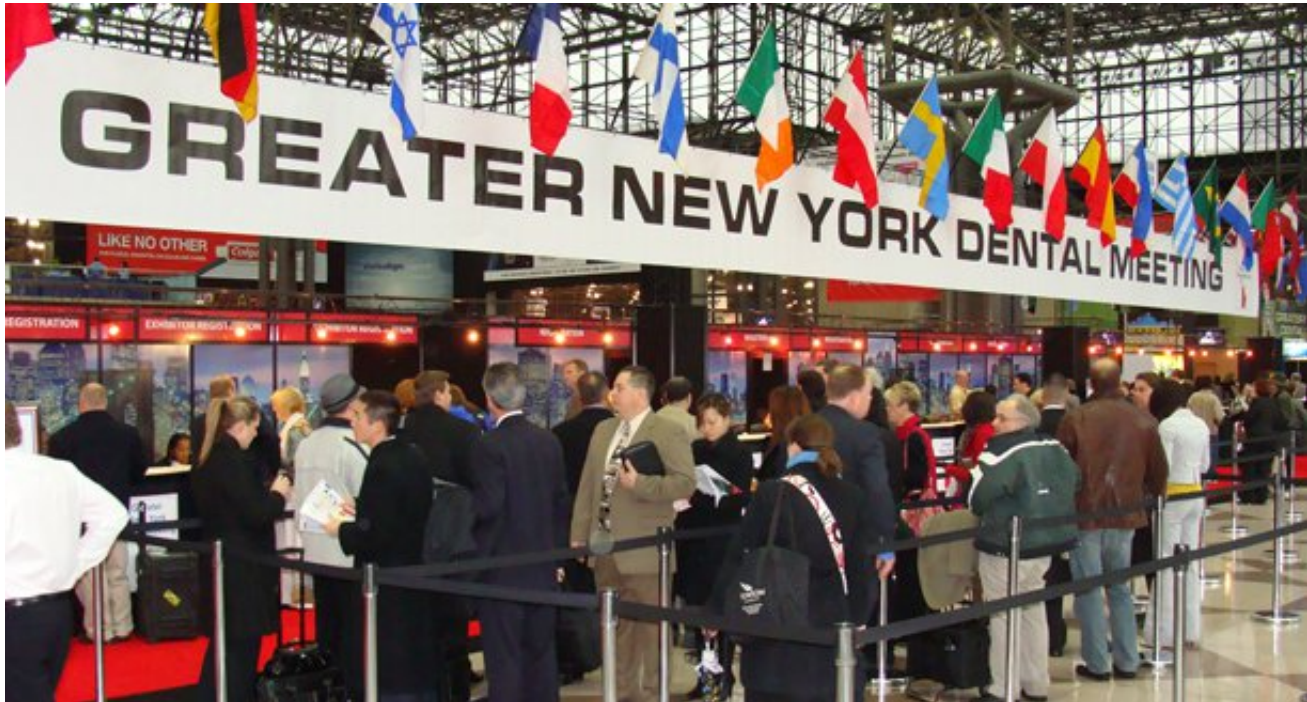


# DENTAL TRIBUNE

— The World's Dental Newspaper —

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## News USA



The 2009 Greater New York Dental Meeting attracted nearly 60,000 dental professionals from around the world. (DTI/Photo Fred Michmershuizen, DTA)

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## New York meeting is expected to attract nearly 60,000 attendees

by Fred Michmershuizen, DTA

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**NEW YORK CITY:** Every year, the Greater New York Dental Meeting (GNYDM) attracts nearly 60,000 dental professionals from around the world, giving attendees the opportunity to view the latest dental products, learn about the newest procedures and explore new technologies. This year's meeting, which organizers say will be better than ever, is scheduled for Friday, Nov. 26, through Wednesday, Dec. 1.

Participants will come from around the globe to hear about and personally examine the newest products and equipment available to the dental profession. The latest technologies will be

demonstrated on the exhibit floor, and representatives from each company will be there to teach attendees about these new offerings from around the world. Attendees will have the opportunity to touch, use and discover the newest materials.

The third annual Dental Tribune Study Club Symposia will also be held during the meeting. World-renowned experts will offer lectures on various topics. Participants will earn C.E. credits and will have the opportunity to learn about various aspects of dentistry and how to integrate a variety of treatment options into their practices.

The Scientific Session will be held throughout the entire six days of the event, and the exhibit hall will be open Sunday, Nov. 28, through Wednesday, Dec. 1.

Here are some additional highlights of this year's event, provided by meeting organizers:

### **Joan Rivers**

Monday's Celebrity Luncheon will feature an American culture icon, Joan Rivers. As a comedian, TV host and CEO, Rivers is also a bestselling author, Emmy award-winning talk show host, Tony-nominated actress, Celebrity Apprentice winner, writer, director and savvy businesswoman.

