

# today



### Scenes from the 150th Midwinter

Aerial acrobatics, a giant toothbrush, tiaras, tango dancers and a guy named Buffalo Bill.

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### Exhibit hall gets educational

Learn about air polishing, bacteria management, dental assisting and more.

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### Not just business as usual

This fall, head to Orlando to learn some tips, tricks and new skills to improve your practice.

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# Celebrating a milestone

By Fred Michmershuizen, *today* Staff

■ “A Midwinter Celebration” is the theme for the Chicago Dental Society’s sesquicentennial Midwinter Meeting, which opened Thursday morning here at McCormick Place to nearly 30,000 dental professionals.

“This is the CDS’ opportunity to celebrate the efforts of the countless leaders and volunteers who not only recognized what the growth and success of the meeting could mean to our members and for the profession, but who brought that vision to reality,” said 2015 CDS President Susan Becker Doroshov, in a press release announcing the opening of this year’s event.

In the exhibit hall, more than 700 companies are showcasing their products and services. Many are introduc-

\*see MILESTONE, page 2



• Meeting attendees move from booth to booth on the exhibit hall floor Thursday morning. (Photos/Fred Michmershuizen, *today* Staff)

# Where education, exhibits intersect

By Robert Selleck, *today* Staff

■ The scientific program at the Chicago Dental Society’s 150th Midwinter Meeting is among the most comprehensive there is, with virtually every aspect of modern dentistry covered from numerous angles. But it’s not just in the classrooms where the latest tools and techniques are being explored.

The exhibit hall, too, abounds in educational opportunities, with more than 600 exhibitors eager to take advantage of face-to-face opportunities to educate dental professionals about their offerings.

Whether it’s one-on-one or with

group presentations – as Keystone Industries is doing in its booth (No. 3611) – in-depth discussions about some of the most sophisticated offerings in health care are taking place in every aisle.

A bit off the beaten path, in aisle 200 against the east wall of the exhibit hall, you can even get an independent, one-on-one assessment of your ergonomic habits, whether you’re a specialist, general dentist, hygienist or assistant.

Pelton & Crane is sponsoring the clinic, staffed by local physical therapists who specialize in ergonomics in work environments such as dental practices. Dental chairs, seats and

stool are all on hand so the pros can take a look at how you typically work and offer some input that just might prolong your career.

There’s no booth number. Just look for the banner with the white cross against the red background.

• From left, Andrew De La Garza, DDS, of San Antonio, and Martha Guerra, a dental assistant in De La Garza’s practice, listen to ergonomics advice from Timothy Caruso, a physical therapist with Chicagoland Performance Consultants, in the ergonomics booth sponsored by Pelton & Crane in aisle 200 of the exhibit hall. (Photo/Robert Selleck, *today* Staff)



**MILESTONE** *from page 1*

ing new technology here in Chicago.

Among the companies launching products this year is Essential Dental Systems (EDS, booth No. 2111), with its Tango-Endo, a new endodontic system. With Tango-Endo, EDS says, it only takes two instruments to treat a root canal. The files allow for faster engagement with less resistance, according to EDS.

To help increase excitement for the Tango-Endo launch, EDS has brought in tango dancers. Look for them on the exhibit hall floor.

Hu-Friedy Mfg. Co. (booth No. 3405) is introducing its IMS Infinity Series Cassettes for instrument management. According to the company, the cassettes are designed to support evolving instrument processing

guidelines and to increase dental practice efficiency while protecting patients, staff and instrument investments.

“Hu-Friedy continues to lead the industry through innovation of dental instrument management systems that ensure better infection prevention while maximizing efficiency and ROI for the dental practice,” said Ken Serota, president of Hu-Friedy, in a press release.

Biolase (booth No. 601) is introducing a “Practice Growth Guarantee” with the launch of its new WaterLase iPlus 2.0 all-tissue laser. WaterLase iPlus 2.0 also features the all-new SureFire YSGG Delivery System, plus a new periodontal app known as REPAIR for treating moderate to severe periodontitis according to the company.

Carestream Dental (booth No. 3801) is releasing its Logicon Caries Detector 5.1, designed to further automate the detection process and produce improved displays of caries sites, making exams and diagnoses even more efficient than in the past.

According to the company, Logicon 5.1 is the only commercially available FDA-approved computer-aided radiographic caries diagnosis software. It is a unique and clinically proven tool that helps practitioners detect and treat interproximal caries at an early stage, enabling minimally invasive treatments, the company says.

Of course, this is just a sampling of the many new products available here at the Midwinter Meeting. Look for more of them until the exhibit hall closes at 5:30 p.m. today.

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# Scenes from Thursday



• Jim Pienkowski of Planmeca USA (booth No. 2602) with the Planmeca ProFace.



• Howard Wolf, left, and Jeff Price of Flow Dental Corp. (booth No. 905).



• Meeting attendees get product information at ACT (booth No. 4425).



