

# today



## DTSC Symposia kicks off today!

Join Dr. Louis Malcmacher at 2 p.m. in aisle 5000, room 3 as he discusses 'The Top 8 Game Changers in Dentistry' as part of the DTSC Symposia. To see who else is speaking and what they are speaking about, turn to pages 8–18.



## Get outside and see New York City

You'll 'Scream' when you see this guide we've put together for you of the best things to do while you're in town.

»page 54

# Take it all in



## Exhibit hall opens its doors for the 88th annual Greater New York Dental Meeting

By Jayme S. McNiff, Program Manager, Greater New York Dental Meeting

■ The exhibit hall doors have been opened. Courses have begun. All around you are opportunities for workshops, hands-on courses, live dentistry and more.

The 88th annual Greater New York Dental Meeting (GNYDM) is officially under way, and there is a lot to take in.

• A world of opportunity awaits visitors to New York City. (Photo/www.sxc.hu)

\*see take it all, page 6

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today Greater New York Dental Meeting Show Preview appears in advance of the Greater New York Dental Meeting in New York City, N.Y., Nov. 25–28, 2012.

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# There's something for everyone during the DTSC Symposium

## Join us for the fifth annual Dental Tribune Study Club Symposium

■ As the official online education partner of the Greater New York Dental Meeting, Dental Tribune has once again teamed up with the meeting's organizers to offer four days of symposia in various areas of dentistry.

World-renowned speakers such as Dr. Howard Glazer, Dr. Mark Duncan, Dr. Mark McOmie, Dr. Louis Malcmacher, Dr. Franklin Shull, Dr.

George Freedman, Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Robert Horowitz, Dr. Chris Glass, Dr. Ron Jackson, Dr. David Evans, Dr. David Hoexter and Dr. David Peck will speak on a variety of topics from flowable resins to minimally invasive dentistry to bone grafting to endodontics and digital dentistry.

Participants of any of the sessions will not only earn C.E. credits but also gain an invaluable opportunity to learn diverse aspects of dentistry and how to integrate a variety of treatment options into their practice.

For a sneak peek into today's sessions, including interviews and articles from all the speakers, turn to page 8.

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*Robert M Wai Jr D.D.S.*

#### TESTIMONIAL

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*Sincerely, Dr. David Che  
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# Looking to export?

## U.S. Commercial Service helps meeting participants go global as on-site export expertise brings together buyers and sellers

■ Ninety-five percent of the world's consumers live outside the United States, and more and more U.S. companies are looking to meet these prospective buyers. To increase international sales, businesses are turning to the Commerce Department's

U.S. Commercial Service and other federal agencies for export services.

Here at the Greater New York Dental Meeting (GNYDM), the commercial service offers export programs to assist you in your export and partnering efforts.

### Contact

For more information about the U.S. Commercial Service worldwide network, call (800) USA-TRADE or visit [www.trade.gov/cs](http://www.trade.gov/cs).

So, whether you're new to export or want to expand into new markets, the commercial service expertise can help add to your bottom line.

Stop in and see the commercial service representatives. They are located in the International Business Center, part of international registration, just next to the show office.

### International Buyer Program

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.

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 offers free, interactive export seminar

Through the Commercial Service Export Seminar, exhibitors will learn the tools of the trade and have an opportunity to learn about the different markets represented by international commercial specialists.

The export seminar will take place 8:30–9:30 a.m. on Tuesday in the exhibitor lounge on the fourth floor, A/B Terrace.

### Go global with help from the U.S. Commercial Service

U.S. firms looking to increase their bottom line by making new sales abroad can benefit from the export services and programs of the U.S. Commercial Service, many of which are available at no cost. Talk to a commercial service representative to find out more. Highlights include:

- market research,
- trade events that promote products or services to qualified buyers,
- introductions to international partners,
- counseling and advocacy.

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# C.E. SYMPOSIUM

at the GNYDM, November 25<sup>th</sup> - November 28<sup>th</sup> 2012, Isle 5000, Room 3



Course 3050 \$75.00

**Sunday, 11.25.2012**

10:00 - 5:30

Dr. Howard Glazer, Dr. Mark Duncan, Dr. Louls Malcmacher, Dr. Frank Shull, Dr. George Freedman, Dr. Mark McOmie - Various Dental Topics

Course 4090 \$75.00

**Monday, 11.26.2012**

10:00 - 5:30

Dr. Fay Goldstep, Dr. Gary Henkel, Dr. Ron Kaminer, Dr. Mike Rethman, Dr. Mark Duncan, Dr. Robert Horowitz - Various Dental Topics

