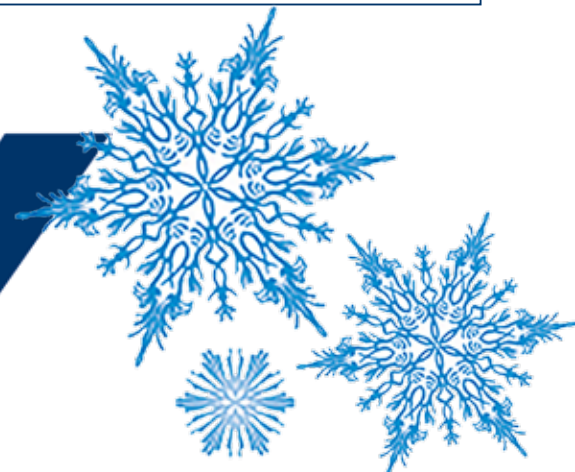


today



Scenes from the Chicago Midwinter

Win an Apple watch from a sloth and check out rows and rows of other exhibitor booths.

»pages 6–8



Settle in for the Henry Schein One show

Take a break from walking the exhibit hall to watch 'Agent Bonding' in action.

»page 10



Donation milestone: 1 million toothbrushes

Chicago Public School elementary students get a special gift from the Benco Family Foundation.

»page 12

Playing for their enthusiastic second line Thursday morning outside the exhibit hall is Tubad and the Kings of Nola, from left: Amir "Tubad" Gray on tuba, Gustavo Cortinas on snare drum, Leon Q. Allen on trumpet, Michael Gore on bass drum and Royce Harrington on trombone. To their right is Midwinter Communications Committee Member Dr. Ingrid Schroetter and her sister and Communications Committee Vice Chair Dr. Astrid Schroetter. (Photo/Robert Selleck, *today* Staff)



March on in

By Robert Selleck, *today* Staff

The Mardi Gras fun started with a bang and a blast just outside the Midwinter Meeting exhibit hall Thursday morning, with meeting organizers joining the band Tubad and the Kings of Nola in a spirited parade through the lobby. The internationally acclaimed New-Orleans-second-line brass band played "When the Saints Come Marching In," "Do What You Want" and "Ooh Nah Nay" as members of the CDC's organizing committees danced along with parasols swinging in tune.

» see MARCH, page 4

AD

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• Pick up a free smiley tooth pen in the First Citizens Bank booth (No. 2447) from Rick Adyniec (left) and Andrew Thomas.

MARCH *from page 1*

The music set the tone, but meeting attendees entering the exhibit hall quickly saw that far more than beads were being handed out by the more than 600 exhibiting companies.

The quip booth (No. 447) was as popular as ever, with free samples of the subscription electric toothbrush being given out (while supplies last) following a brief presentation on the toothbrush and service.

Twenty aisles away in the First Citizens Bank booth, No. 2447, you can drop off a business card or entry form for a chance at winning a pair of AirPods. This is the first time the century-old family-owned bank has been at the Midwinter Meeting after recently expanding into the Midwest. Nobody walks away empty-handed from the booth, with the bank handing out smiley tooth pens to emphasize its expertise with health-care-related businesses. A key differentiation stressed by the bank is that none of its counselors and advisors receive commissions — all are on salary and interested only in best serving the businesses they work with.

“Our motto is ‘Making people’s lives better through better banking,’” said Rick Adyniec in the booth Thursday morning.

In the IC System booth (No. 3744), it’s not time for Mardi Gras, but it is time to go camping. The accounts-receivable company is handing out a trail-guide checklist to help you achieve faster payments and increased cash flow. You can also walk away with a stress-ball bear and a “conference survival kit” that includes breath mints, antacid tablets



• Camping out in the exhibit hall Thursday morning, from left, Thomas Mayfield, Ben Fisher and Bryan Campbell in the IC System booth (No. 3744). Stop by to enter the drawing for a Yeti cooler.



• Enter a drawing for \$100 and play a Starbucks scratch-off gift card game in the XL Dent booth (No. 911) after you visit for a minute with Duane Anderson.

and hand wipes. Don’t leave the booth before having your badge scanned to enter the company’s drawing for a Yeti cooler.

If you’re having a practice-

management software emergency, head straight to booth No. 911, where XL Dent can demonstrate how its dental software suite can deliver worry-free mobile- and tablet-friendly workflow to improve profitability. While you’re there, be sure to fill out an entry form for a \$100 cash giveaway. You don’t need to be around for the drawing; XL Dent will notify the winner to make sure the cash is awarded. You can find out immediately if you’ve won a Starbucks gift card at the XL Dent booth. Just play a scratch-off game before you leave to see if you’re a winner.

These are just a few of the many giveaways. And there are plenty more chances to win over these next two days.

today About the Publisher

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quip

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guides a two-minute routine using 30-second quadrant pulses. To help inspire healthy habits, we also ship fresh brush head and toothpaste refills (\$5 each) every 3 months, with oral health tips along the way. Working in the dental industry, you could join our network of tens of thousands of professionals who offer quip at a discount, gift free refills, and fully manage patient accounts. Let's work together to give patients the care they're sure to love.



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Scenes from Thursday



• The team members from Glidewell gather for a group photograph at their booth (No. 3219).



• Dave Lage, left, and Erika Flanigan of Essential Dental Systems (booth No. 4015).



• Milton Loring, left, and Charlie Martin of DentalEZ (booth No. 1411).



• Meeting attendees learn about laser technology options at Convergent Dental (booth No. 1643).



• Dr. Eugene Casagrande of Wand Dental/Milestone Scientific (booth No. 2717).

Photos by Fred
Michmershuizen,
today Staff



• From left: Shaista Hasan, Payal Shah and Scott Pepper of quip (booth No. 447).



• Nory Candelario, left, and Eva Hernandez of Trident Dental Laboratories (booth No. 4213).



• The Benco Dental booth (No. 3834) as seen from above.



• Erica Wilson of MTI Dental (booth No. 5226).



• From left: Mike Newton, Charles Sobieraski and James Farleo of Eclipse Loupes (booth Nos. 940 and 5043).



• Steve Crawford, left, and Jeff Lupu of Coltene (booth No. 4000).



• Ask the sloth at Weave (booths No. 628, 1343 and 4643) about entering a drawing to win an Apple Watch.



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



• Gerson Moreno, left, and Michael Burseth of Bisco Dental Products (booth No. 4800).



• Cherie Boles of Lares Research (booth No. 2813).

• Kevin Bourland, left, and Bob Garnica of Shofu Dental Corp. (booth No. 2807).



• From left: Kellie St. Onge, Kristin Ansted and Brian Mergentime of Solmetex (booth No. 2139).



• Brad Baker of Flow Dental (booth No. 3521).



• The folks at Invisalign iTero (booth No. 5011).



• Dr. Richard T. Kao is the new president of the American Academy of Periodontology. He is based in Cupertino, Calif.



• Visit Trilon Collegium Practicum to learn about hands-on implant courses.



• Greg Slayton, left, and Kevin Fox of Salvin Dental Specialties (booth No. 1034).



• The gang from DMG (booth No. 1611).



• From left: Mike Lupo, Jacie Eber and Kevin Brennhof of Designs For Vision (booth Nos. 1808 and 4421).

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Dentistry and Photography by: Ross Nash, DDS



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