

# today



**Scenes from Sunday**  
Cocktails, Aztecs and people getting educated are just a few of the sights seen around the Greater New York Dental Meeting.  
»starting from page 6



**Meet today's DTSC speakers**  
Get the inside scoop on today's sessions and the speakers behind them.  
»starting from page 10



**Stock up on GNYDM gifts for everyone**  
Don't leave New York empty handed. Take home a GNYDM-themed mug, pen or more.  
»page 40



• Dr. Douglas Terry, left, and his dental assistant, Melissa Nix, prepare his lecture on 'Anterior Fiber-Reinforced Composite Resin Bridge' at the Live Dentistry Arena No. 1 on Sunday morning.

## Learn, baby, learn

By Robin Goodman, DT Group Editor

■ Whatever you're looking for in the didactic realm of dentistry, you will find it here at the Greater New York Dental Meeting.

»see LEARN, page 22

# Let's go shopping!



By Fred Michmershuizen, DT Online Editor

■ Here at the 2010 Greater New York Dental Meeting (GNYDM), dental professionals are able to scope out aisle after aisle of new products, supplies and equipment.

And just like news reports of increased consumer traffic in brick-and-mortar retailers over the all-important post-Thanksgiving "Black Friday" weekend, signs here at the Jacob K. Javits Center point to a strong business climate.

On Sunday, opening day of business for the 2010 meeting, the show floor was packed. The goal, of course, is for dental professionals to bring back to their practices new tools that will

»see SHOPPING, page 40

• Attendees crowd the aisles of the 86th annual New York meeting. (Photos/Fred Michmershuizen, DT Editor)

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# Sino-Dental in Beijing does it again

Greater New York Dental Meeting represents U.S. dental trade at opening ceremony

By Jayme S. McNiff, GNYDM Education Coordinator

■ The Greater New York Dental Meeting (GNYDM), with the approval of the U.S. Department of Commerce, sponsored and assisted in obtaining trade fair certification for the June 2010 Sino-Dental meeting in Beijing.

Having achieved this special recognition for the third consecutive year, the GNYDM hopes to help increase sales opportunities for U.S. dental manufacturers and distributors.

Dr. Robert R. Edwab, GNYDM's executive director, said he is always seeking ways to find new and expanded markets for the exhibitors.

"Now that we have obtained certification for the AEEDC-Dubai Meeting and Sino-Dental Beijing Meeting, hopefully U.S. companies will have additional venues to sell more products. Not only is exporting beneficial for these companies, but it also helps the U.S. economy enormously."

One goal of the GNYDM's strategic plan is to find opportunities for U.S. companies, not only at the November meeting but throughout the year. This would help the U.S. dental trade gain sales domestically and worldwide.

China has about 90,000 dentists to serve a population of more than 1.3 billion. With its booming economy, the city of Beijing has become China's political and cultural center.

This year's 15th Sino-Dental Exhibition and Congress was held in the recently built National Conventional Center – the same headquarters that housed the press and media for the 2008 Beijing Olympic Games. In 2010, more than 40,000 professional visitors from 80 countries and regions visited the exhibition.

With China's ever-expanding pop-



■ Dr. Robert Edwab, second from right, representing the Greater New York Dental Meeting and the U.S. trade, stands with other international trade representatives at the opening ceremony of the Sino-Dental meeting. (Photos/Provided by the GNYDM)



■ Inside the 2010 Sino-Dental meeting, held at the National Conventional Center in Beijing.

ulation and its modern convention center, the 2010 meeting included more than 600 exhibitors from 20 countries. Most notable was the large increase in exhibit space. The event featured cutting-edge technology and both foreign and domestic products, materials and instruments.

Sino-Dental is an ideal business platform for the dental industry, and GNYDM organizers said they are proud the meeting has been designated by the U.S. Department of Commerce to assist Sino-Dental 2010 in earning trade fair certification status. This certification allows the GNYDM to contact members of the U.S. dental manufacturing and distributing community to offer them exhibiting information for Sino-Dental, which, in turn, greatly assists U.S. dental exhib-

itors in finding Chinese distributors for their manufactured products or for exhibiting independently.

Sino-Dental expanded its international pavilions this year with representation from the United States, Japan, Italy, Switzerland, Korea, Germany and Brazil. Sino-Dental honored the GNYDM by introducing organizers to government and trade officials at all the major functions. In addition, the GNYDM was given a unique honor in the introduction section of the program guide along with only three other dental trade organizations: Germany, Japan and Korea.