• Buffalo Bill (aka Wayne Rettig) is comfortable in the saddle at Brewer Co. (booth No. 3413).



• It's the sesquicentennial dental meeting here in Chicago.



• From left: Tom Moore, Ryan Moore and Daniel Parrilli of Kettenbach (booth No. 4119).

Photos by Fred Michmershuizen, today Staff



• Dr. Fred Weinstein of Vancouver, British Columbia.



• Nick Pond, left, and Stacy Lamb of Vista Dental Products (booth No. 3719).



• Alan Ratcliff, left, and Keith Nelson of Carestream Dental (booth No. 3801).

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• It takes two to tango — and only two files to treat an endodontic case using the new Tango-Endo file system, available from Essential Dental Systems (booth No. 2111).



• Christopher Stachl of W&H (booth No. 4801).



• Ann Steinbock, left, and John Hughes of Whip Mix Corp. (booth No. 2221).



• From left: Matt Carroll, Lenny Sulkis, Brian Melonakis and Randy Bailey of Shofu Dental Corp. (booth No. 2411).



• If you yell 'Isolite' loud enough, they will draw a lucky number for a prize at Isolite (booth No. 1831).



• Desmond Morgan of Argen Corp. (booth No. 3011).



• Abbey Myhre, left, and Hannah Myhre of Dash Medical Gloves (booth No. 4603) show off their smiles — and their tiaras.



• From left: Joe Bell, Jennifer Horwath, Cathy Wakefield and Brent Garvin of Planmea (booth No. 2602).



• Are you friends with a power toothbrush? Stop by Crest + Oral B (booth No. 4200) to get your picture taken with this one and learn more about dental care products for consumers.



• Andres Maldonado of Hu-Friedy Mfg. Co. (booth No. 3405) with the company's new IMS Infinity Series Cassettes.



• Ruairi Duffy, left, and Steve Vredenburg of DENTSPLY (booth No. 1802).



• Laura Mounce, left, and Dr. Rich Mounce of MounceEndo (booth No. 3516).



• Nick Aralis, left, and Sheila Nazaroff of Glidewell Laboratories (booth No. 4220).



• Keith Drayer of Henry Schein Dental (booth No. 2817).



• Jeanne Giovenco, left, and Marty Lewis of Dexis (booth No. 1208) show off the CariVu.



• A cyclist shows off some aerial acrobatics Thursday morning at Ivoclar Vivadent (booth Nos. 1417/1617).



• Above, Dr. Todd E. Shatkin of Shatkin F.I.R.S.T. (booth No. 606) offers an educational presentation Thursday morning.



• At left, Amanda Moroney, left, and Dane Carlson of Seiler Instrument and Mfg. Co. (booth No. 3015).

# Education is the focus in Keystone booth

Topics include air polishing, sealants, dental assisting and more

By Robert Selleck, *today* Staff

■ Keystone Industries/Bosworth Co. (booth No. 3611) is devoting a portion of its exhibit-hall booth space here at the Midwinter Meeting to mini-courses on a variety of topics of interest to the entire dental team.

Thursday's sessions, each running for about an hour, focused on air polishing, bacteria management, dental assisting, sealants and the role of oral hygiene in total health.

Several of the sessions are scheduled to repeat today and Saturday. On the schedule today:



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• Sheri Doniger, DDS, delivers a presentation on 'Air Polishing' in the Keystone Industries/Bosworth Co. booth (No. 3611) in the exhibit hall on Thursday. (Photo/Robert Selleck, *today* Staff)

• At 11 a.m. and 1 p.m., Kim Stevens, RDH, presents sessions on "Bacteria Management."

• At 3 p.m., Amy Kinnoman, RDH, presents "Hygiene: The Role of Prevention in Total Health."

On Saturday, Sheri Doniger, DDS, presents "Air Polishing" at 10 a.m. and again at 11 a.m. Doniger's Thursday session on the same topic generated numerous questions from attendees, many being new to the still relatively young technology. That's a big part of the reason Keystone decided to include such a strong education component in its exhibit space.

The education sessions don't overly emphasize Keystone products, but Keystone is interested in creating more awareness and understanding of the technology because of the growing interest it has been seeing in its Bosworth ProphyBrite™ Air Polisher. The company also offers prophy powder, available in six flavors: strawberry, raspberry, lemon-lime, orange, grape and spearmint.

Keystone describes its air polisher as being "ideal for cleaning and preparing teeth prior to placement of orthodontic brackets, sealants, bleaching and fluoride treatments."

Other speakers in the booth on Thursday were Kevin Henry with "Battling the Demons of Dental Assisting" and Anastasia Turchetta, RDH, with "Seal the Deal: Understand the Power of Prevention and Retention."

In addition to providing a forum for dental professionals to learn more about air polishing and other trending subjects directly from some of dentistry's top thought leaders, Keystone has plenty of its own top representatives on hand to answer questions about the company's offerings.

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