

today



Scenes from the Chicago Midwinter

Get the buzz from some busy bees, learn from Jedi masters and see Bridget the (plush) horse.

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A night of celebration for a good cause

Oral Health America's Annual Gala & Benefit brings the industry together to raise funds.

»page 10



Honoring the females of our industry

Breakfast recognizes women who are making a significant impact in the dental technology field.

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New, newer, newest

By Robert Selleck, *today* Staff

■ If your journey to the Chicago Dental Society Midwinter Dental Meeting included the Blue Line from O'Hare, you might have ended up in a train car with its interior-wrap advertising devoted entirely to the Quip electric toothbrush.

The first-time exhibitor here in Chicago is known for strategically advertising beyond the exhibit halls in cities hosting major dental meetings it attends.

Last year for the Greater New York Dental Meeting, the Brooklyn-based company ran ads in trains using the new subway station near the Jacob K. Javits Convention Center. Thursday morning in the Midwinter exhibit hall, the Quip booth (No. 443) was seen



▶ Alexandria Jundt, DDS, in practice in Chicago, shows her free Quip electric toothbrush in the Quip booth, No. 443. Attendees receive the toothbrush and other gifts as part of the Quip 'booth experience.' Quip is a first-time exhibitor. (Photos/Robert Selleck, *today* Staff)

*see *NEW*, page 3

Three more live-patient demonstrations on tap

■ Today's educational agenda includes two live-patient demonstrations.

From 9 a.m. to noon, Frank Milnar, DDS, of St. Paul, Minn., presents "Power of pink: Techniques for pink prosthetic restorations with bioactive composites," and from 1:30-4:30 p.m., Robert Margeas, DDS, of Des Moines, Iowa, presents "How to close a dias-

tema." Held in room W375C and each worth 3 C.E. units, the sessions are free but ticketed. You can request a ticket at the door, but the sessions are popular.

A final live-patient demonstration is scheduled Saturday, with Lee Silverstein, DDS, of Marietta, Ga., presenting "Soft-tissue augmentation using Alloderm."

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Attendees enter the Chicago Midwinter Meeting exhibit hall Thursday morning.

NEW *from page 1

ing a steady flow of visitors listening to a quick overview about how practices can make the toothbrush easily available to patients and benefit from a dental-connect platform designed to keep practices closely connected to existing and potential patients.

Final step in the booth experience is walking away with a sleek Quip toothbrush, a tube of Quip toothpaste, a coupon for a replacement head, a brochure welcoming you to the Quip brand and some literature about Quip's other products and services.

Reflecting the dental industry's ever-increasing pace of innovation and expansion, the Midwinter Meeting has numerous new exhibitors this year – along with an even broader array of new products and services.

In booth No. 1048, first-time exhibitor Dentkist is here with variety of products, ranging from impression material to handpieces. The Korean-based company, among the top-five companies in its sector in Korea, is conducting business in 65 countries, and a few months ago it received FDA clearance to operate in the U.S. The "KIST" in Dentkist stands for "Korean Institute of Science and Technology," a science-and-technology national think tank in Seoul that has launched many science-based businesses.

In booth No. 848, first-time-exhibitor Ignite DDS (booth No. 848) is handing out a small book that gives you a feel for its free continuing education community for dental students and young dental professionals.

Not far away, the Academy of



First-time exhibitor Jason Jeong has special Chicago pricing on his CharmTemp Crown temporary crown and bridge material. Find him in the Dentkist booth, No. 1048. The booth is filled with lots of other show specials.

Microscope Enhanced Dentistry is also here for the first time, in booth No. 838.

The concept of "new" in the exhibit hall isn't limited to first-time exhibitors. Stroll down any aisle and you'll encounter plenty of new products, too. Some are so new, they're here for demonstration only before becoming available later in the year.

KaVowas demonstrating three new products to dental-industry-media

representatives Thursday morning in it bank of booths at the front of the 1500 aisle. Among the products was the Dexis FS Ergo flexible Digital Intraoral X-Ray Sensor, which in addition to being small has a soft housing that "gives" during X-rays, making it extremely gentle for patients.

There's plenty more "new" to discover, with the exhibit hall open again today until 5:30 p.m. and until 4 p.m. on Saturday.

Scenes from Thursday



• There are big smiles all around among the team at Glidewell Dental (booth No. 4016).