The GNYDM organizers met with officials of the U.S. Department of Commerce from the U.S. Embassy in Beijing and discussed ways to expand the business opportunities of U.S. companies in China.

Dr. John R. Halikias, general chairman of the GNYDM, said, "Not only do we help our exhibitors by finding sales opportunities abroad, we also encourage potential attendees who visit our booth to come to New York and attend our annual session. An even larger growth in registration numbers ... should hopefully increase exhibitors sales."

## Commercial Service offers free, interactive export seminar

■ If you're an exhibitor, you'll want to come explore the tools of the trade and learn about the different markets represented by international commercial specialists at the Commercial Service Export Seminar, being held today.

For the first time, the seminar will take the form of an open forum with international commercial specialists dialoging back and forth between each other, the moderator and the audience.

Exhibitors may participate in showtime, one-on-one appointments made in advance of the show between delegation leaders from the embassy network and the exhibitor. Together, those participating will explore export opportunities and discuss the latest market information on their respective countries.

The export seminar will take



place from 11 a.m.–12:30 p.m. in room 1E09.

Once again this year, the GNYDM has been selected by the U.S. Department of Commerce to participate in the International Buyer Program (IBP), a service that significantly enhances the ability to make the show a truly global marketplace.

Through this program, the Commercial Service offers a number of services to help attendees make the most of their show experience and assists small- and medium-sized U.S. businesses in exporting their products and services.

The Commercial Service staff – located at U.S. embassies and consulates throughout the world – works to recruit foreign buyer delegations

and helps organize their business plans for the show.

During the show, Commercial Services trade specialists will manage the International Business Center. At the center, buyers can negotiate with sellers, use the meeting rooms provided – free of charge on a first-come, first-served basis – and take advantage of the facility to plan visits to the exhibit floor.

Exhibitors are encouraged to visit the International Business Center for export counseling by staff and to meet with international buyers.

The Commercial Service staff members managing the International Business Center are Michael Grossman, Jetta DeNend, Carol Rudman, Jeanne Townsend, Dina Vulpis and Gerry Zapiain. Please see the IBC staff to sign up for a meeting room.

today About the Publisher

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# Endodontics comes to Greater N.Y. Dental Meeting

By Jayme S. McNiff, GNYDM Education Coordinator

Attendees now have something more to love about the Greater New York Dental Meeting (GNYDM). This year, the 86th annual event welcomes professionals for five days of endodontic programs, including workshops, seminars, essays and live demonstrations.

The endodontic program began on Saturday morning with speakers who discussed research and ideas on pain control, irrigation and the most important developments in the field of endodontics today.

On Sunday, professionals learned the fundamentals of safe, predictable, efficient and cost effective endodontics with Dr. Barry Musikant.

Later, Dr. John Olmsted presented a two-part workshop on rotary instrumentation in the morning and resin bonded obturation in the afternoon.

At these hands-on workshops, clinicians learned about comprehensive diagnosis, new concepts with irrigation and continuing improvements with rotary files.

Today, Musikant will present two half-day workshops. These hands-on tutorials will introduce endodontic



A variety of endodontic workshops and seminars will take place today, Tuesday and Wednesday. (Photo/Provided by GNYDM)

instrumentation and advanced endodontic techniques.

"Educating more than 1,000 professionals at the endodontic seminars and workshops proves that attendees are the key to success," says Dr. Robert Edwab, executive director of the GNYDM.

With clinicians visiting from

across the United States and around the world to perform actual endodontic surgical procedures in real-time, the GNYDM delivers a second live dentistry arena right on the exhibit floor.

The live dental procedures in endodontics will be held today through Wednesday.

"These programs provide a one-of-a-kind opportunity for professional growth," said Dr. John Halikias, general chairman of the GNYDM. "Clinicians from all over the globe meet face-to-face to teach and learn new techniques within a specialty as well as locate companies with the latest equipment and materials for exportation."

This year, Drs. Robert Roda and Aviad Tamse, representing the New York State Association of Endodontists, will present half-day seminars exploring endodontic diseases, including differential diagnosis of vertical root fractures, extraction, non-surgical re-treatment, periradicular surgery and intentional replantation.

These seminars are scheduled for 9 a.m. and 2 p.m. on Wednesday.

Dr. Alex Fleury's two half-day workshops are on Wednesday.

The morning hands-on activities will focus on the use of current science to improve the clinicians' techniques in endodontics with the introduction to new bioceramic technology.

