

today



Celebrating DVI
Dental Volunteers of Israel has provided oral health care to children from all backgrounds for decades. Now, we honor those who made it possible.
»page 4



Monday in photos
Kids learning to brush their teeth, an awards ceremony, free gum and a chance at an autographed football highlight of the day.
»starting on page 6



Meet today's DTSC speakers
From diode lasers to cleaning and shaping root canals, we take an in-depth look at each of today's must-see sessions and their presenters.
»starting on page 14

Enhancing oral health care across Latin America

FOLA, USDOC honored for expanding access to care

By Robin Goodman, Dental Tribune

■ A Monday morning breakfast attended by Greater New York Dental Meeting (GNYDM) members, officials from the U.S. Department of Commerce, FOLA members, political dignitaries and key members of Henry Schein's senior management team was a thoughtful and convivial way to start the day.

The meeting began with a hearty and generous breakfast where

*see ORAL HEALTH, page 2

Plenty to explore



Joan Rivers speaks during the Celebrity Luncheon on Monday. (Photo/Carlo Messina, F/X Video & Photo)

By Fred Michmershuizen, Dental Tribune

■ When it comes to learning about the newest procedures and the most innovative products for the dental

industry, there is no better source than right here in the Big Apple. The Greater New York Dental Meeting (GNYDM), now in its 86th year, attracts dental professionals from across the country and around the world.

The meeting, known as the largest dental exhibition in the United States, features more than 1,500 exhibit hall booths and several thousand new products.

*see EXPLORE, page 28

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Going international

Greater New York Dental Meeting pulls out all the stops to welcome those from other countries

By **Jayme S. McNiff, GNYDM Education Coordinator**

■ The Greater New York Dental Meeting (GNYDM) welcomes international attendees from more than 120 countries.

As a world-renowned venue in dentistry, the GNYDM organizers understand the importance of creating a comfortable and welcoming environment for all of its visitors; therefore, the GNYDM offers courses in Spanish, Portuguese and French.

In addition, the GNYDM continues to build a special relationship with the members of all 21 countries that make up the Federación Odontológica Latinoamericana (FOLA), representing more than 350,000 dentists in Latin America.

Educators and clinicians from Mexico, Central America and South America are regular visitors at each annual event.

Business center

As a special feature of the meeting, the international business center meets the needs of manufacturers and dealers who are interested in exporting their products. It is located in the registration area of the Jacob K. Javits Convention Center and is open during registration hours.



• **International Commercial Specialists discuss exporting during a Monday seminar sponsored by the United States Department of Commerce. (Photo/Fred Michmerschuizen, Dental Tribune)**

The business center provides international attendees with an ideal location to interact with U.S. exporters to discuss business. The center also provides such support services as meeting rooms, on-site government trade representatives, multilingual interpreters and export counselors.

Export seminar

On Monday, through the Commercial Service Export Seminar, exhibitors learned about the various markets represented by International Commercial specialists.

For the first time, the seminar took the form of an open forum with international commercial specialists dialoging back-and-forth between each other, the moderator and the audience.

Showtime

Exhibitors were able to participate in "Showtime," one-on-one appointments between the delegation leaders from the embassy network and the exhibitor. Together, they are exploring export opportunities and discussing the latest market information on individual countries. At past GNYDM shows, these commercial service efforts have led to numerous export successes.

Hospitality center

The GNYDM's hospitality center is also available for relaxing from the busy pace of the exhibition or for joining colleagues in a casual conversation. The hospitality center is open from 8 a.m. to 4 p.m. today and Wednesday.

Oral Health *from page 1

warm greetings were exchanged in between the breakfast tables among old friends as well as the beginnings of new ones.

Executive Director of the GNYDM Dr. Robert Edwab and Henry Schein Chairman and CEO Stanley Bergman began the program. Other distinguished speakers included New York State Senator Adriano Espaillat, FOLA President Dr. Adolfo Rodriguez and U.S. Hispanic Dental Association President Dr. Victor Rodriguez.

Henry Schein and the GNYDM recognized the contributions of the Federación Odontológica Latinoamericana's (FOLA) and the U.S. Department of Commerce in providing resources to dentists who serve Latin American communities across the United States and 21 Latin American nations.