• 'Jedi masters' Dr. Valerie Cooper, left, and Dr. Christopher Silvoy want to make the Midwinter Meeting more fun this year — so they are here in 'Star Wars' cosplay gear, complete with lightsabers!



• Meghan Olmer of Wells Fargo Health Advantage (booth No. 1928), with plush horse Bridget.



• From left: Jeff Daner, Noah Moore and John Hinton of Anutra Medical (booth No. 5101).



• Emily Kemberling, left, and Tori Schober of Keystone Industries (booth No. 4011).

Photos by Fred
Michmershuizen,
today Staff



• Nory Candelario, left, and Eva Hernandez of Trident Dental Laboratories (booth No. 3216).



• From left: Lundon Albrecht, Laurie Eason and Brad Wilson of Coltene (booth No. 4000).



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• The folks from Henry Schein eServices (booth No. 2819) are eager to tell you about Dentrix G7.



• To learn about a PDL injection without the needle, visit NumBee (booth No. 628). It's all the buzz, according to these busy bees who were buzzing about the exhibit hall Thursday morning.



• Kay Hickey of Zirc Co. (booth No. 1417).



• Jefel Santos, left, and Camille Rios of Denovo Dental (booth No. 3309).



• Andreas Brandstatter of W&H Impex (booth No. 1327).



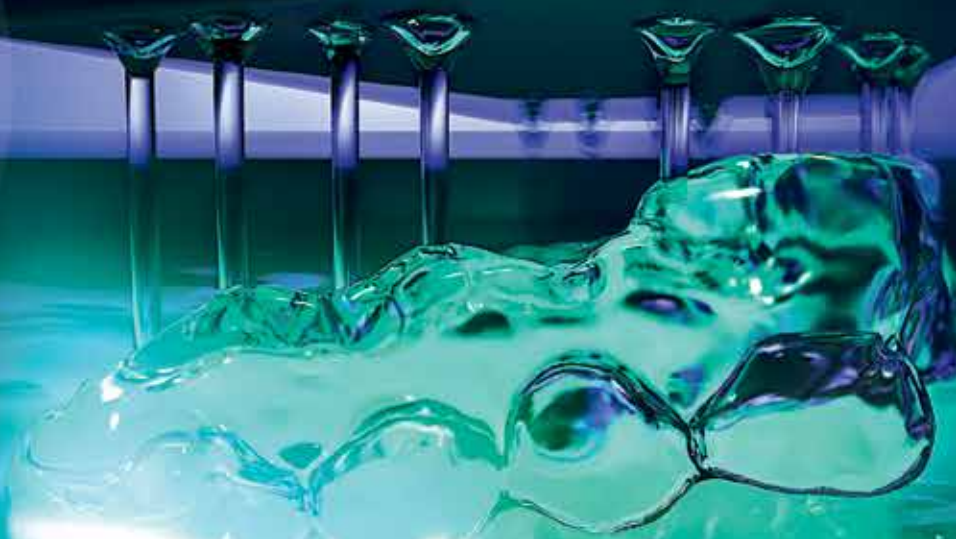
• Dr. Steven R. Daniel, a practicing periodontist in Murfreesboro, Tenn., is the new president of the American Academy of Periodontology. (Photo/Sierra Rendon, *today* Staff)



• From left: Dominika Paxton, Mac Kubiak and Ula Olszewska of Triron Titanium (booth No. 2339).



• Dr. Morris Strauss of Mavrik Dental Systems (booth No. 3402).



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• Allan Hyldal of 3Shape (booth No. 4815) talks about some of the company's latest offerings during a press conference on the show floor Thursday morning.



• Tom Evans of Planmeca (booth No. 1020).



• Julie Harder of Designs for Vision (booths Nos. 2602/4421).



• Kevin Bourland of Shofu Dental Corp. (booth No. 2807).



• From left: Sophia Skafidas, Dr. Terri Alani and Karen Siebert at DenMat (booth No. 3503).



• From left: Tony Holm, Michael Livingston and Jennifer Gillespie of Microflex/Ansell (booth No. 4808).

• Tiffany Fico of Medidenta (booth No. 2609).



• From left: Katie Liu, Steve Kim and William Kim of DiaDent Group Int'l (booth No. 4308).

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