

# today



### A new era of leadership

FDI president-elect Dr. Gerhard K. Seeberger is installed as president of the ADI

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### Scenes from the GNYDM

Get a book signed, pick up product info and hang out with Austin Powers (sort of).

»pages 6–12



### Making history, one award at a time

Cellerant 'Best of Class' award-winning products find their way to the exhibit hall.

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• Dentists Ana Elsira Falcon M, Bronx, N.Y., Angelica Mercedes, Santo Domingo, Dominican Republic, and Maribel Abreu, Newark, N.J., model LED ears they got from the DASH Medical booth (No. 3241) while they are waiting in line at the Colgate booth (No. 2826). Dash is a first-time exhibitor, here with gloves, masks and germicidal wipes. (Photos/Robert Selleck, *today* Staff)

## Lighting the way

By Robert Selleck, *today* Staff

■ Attending her second Greater New York Dental Meeting, Asmaa N. Yagob of Brooklyn, N.Y., was in the standing-room-only area on the outer edges of the live dentistry arena Sunday morning intently following “The predictable crown procedure (part 1): A live patient demonstration.”

“Last year I missed the live dentistry,” Yagob said. “So that’s the main reason I’ve come back again this year. I wanted to see this crown procedure.” Yagob practiced in Khartoum, Sudan, for five years before coming to the U.S. two years ago. She plans to become licensed here and hopes to enter a licensing program soon. “This

\*see LIGHTING, page 4

AD

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Photo courtesy of Frank J. Milnar, DDS, AAACD

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**Frank J.  
Milnar, DDS**

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LIGHTING *from page 1*

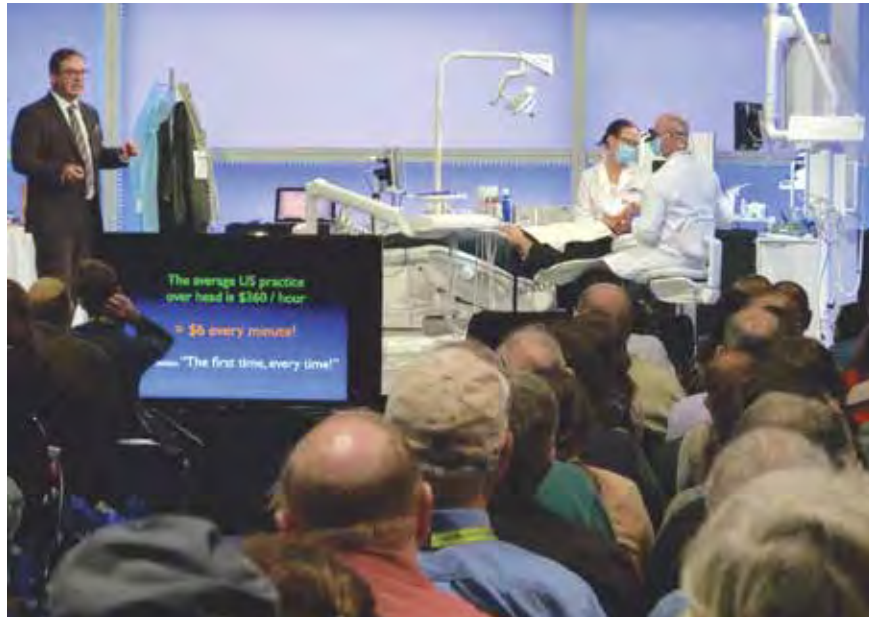
meeting helps me keep up with the changes in dentistry," she said. Yagob will be able to observe the second part of the demonstration today at 9:45 a.m. A variety of live sessions are scheduled through Wednesday.

At the opposite end of the live-dentistry aisle, Jung-Min Kim, of Fort Lee, N.J., was checking out the free health-screening booths. Kim has been coming to the Greater New York Dental Meeting every year for more than a decade, in part because it's so easy. "My practice is here in Manhattan, just over on 32nd Street," he said. He and his brother are partners at 32 Central Dental P.C. "We're nearby, so it's a great way to earn C.E. credits."

Depending on his work schedule, Kim is able to take courses and attend other C.E. opportunities to earn between five and 25 credits at the meeting each year. This year, the practice will be open during the meeting, so he was here only for the weekend, to attend a couple courses and check out the exhibits. "The exhibit hall is a great way to keep up with what's new – and to order supplies for the practice," Kim said. "It's a real benefit to be able to handle the products and have everything available in one place."

Kim has his eye on a new pair of loupes from Designs for Vision (booth Nos. 1813, 2012 and 4625). He had already been measured Sunday morning and was leaning toward placing an order before leaving. "I really like the new wireless light you can get with the loupes," he said, indicating a purchase was likely.