FOLA, the Latin American Dental Federation, has helped unite member organizations comprised of dental professionals across Latin America under a single organization, with the goal of increasing access to oral health care among Hispanic popula-



• **Hispanic Dental Association President Dr. Victor Rodriguez during the 2010 FOLA leadership breakfast on Monday morning. (Photo/Robin Goodman, Dental Tribune)**

tions in the United States, Mexico and Latin America.

In his address, Bergman applauded FOLA's leadership for bridging the gap between culturally diverse Hispanic and U.S. communities and for increasing access to oral health care among Hispanic populations. Bergman also praised the U.S. Department of Commerce for its role in streamlining open trade initiatives between U.S. companies and health-care professional organizations located outside the United States.

"As the demographics of our country continue to change faster than predicted just a few years ago, we are a company committed to fostering diversity and cultural competency within our own organization and the health-care professions we serve," Bergman said.

In addition, Bergman explained that those gathered for the breakfast were uniquely positioned to "help health happen throughout the world" via their cultural competency and by fostering diversity. This is in keeping with the Henry Schein Cares (HSC) initiative, a global corporate social responsibility program, which has the motto "Help Health Happen."

The HSC program includes disaster-response efforts, which targeted tragedies such as the earthquake in Haiti and Hurricane Katrina in the United States. The Henry Schein REACH program supports the growth and development of culturally specific professional associations, including Hispanic communities, across the United States.

—Henry Schein contributed to this report

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DVI celebrates 30th anniversary

By Fred Michmershuizen,
Dental Tribune

■ Dental Volunteers of Israel (DVI), an organization that provides oral health care services to the children of Jerusalem regardless of background, celebrated its 30th anniversary Sunday night with a gala celebration at the Museum of Jewish Heritage in Lower Manhattan.

Dr. Nedal Alayyan was named DVI Volunteer of the Year. During his remarks, Alayyan recounted his experience as a child growing up in Jerusalem and being treated at the DVI clinic. Inspired by that early experience, Alayyan became a dentist himself and now gives back to today's children of Jerusalem through DVI.

Stanley M. Bergman, chairman and CEO of Henry Schein, delivered the evening's keynote address. In remembering the late Trudi Birger, founder of DVI, Bergman said: "Trudi was a humanitarian, a visionary and an entrepreneur. She realized that a healthy smile enables a child to eat, sleep, study and grow up without the distraction of pain associated with poor oral health.



• Dr. Mike Feldman, left, Dr. Mike Alfano and Dental Tribune Editor in Chief David L. Hoexter.

"Now in its 30th year, the energy of the DVI program continues to grow, as evidenced by the letters of praise and support the organization receives every day from volunteers of all walks of life, in every dental specialty, and from all over the world," Bergman said.

Ambassador Meron Reuben, Israel's ambassador to the United Nations and to Columbia, also offered remarks to gala attendees.

Steve Kess, vice president of global professional relations for Henry Schein, Dr. Allen Helfer, president of



• Dr. Robert R. Edwab, executive director of the Greater New York Dental Meeting, left, and Stanley M. Bergman, chairman and CEO of Henry Schein, are among many attendees at the 30th anniversary celebration of Dental Volunteers of Israel on Sunday night. (Photos/Fred Michmershuizen, Dental Tribune)

the American Friends of DVI, and Ran Tuttnauer, CEO of Tuttnauer Ltd. and a member of the DVI board, were also honored.

Since its founding in 1980, DVI has been providing free dental care

to Jerusalem's most underprivileged children. At the state-of-the-art Trudi Birger Dental Clinic, children of all faiths referred by the Department of Social Welfare are treated by dentists from around the world.

AD



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12:50 - 1:10 Dr. Marc Gottlieb, DMD
EXCITING NEW TOOLS FOR SUPERB IMPRESSIONS

1:20 - 2:20 Dr. Martin Goldstein, DMD
A SIMPLIFIED APPROACH TO MULTI-LAYER DIRECT COMPOSITE BONDING

2:40 - 3:40 Dr. Richard Rosenblatt, DMD
DIGITAL IMPRESSIONS: ARE THEY FOR ME?