The afternoon session focuses on teaching clinicians the full meaning of an endo-restorative continuum.

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11:20 - 12:20 Dr. John Flucke, DDS  
**LIGHT CURED ADHESIVE DENTISTRY - SCIENCE AND SUBSTANCE**

12:50 - 1:10 Dr. Marc Gottlieb, DMD  
**EXCITING NEW TOOLS FOR SUPERB IMPRESSIONS**

1:20 - 2:20 Dr. Martin Goldstein, DMD  
**A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING**

2:40 - 3:40 Dr. Richard Rosenblatt, DMD  
**DIGITAL IMPRESSIONS: ARE THEY FOR ME?**

4:00 - 5:00 Dr. Louis Malcmacher, DDS  
**TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE**

5:10 - 5:30 Dirk Gieselmann  
**HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE**

**29 NOV**

10:00 - 11:00 Mrs. Noel Brandon-Kelsch  
**ECO-FRIENDLY INFECTION CONTROL-UNDERSTANDING THE BALANCE**

11:20 - 12:20 Dr. Gregori Kurtzman  
**INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE**

12:50 - 1:10 Dr. Marc Gottlieb, DMD  
**A GAME-CHANGING APPROACH TO DIFFICULT CL II COMPOSITES**

1:20 - 2:20 Dr. Damien Mulvany  
**OPTIMIZING YOUR PRACTICE WITH 3D CONE-BEAM TECHNOLOGY**

2:40 - 3:40 Dr. Edward Katz  
**IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTERIZED TOMOGRAPHY**

4:00 - 5:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch  
**SOFT TISSUE LASERS AND CARIES DIAGNOSIS**

5:10 - 5:30 Dirk Gieselmann  
**HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE**

**30 NOV**

10:00 - 11:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch  
**SOFT TISSUE LASERS AND CARIES DIAGNOSIS**

11:20 - 12:20 Dr. Lou Chmura, DDS, MS  
**SOFT TISSUE LASERS ADJUNCTIVE TO ORTHODONTIC TREATMENT**

12:50 - 1:10 Dr. Marc Gottlieb, DMD  
**THE ART AND SCIENCE OF AIR ABRASION**

1:20 - 2:20 Dr. Dov Almog, DMD  
**INTRODUCTION TO CBCT: PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY**

2:40 - 3:40 Dr. Bettina Brasani  
**CLEANING AND SHAPING WITH NEW TECHNOLOGY**

4:00 - 5:00 Dr. Dwayne Karateew, DDS  
**CONTEMPORARY CONCEPTS IN TOOTH REPLACEMENT**

5:10 - 5:30 Dirk Gieselmann  
**HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE**

**1 DEC**

10:00 - 11:00 Mr. Al Dube  
**MERCURY AMALGAM WASTE AND OSHA AND REGULATORY ISSUES AFFECTING DENTISTS**

11:20 - 12:20 Dr. Glenn van As  
**HARD AND SOFT TISSUE LASERS**

12:30 - 5:00 Dr. Ethan Pansick, Dr. Marla Ryan, Dr. Enrique Merino, Dr. David Hoexter, Dr. Dwayne Karateew, Dr. Jeffery Hoos, Dr. Benedict Bachstein  
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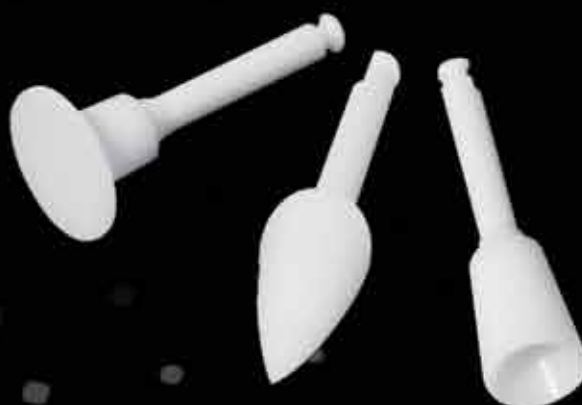
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# Scenes from Sunday



• A bartender serves up drinks (the non-alcoholic kind) at the Gendex booth, No. 4017.

Photos by DT Editors  
Robin Goodman,  
Fred Michmerhuizen  
and Sierra Rendon



• A vibrant visual reminder for the FDI meeting, which will take place in Mexico City next year.



• Alan Miller of AMD LASERS, booth No. 4431.