Designs for Vision, with its ultra-light, high-definition loupes and headlights, is just one of seemingly countless dental companies here with



• **Marc J. Geissberger, DDS, prepares to work with a patient as Foroud Hakim, DDS, narrates during 'The predictable crown procedure (Part 1): A live patient demonstration' in the live dentistry arena in the exhibit hall Sunday morning. You can observe 'Part 2' today at 9:45 a.m. Both sessions are sponsored by VOCO.**

their latest innovations.

In the DenMat booth (No. 4127), you can try the NV PRO3 Microlaser, a lightweight and wireless laser designed to reduce fatigue.

In booth No. 1504, you can learn about Sonendo's GentleWave® Procedure, a single-appointment, minimally invasive root-canal procedure that helps preserve dentin while cleaning even the most complex portions of the canal system.

In booth No. 916, you can try out the Foresight 45, a self-generating LED surgical handpiece. It uses an air-driven generator to power an LED light, directed straight into the surgical pocket.

These are just a few examples among thousands. The endless education and shopping opportunities continue through Wednesday.



• **Minutes away from the 9:30 a.m. opening Sunday morning, attendees line up in the Javits Center crystal palace at the entryways to the Greater New York Dental Meeting exhibit hall.**

# ADI installs Dr. Gerhard K. Seeberger as president

During the GNYDM on Sunday, Dr. Gerhard K. Seeberger was installed as president of the Academy of Dentistry International. ADI represents more than 3,000 fellows in more than 85 countries.

Seeberger, a native of Germany, studied dental medicine at the University of Würzburg, Germany. From 2007-2012, he was assistant professor in periodontology at the University of Cagliari/Italy. In 2013, he became an associate professor at the University of Iasi, Romania.

Seeberger was president of the Associazione Italiana Odontoiatri and of the European Regional Organization (ERO) of the World Dental Federation (FDI). He was inducted as an ADI fellow in 2004, and from 2010-2014, he



• **Dr. Gerhard K. Seeberger**

served as ADI vice president of international affairs. From 2014-2016, he served as ADI vice president of finance and administration. In 2016, he became ADI president elect.

In August 2017 at the World Dental Congress in Madrid, Spain, Seeberger

was elected as the president-elect of the FDI.

Seeberger's presidency will focus on the following topics:

- **Volunteerism:** The quintessential exchange of knowledge, expertise and health-care delivery in areas with health inequalities.
- **Sugar:** The modification of healthy diets and the substitution of its ingredients in non-industrialized areas.
- **Clean water:** Essential for life, oral health and the practice of dentistry.
- **Geriatrics:** Oral health and function at high age; a guarantee for general health.

The academy's affiliation with the United Nations as a non-governmental organization (NGO) is an effective public relations boast for these topics.

**today** About  
the Publisher

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# Scenes from Sunday



• From left: Nick Geremia, Todd Bianchi and Max Schulze of Straumann (booth No. 1024).



• Denise Manekas, left, and James Espinosa of Dentatus USA (booth No. 1714).



• Dr. Kevin Henry with his book, 'Battling and Beating the Demons of Dental Assisting,' during a book signing Sunday at the 3M booth (No. 1230).



• Tanya Beck, left, and Richard Olff of Roydent Dental Products (booth No. 3100).



• Brad Winter, left, and Erick Brito of Anutra Medical (booth No. 5611).



• From left: Ellen R. Guritzky, RDH, BS, MSJ, Danielle Walters and Marc Holsborg of Crosstex (booth No. 3311).



• Handpieces on display at Medidenta (booth No. 916).