4:00 - 5:00 Dr. Louis Malcacher, DDS
TOTAL FACIAL ESTHETICS FOR EVERY DENTAL PRACTICE

5:10 - 5:30 Dirk Gieselmann
HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE

29 NOV

10:00 - 11:00 Mrs. Noel Brandon-Kelsch
ECO-FRIENDLY INFECTION CONTROL-UNDERSTANDING THE BALANCE

11:20 - 12:20 Dr. Gregori Kurtzman
INCORPORATING NEW ADVANCES IN DENTAL MATERIALS AND TECHNIQUES INTO YOUR RESTORATIVE PRACTICE

12:50 - 1:10 Dr. Marc Gottlieb, DMD
A GAME-CHANGING APPROACH TO DIFFICULT CL II COMPOSITES

1:20 - 2:20 Dr. Damien Mulvany
OPTIMIZING YOUR PRACTICE WITH 3D CONE-BEAM TECHNOLOGY

2:40 - 3:40 Dr. Edward Katz
IMPROVING PATIENT CARE WITH 3D CONE BEAM COMPUTERIZED TOMOGRAPHY

4:00 - 5:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS

5:10 - 5:30 Dirk Gieselmann
HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE

30 NOV

10:00 - 11:00 Dr. Fay Goldstep, Dr. George Freedman and Dr. Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS

11:20 - 12:20 Dr. Lou Chmura, DDS, MS
SOFT TISSUE LASERS ADJUNCTIVE TO ORTHODONTIC TREATMENT

12:50 - 1:10 Dr. Marc Gottlieb, DMD
THE ART AND SCIENCE OF AIR ABRASION

1:20 - 2:20 Dr. Dov Almog, DMD
INTRODUCTION TO CBCT: PREVENTION OF FAILURES IN ORAL IMPLANTOLOGY

2:40 - 3:40 Dr. Bettina Brasani
CLEANING AND SHAPING WITH NEW TECHNOLOGY

4:00 - 5:00 Dr. Dwayne Karateew, DDS
CONTEMPORARY CONCEPTS IN TOOTH REPLACEMENT

5:10 - 5:30 Dirk Gieselmann
HOW AMMP-8 TESTING CAN CHANGE A DENTAL OFFICE

1 DEC

10:00 - 11:00 Mr. Al Dube
MERCURY AMALGAM WASTE AND OSHA AND REGULATORY ISSUES AFFECTING DENTISTS

11:20 - 12:20 Dr. Glenn van As
HARD AND SOFT TISSUE LASERS

12:30 - 5:00 Dr. Ethan Pansick, Dr. Marla Ryan, Dr. Enrique Merino, Dr. David Hoexter, Dr. Dwayne Karateew, Dr. Jeffery Hoos, Dr. Benedict Bachstein
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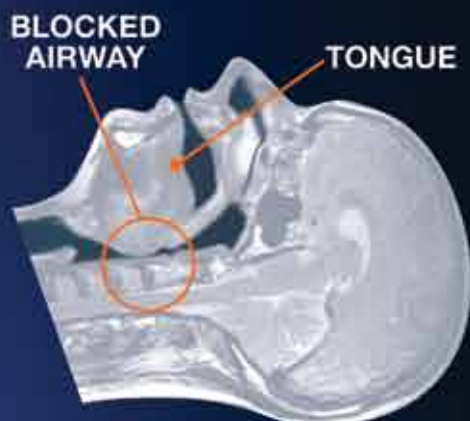
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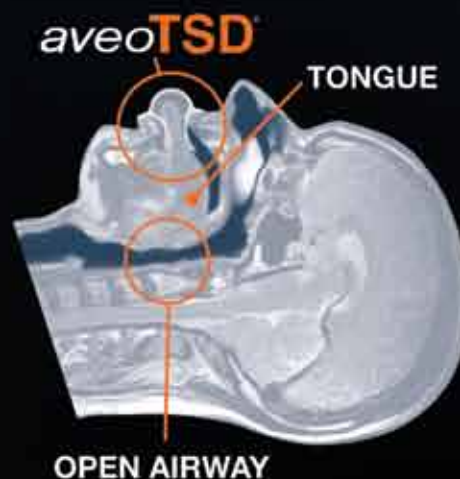
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Scenes from Monday



• GNYDM attendees gather around the Midmark booth (No. 217) to admire the lush seating.