Course 5070 \$75.00

**Tuesday, 11.27.2012**

10:00 - 5:30

Dr. Chris Glass, Dr. David Evans, Dr. Ron Jackson, Dr. David Hoexter - Various Dental Topics

Course 6070 \$75.00

**Wednesday, 11.28.2012**

10:00 - 5:00

Dr. David Peck, Dr. Ron Kaminer - Various Dental Topics

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ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

take it all \*from page 1**Exhibit floor**

When you walk through the doors of the exhibit hall, expect to find 1,500 exhibit booths, including more than 600 companies. Many of them, in a commitment to help support colleagues who are rebuilding and rehabilitating their practices after Hurricane Sandy, are offering special sales and expedited deliveries as well as extended credit terms on merchandise and small equipment purchases.

**Educational highlights**

- Build your own website for your dental practice in a three and a half hour hands-on workshop offered today through Wednesday. The GNYDM will supply the computers while all you have to bring is a USB flash drive with pictures and office information. You will leave this workshop with a fully functioning website.

- Don't miss the first ever "Smoking Cessation Seminar," offering an effective way for dentists to deliver tobacco dependence treatment. This will be presented on Monday.

- Learn about Botox, Dysport and dermal fillers in unique hands-on workshops that will introduce procedures on actual patients to teach you how to use Botox/Dysport and dermal fillers in your practice. Courses are offered through Tuesday.

Greater New York Dental Meeting's Live Dentistry Arena (Aisle 5000)	
<b>Today</b>	
10 a.m.- 12:30 p.m.	VOCO America presents 'Everyday Esthetic Dentistry' with Dr. Franklin Shull
2:30-5 p.m.	Philips Discus presents 'Whitening Technology' with Dr. Marilyn Ward
<b>Monday</b>	
10 a.m.- 12:30 p.m.	VOCO America presents 'Everyday Esthetic Dentistry' with Dr. Franklin Shull
2:30-5 p.m.	OCO Biomedical presents 'Simple Implant Placement' with Dr. Ara Nazarian
<b>Tuesday</b>	
10 a.m.- 12:30 p.m.	Benco Dental, COLTENE and Septodont present 'Componeurs: A Live Demonstration with Dr. Ross Nash'
2:30-5 p.m.	Millennium Dental presents 'LANAP: Laser Assisted Periodontal Technique' with Dr Raymond Yukna
<b>Wednesday</b>	
10 a.m.- 12:30 p.m.	DentaVerse presents 'Anterior Esthetics' with Dr. Larry Rosenthal as well as other leading clinicians
2:30-5 p.m.	

**Here at the GNYDM**

For more information on the GNYDM, and an insider's glance into the exhibit hall and upcoming educational sessions, pick up a copy of the today GNYDM edition every morning through Wednesday.

technological advances and the newest dental materials.

- Learn how to establish dental sleep medicine protocols in your practice, identify patients at risk, integrate medical practice systems and treat patients successfully during the Sleep & Appliance Expo. Programs are offered every day.

- Learn how to incorporate Invis-

align into your practice during the Invisalign Expo, recommended for the entire dental team.

**'Live' demonstration arena**

The "Live" dentistry arena, a 430-seat high-tech patient demonstration area, offers revolutionary concepts of treating patients with new materials and applications. It takes place right on the exhibit show floor every morning and afternoon, today through Wednesday. There is no cost to attendees.

Check out the chart above for details on the educational sessions.

**Greater New York Smiles**

The GNYDM gives back to the communities of New York City each year, by

bringing together 1,300 grade-school children for the most unique children's dental health-care program in the country. For the past four years, with leading sponsorship from Colgate Palmolive Company, DentaQuest (Doral) and the United Federation of Teachers, the Greater New York Smiles program has supported oral hygiene education and dental screening for New York City's third- and fourth-grade public school children.

This year's Greater New York Smiles is set to take place from Monday to Wednesday. The program will include 1,500 children brought by school buses from various New York City public schools throughout the five boroughs here to the convention center.

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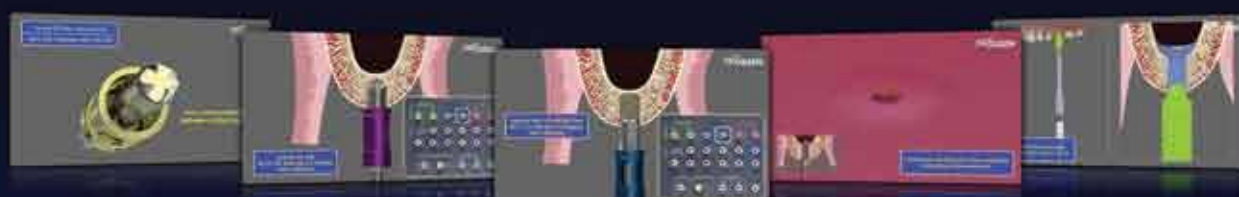
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# A 'Beautiful' line

Dr. Howard Glazer talks about the evolution of flowable resins and how Beautiful Flow Plus and Beautiful II can benefit your patients

By Kristine Colker, Managing Editor

► **TODAY from 10–11 a.m. in aisle 5000, room 3, Dr. Howard Glazer will present "Baby Boomers Can Be Beautiful!" as part of the DTSC Symposia.**

In his session, Glazer will discuss the various uses of two GIOMER-based materials relative to their properties and clinical usage.