• John Kuttner, and his daughter Melissa, 'try a key' at the DaVinci Dental Studios booth (No. 1613). The person who finds the missing key can instantly win an iPad.



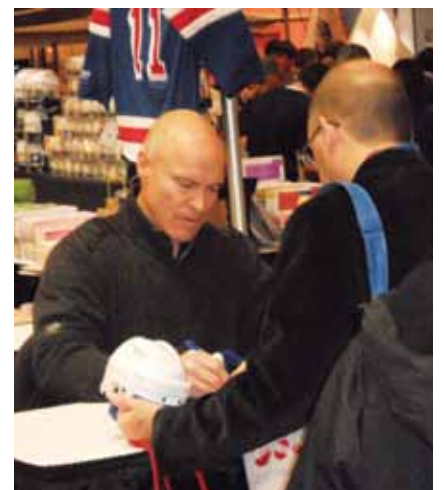
• Wouldn't it be nice to have someone come straight to your office and fix your broken equipment instead of having to send it away and lose a week's worth of business? That's the idea behind Dental-Fix (booth No. 5423). Stop by and talk to Robert Iavarone, Guelin Ramirez or Dave Pereira to hear more.



• Everyone knows what a challenge it can be to keep your teeth clean under braces. To help, DenTek has introduced BracesClean, angled floss picks for patients with braces. Stop by the booth (No. 4315) to pick up some samples from Sarah Arlinghaus, from left, Jessica Knight or Katie Donald.



• Gail Malone of Dentsply Pharma (booth No. 2603) demonstrates the Ora-rix needle-free pain relief system for scaling and root planing.



• Former New York Ranger and Hall of Famer Mark Messier signed autographs at the Glove Club booth (No. 2405).



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# Scenes from Sunday



• At the Cadwell Therapeutics booth (No. 5628), VP of Sales Cherami Cadwell, left, prepares a 'silent sleep' oral appliance for Dr. Paul Gabin of Seacaucus, N.J. The appliance has FDA approval for snoring and obstructive sleep apnea.



• Alex Bell of CareCredit (booth No. 4014).



• Sink your sore body into the Swedish seating available from RGP (booth No. 5209) and Kevin Amaral, Jason DeCosta or John Bonvini may say to you, 'You sit, we fit.' The company's stools can be adjusted for height and the alternative cylinders provide a range that accommodates every stature.



• Dux Dental (No. 4215) just introduced ShortCuts, the all-in-one retraction cord delivery system, available with Gingi-BRAID retraction cords inside.



• Dentists listen to a lecturer at the Invisalign booth (No. 4420).



• GNYDM attendees check out the large map detailing where everything is located before venturing into the enormous exhibit hall featuring more than 1,500 exhibit booths.



• DentLight designs, develops and manufactures a variety of detection and treatment devices, particularly LED lighting-based dental equipment such as curing lights, headlights and loupe lights, exam lights and loupes. To learn more, stop by the booth (No. 2629).



• You can pick up a bag for your exhibit hall goodies from Meagan Wallace at Defend/Mydent (booth No. 2609).





• Sonya Battee offers a sample of Sensodyne Multi Action daily toothpaste for sensitive teeth at Glaxosmithkline Consumer Healthcare, booth No. 1033.



• From left, Ortal Cohen, Irina Pociak, Elana Magreli and Merav Kaplan introduce GNY attendees to the ImageWorks facial imaging mobile vehicle at booth No. 5401.



• Kurt Stafford, left, and Jennifer Butler of EMS/Electro Medical Systems Corp. (booth No. 5521)



• DMG America's Paul Polizzi works with an attendee. Stop by the booth (No. 4615) to hear about the company's 'Drilling? No thanks!' motto.



• Thelma Bruns speaks with attendee Warren DeGraff at the Danville Materials and Engineering booth (No. 3824). To hear more about restoration of the difficult Class II composite, stop by and talk to Danville.



• Susan Richardson, left, and Scott Friedman of ChaseHealthAdvance, booth No. 5217, tell dentists about financing options that can make treatment affordable for many patients.



• A crowd gathers at the Shofu booth during Sunday's exhibition, likely to hear more about the company's award-winning products, such as BeautiBond and Beautifil.



• Attendees stop by the VOCO booth (No. 4623) to hear about the company's new products, Curvy (anatomically shaped interdental wedges) and Dimanto (a diamond polisher that works with all composite materials).



• Dr. Jeffrey Galler visits the Kerr booth (No. 4529) to hear more about the company's new curing light and new bonding agent.