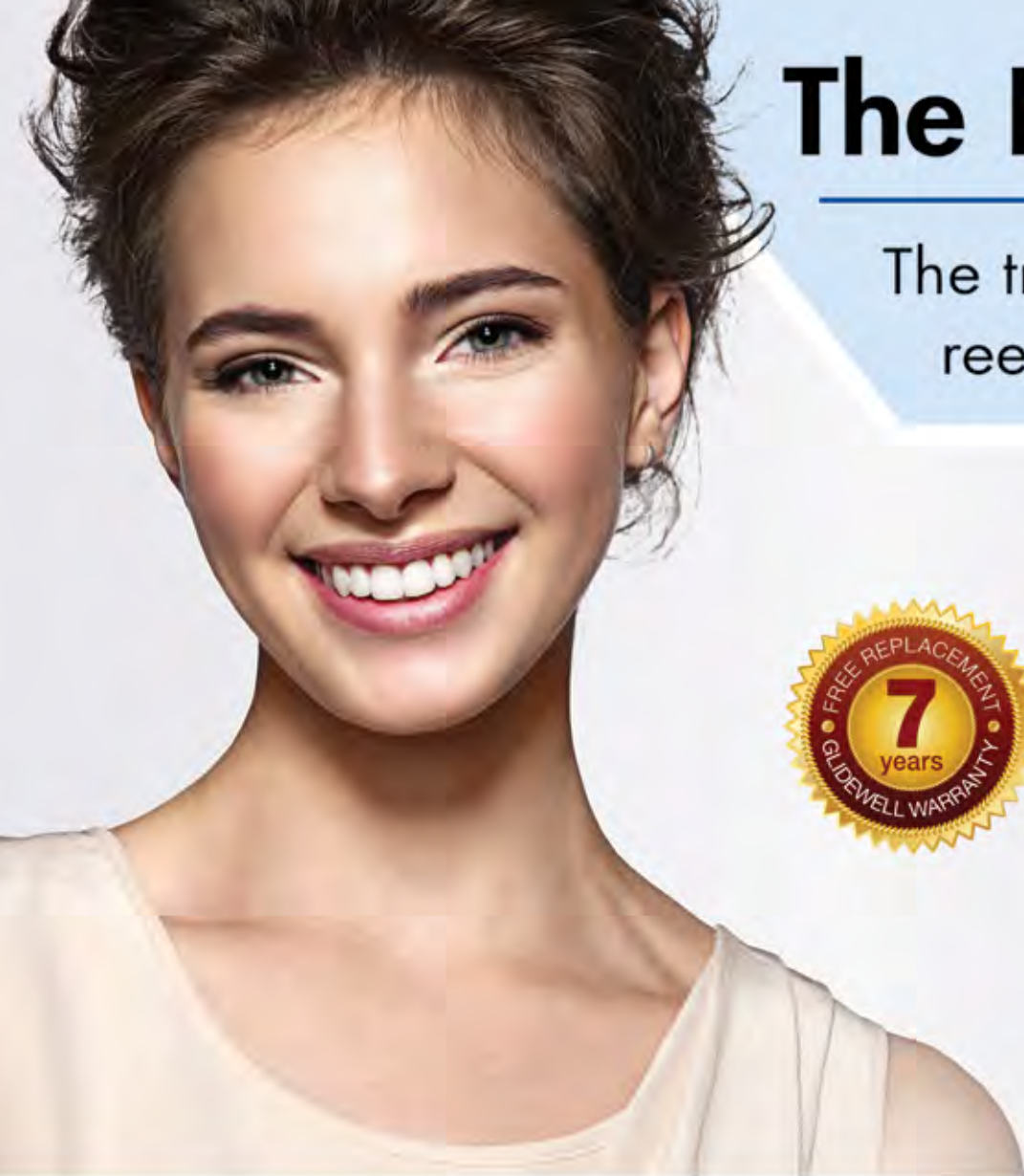
• Cherie Boles of Lares Research (booth No. 4401).

Photos by Fred  
Michmershuizen,  
today Staff



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After



Before

## GNYDM Presentation Schedule with Justin Chi, DDS, CDT

### Sunday, 11/26

### Presentation

10:30 a.m. .... glidewell.io In-Office Solution  
11:30 a.m. .... Materials for Modern Dentistry  
2:00 p.m. .... PFM Re-engineered  
3:00 p.m. .... glidewell.io In-Office Solution

### Monday, 11/27

### Presentation

10:30 a.m. .... glidewell.io In-Office Solution  
11:30 a.m. .... Materials for Modern Dentistry  
1:30 p.m. .... PFM Re-engineered  
2:30 p.m. .... glidewell.io In-Office Solution

### Tuesday, 11/28

### Presentation

10:00 a.m. .... Materials for Modern Dentistry  
11:00 a.m. .... glidewell.io In-Office Solution  
1:00 p.m. .... PFM Re-engineered

### Wednesday, 11/29

### Presentation

10:00 a.m. .... glidewell.io In-Office Solution  
11:00 a.m. .... Materials for Modern Dentistry  
1:00 p.m. - 4:00 p.m. .... Science Meets Real-World  
(Location: Glass Room  
booth #5236) Dentistry: Innovations for  
Increased Patient Satisfaction

**NOTE:** Times listed will be promoted and additional presentations can be added based on booth traffic.



\*Price does not include shipping or applicable taxes, and is flat rate per unit.

<sup>†</sup>Data provided by the Glidewell Laboratories Research & Development department, 18651 Von Karman Ave., Irvine, CA 92612

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• Sebastian A. Johansson of 3Disc (booth No. 416).



• Bob Giantonio of Aseptico (booth No. 3627).



• Robin Gathman of Planmeca (booth No. 5425).



• Juan Mercado, left, and Lenny Sulkis of Shofu Dental Corp. (booth No. 4408).



• Company reps share product information with meeting attendees Sunday afternoon at DenMat (booth No. 4127).



• Donna Long of Medicom (booth No. 4028).



• The Henry Schein Dental booth (No. 4225).



• From left: Ron Simerson, Joe Gober and Andrew Rose of J. Morita (booth No. 4615).



• The Austin Powers impersonator, left, and Samantha Payton of ProSites (booth No. 1116) show off a big box of money they are giving away.



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