Beautiful Flow Plus can be safely and effectively used in a variety of restorative procedures because of its availability in a wide range of shades and its ability to resist wear and maintain a high glossy finish.

To complement Beautiful Flow Plus, there is the conventional composite Beautiful II, which is extremely durable, long lasting and ideal in larger restorative instances.

Glazer talked to *today* about what to expect from his symposium.

**Dr. Glazer, you are presenting a DTSC Symposia session called "Baby Boomers Can Be Beautiful." Would you give us a brief overview of your session?**

First of all, the word "beautiful" is not misspelled, but rather a play on the product line Beautiful from Shofu. The title is to imply that as my generation is maturing, there may be a need for enhanced esthetic restorations, and Shofu's Beautiful line of products will allow the dentist to provide those services.

**Could you talk about flowable resins in general? What are some of the advantages of them and what should clinicians be looking for when they pick one to use?**

Flowable resin, such as Shofu's Beautiful Flow Plus, have undergone a wonderful evolution into a material that is no longer just used for a base or liner but can now be used as a full restorative solution.

Clinicians should look for a flowable resin that can be used as a base-liner-restorative and has the following characteristics: highly viscous, stackable, good color range and stability, high-compressive strength so as to be abrasive resistant, highly polishable and plaque resistant, fluoride releasing (viz. GIOMER chemistry) and, of course, is durable over a long period of time.

**How long have you been using Beautiful Flow Plus and Beautiful II,**



• Beautiful Flow Plus (Photo/Provided by Shofu Dental)

**what are the advantages of both of these materials that you have found, and why would you recommend them to other clinicians?**

I have been using Beautiful II for more than three years, and it has been about two years since I was introduced to Beautiful Flow Plus. I would recommend both to my colleagues without reservation.

As I've mentioned before, the new era of what I call "no flow-flowables" allows us to use these materials in instances where we previously had to use conventional composite resins. For example, I readily use Beautiful Flow Plus in Class V and Class I restorations as well as shallow Class IIs. I rely on Beautiful II for large Class II restorations where I want a more packable resin that will also tolerate high masticatory forces.

That said, there are many instances whereby I create the cusps with Beautiful Flow Plus and fill the bulk of the restoration with Beautiful II.

**If an attendee is interested in going to your session, is there anything he or she should be aware of ahead of time? Is your session aimed at specialists or is it more of a general topic?**

The target audience for my presentation is the general dentist and his/her staff so that they become familiar with the advantages of these wonderful Shofu products.

Through the lecture and with cases, I will be able to demonstrate the use of the materials and their respective advantages.

**Your session is sponsored by Shofu. How did you begin working with the company and what is it that you like about its products and services?**

My first association with Shofu was an introduction by a colleague who asked me to try their seventh-generation adhesive, Beautibond. As a big fan of seventh-generation adhesives, I was duly impressed and began

## About the speaker



Howard S. Glazer, DDS, FAGD, FACD, FICD, FASDA, FAAFS, is a past president of the AGD and former assistant clinical professor in dentistry at the Albert Einstein College of Medicine in Bronx, N.Y. He is the deputy chief forensic dental consultant to the Office of Chief Medical Examiner in New York City. Named as one of the "Leading Clinicians in Continuing Education" by Dentistry Today, he lectures and publishes internationally on the subjects of cosmetic dentistry and forensic dentistry.

to familiarize myself with more of Shofu's products.

I continue to be impressed with its product line and, therefore, continue our relationship not only because of the products but also because of the people who are Shofu.

**If there is one thing you hope attendees to your session come away with, what would it be?**

My objective is to have the attendees leave the presentation with a better understanding of what can be accomplished for our patients with flowable and conventional composite resins and to introduce them to the benefits of the beautiful Beautiful product line.

**Is there anything else you would like to add?**

Come, learn and ask questions. That is the hope for any audience by an educator. I think DTSC has provided a wonderful forum for such education, and I hope many will attend not only my program but others as well during the course of the meeting.



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