy.net](http://www.aacdbuy.net). Weekly specials are posted to the website, and members who share their contact information online can receive e-mail notifications about special offers and promotions.

## Learn about CAD/CAM from the pros

■ Dental professionals who want to expand their knowledge of CAD/CAM are in the right place this week. A number of hands-on workshops are being offered.

For dentists and lab technicians, Lee Culp of Dental Technologies Inc. (DTI), one of the largest networks of dental laboratories in North America, and Dr. Lyndon Cooper, the Stallings Distinguished Professor of Dentistry of the Department of Prosthodontics at the University of North Carolina at Chapel Hill, will present "Digital Smile Design," from 2 to 5 p.m. in Room 210. Participants will learn the six digital steps for smile design, how to use design software and how to digitally copy provisional restorations.

For dental assistants, Shannon Pace Brinker, a DA II and a 1994 gradu-



■ Lee Culp

ate of the Dental Assisting Program at Bowman Gray School of Medicine, will present "The Assistant's Role in the Art of CAD/CAM" on Friday from



■ Dr. Lyndon Cooper

9:30 a.m. to 12:30 p.m. and again from 2 to 5 p.m. in Room 101. Participants will learn how to easily attain desired esthetic results, the step-by-step pro-



■ Shannon Pace Brinker

cedures for matching existing and neighboring dentition, and how to add and subtract the amount of interproximal contact.



# It stacks, sculpts, stays put

By Robin Goodman, Dental Tribune

■ Dental Tribune sat down with Shofu Dental President Brian Melonakos, Director of Marketing Lynne Calliott and Product Manager Mark Schwer to talk about the BEAUTIFIL Flow Plus, a new injectable hybrid restorative that combines hybrid-like strength and functionality, unique handling and stackability and a flowable delivery.

## When did BEAUTIFIL Flow Plus launch and what has the response been to the product since then?

**Lynne Calliott:** We launched the product in November at the Greater New York Dental Meeting, and since that time, we've had an outstanding result and demand for the product. The practitioners are so impressed with the product's handling, we've had them calling our customer service line to give their enthusiastic and positive feedback.

**Brian Melonakos:** In addition to the positive responses we've had about handling, we're also hearing that clinicians are branching out significantly in terms of the indications the product is being used for, into Class I and Class II as well as the more traditional indications.

**Mark Schwer:** This is a material that you really have to see to appreciate. By coming by the booth to look at the extruded material and playing with it, a dentist can more fully understand the handling benefits that are difficult to put into print. In terms of handling, dentists deal with patients who move around all day, so they need a flowable, hybrid material that doesn't move when they're working with it. The fact the BEAUTIFIL Flow Plus stays put is a huge benefit.

## You're still offering a standard and a pedo trial kit for \$99 each. How many patients can be treated with these kits?

**Melonakos:** One dentist put it in terms of revenue, and he calculated that with the \$99 kit, one is able to bill \$6,000 of restorative work. In addition, reorders have been extremely high, and all our dealers are participating to the maximum level for stocking, so we not only really appreciate their support, we see this as positive indicator of a successfully received product.

## What types of support opportunities are you offering in conjunction with this product?

**Calliott:** We have a lot actually, such as an animation on our website as well as testimonials. We're also supporting this with a lot of continuing education programs. For example, just on Tuesday, Shofu offered a free webinar at [www.dtstudyclub.com](http://www.dtstudyclub.com) by Dr. John Comisi. He discussed "Caries Management Using S-PRG Technology."

## Here at the AACD

Visit Shofu at booth No. 1906 for a product demo, or for more information, call (800) 827-4638 or visit [www.shofu.com](http://www.shofu.com).

You can still receive 30-day access to the archive and view the webinar at your convenience.

• **Right: Mark Schwer, Lynne Calliott and Brian Melonakos stand near a box of BEAUTIFIL Flow Plus. (Photo/Robin Goodman, Dental Tribune)**



AD

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