• Milestone has many specials available at the GNYDM. Stop by the booth (No. 2911) and ask about the High Production package (hint: you'll get five free boxes!)



• Miki Tiedt, RDH, explains the benefits of NuSmile to a GNYDM attendee at booth No. 1007.



• New York public school children enjoy the Greater New York Smiles Children's Program on Monday, which aimed to instruct and demonstrate the importance of oral health care to local youth. (Photo/Carlo Messina, F/X Video & Photo)



• Get your sugarless gum at the Trident booth (No. 5604).



• Who needs Charlie? Pentron has its own set of 'Angels': from left, Colleen Thomas, Patricia Peckham, Adrienne Collins, Bethany Camarda and Justine Kilbride. Stop by the booth (No. 825) to chat with one of them about Pentron products.



• The professional teeth whitening system Super Smile has been around for 20 years and was created by Irwin Smigel. You can pick the popular products up at reduced prices at the GNYDM show, and Julie Robbins, left, Beverly McGowan can fill you in on the details at booth No. 2915.



• Noel Brandon-Kelsch stopped for a photo just before she took to the podium for 'Eco-Friendly Infection Control: Understanding the Balance' during the first lecture on Monday at the DTSC Symposia, located in Aisle 6000, Room 3.



• Isolite founder Thomas Hirsch displays how well the system works with Tarah DeSpain at booth No. 323.



• Sherman Specialty (booth No. 703) is known for creating smiles. These furry creatures certainly help. Just ask Debbie Walbrecher, left, and Juan Philip Nobel.



• Attendees have been flocking to the DentalVibe booth (No. 5033) for good reason. The system, which allows for comfortable and predictable injections, is available for \$300 less than its regular price at the GNYDM.



• Taylor Mathewson, left, and Andy Yadegar of Brightsquid (booth No. 5613).



• Meeting attendees learn more about Dexis during a presentation at booth No. 4007.



• Step into the "Comfort Zone" at Hu-Friedy Mfg. Co. (booth No. 1403).



• Sun Dental Labs is offering both 50 percent off and \$50 off coupons at its booth (No. 5031). Thomas Cacavas and Vanessa Correa will help you out when you stop by.



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• Find out how you can have a football signed by Eli Manning at the Aseptico booth (No. 807).



• Sean Garvey, left, Harald Ginterstorfer and Adam Shepherd of Leica Microsystems (booth No. 5334).

Photos by DT Editors
Robin Goodman,
Fred Michmerschuizen
and Sierra Rendon



• Suni is offering many specials at the GNYDM, such as a three-sensor promo kit at its lowest price ever (\$9,995, regularly \$19,385) or its Suni 3-D Digital Pan Sytem for \$39,900. Visit the booth (No. 425) and Don Jackson or Hillary Elliott can provide additional information.



• The leaders of FOLA (the Latin American Dental Federation) present an award to Javier Martínez de Pisón, editor-in-chief of Dental Tribune Latin America, and Torsten Oemus, publisher and chairman of Dental Tribune International, in recognition of their efforts to promote dental health in Latin American countries.



• Do you place implants? If so, you're definitely going to want to stop by booth No. 131 and hear about Osstell – the objective judge of implant stability – from Laura Pestronk, from left, Nazanin Ghafouri and Pat Bradyhouse.



• Want to hear more about a way to enhance your dentures with long-term performance, plus functional fit and patient comfort? Kate, Jennie and David Lang of Lang Dental can answer all your questions at booth No. 804.

GNYDM attendees dine, dance at Saturday gala



• The Greater New York Dental Meeting's annual Dinner Dance took place Saturday evening at the New York Marriot Marquis Hotel. The black-tie event featured cocktails, dinner and dancing with music provided by The Ultimate Entertainment.



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