The Celebrity Luncheon is also a way for the GNYDM to honor outstanding leaders of the dental profession. It is an opportunity to say "thank you" for the commitment they have made to further the welfare of the public. Attending the Celebrity Luncheon and seated honorably on the dais will be dignitaries from around the world.

### **Exhibit hall**

As a global dental convention, the GNYDM designs its enormous exhibition from the perspective of its visitors and continues to invest in programs to benefit its exhibitors.

This year, there will be over 1,500 booths representing more than 500 exhibiting companies. Smart buyers are looking for a maximum return on investment when they shop for cutting edge equipment and innovative products. There are extensive tax advantages for making purchases in 2010.

### **Two 'live' dentistry arenas**

The GNYDM offers two modern and high-tech free "live" dentistry arenas from Sunday through Wednesday. The interactive live program features dental procedures performed on real patients from a stage before 300 attendees on either side of the exhibit floor.

Topics include orthodontics, esthetics, endodontics, pediatrics, implants, oral surgery, lasers and a hygiene program. Attendees are advised to arrive early, as seating is limited to 300 in each arena.

### **Educational programs**

Value, high-end exemplary programs, world-class clinicians, upscale programs and top-of-the-line innovations place the GNYDM at the head of its class in education.

Seminars begin with Dr. Ross Nash on Friday, Nov. 26, at 9 a.m. in the Westside Ballroom at the Marriott Marquis Hotel.

Over 300 seminars, workshops and essays are available from Friday, Nov. 26, through Wednesday, Dec. 1.

## **Botox/Dysport and dermal fillers**

Cosmetic dentistry is on the up-and-up, gaining publicity across the nation and the globe. Dr. Bruce G. Freund and Dr. Zev Schulhof are co-founders of the American Academy of Facial Cosmetics and will present two full days of Botox/Dysport on Monday and Wednesday, with two full days of dermal fillers on Sunday and Tuesday.

Participants will learn to use Botox/Dysport facial injectables for facial therapeutic and esthetic treatments as well as learn to improve the appearance of the skeletal profile and lips to match the smile and dental esthetics of the individual patient. Speakers will teach attendees about the most frequently used and highest rated types of facial fillers, including Restylane, Perlane, Juvéderm and Radiesse.

Attendees are welcome to bring their own patients, or they may treat volunteer patients.

## **25th anniversary General Practice Residency Fair**

The General Practice Residency Fair provides dental students an opportunity to gather information regarding general practice residency and advanced education in general dentistry programs in an informal atmosphere. The 25th annual fair is on Sunday, Nov. 28, from 9:30 a.m. to noon. Admission is free.

## **Luncheon and Learning program**

Tuesday's Luncheon and Learning is a free program that includes a complimentary lunch ticket.

The panel will discuss how dental technology can help to maintain a patient's physical health and possibly help reduce the risk of cardiac disease. Sponsors of the program are Chase Health Advance, Electro Medical Systems, Hiossen, Sirona and Captek. Pick up your free tickets at their booth on Sunday, Monday and Tuesday.

## **Invisalign Expo**

The GNYDM is partnering for the third year with Align Technology to offer the Invisalign Expo. These educational courses extend for four full days, Sunday, Nov. 28, through Wednesday, Dec. 1.

Taught by the most seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment and other abnormalities.

Invisalign Clear Essentials I is scheduled on Sunday and Tuesday. Attendees can also complete Clear Essentials II on Monday or Wednesday.

## **Endodontics**

The endodontic program begins on Saturday, Nov. 27, with essays discussing research and ideas on pain control, irrigation as well as the most important developments in the field of endodontics today.

Seminars, workshops and "live" demonstrations include topics on rotary instrumentation, resin bonded obturation, endodontic techniques and new bioceramic technology.

The New York State Association of Endodontists program on Wednesday welcomes all professional attendees to this specialty program.

## **Implant Dentistry**

Educational courses in implant dentistry are offered all day from Saturday, Nov. 27, through Wednesday, Dec. 1. Speakers in workshops, seminars and essays will discuss topics including surgery, restoration and partially edentulous implants.

In addition, attendees will have a chance to visit the free “live” patient demonstrations in implant dentistry offered from Sunday through Wednesday.

### **Orthodontic programs culminate with a “live” experience**

A diverse selection of orthodontic programs will be offered from Sunday, Nov. 28, through Wednesday, Dec. 1. At this exclusive series, attendees will learn from world-class clinicians about continuing and upcoming treatments and technologies in orthodontics.

The New York State Academy of General Dentistry Mastership workshop Program in Orthodontics is on Sunday, Nov. 28. Dr. Elliott Moskowitz and Dr. Laurance Jerrold will host “Orthodontic Essentials for the General Practitioner: Learn It Today, Do It Tomorrow.” This hands-on, full-day workshop focuses on the practical utilization of various removable and fixed orthodontic appliances within a general or pediatric dental practice.

Various speakers from The New York University’s College of Dentistry and Orthodontic Alumni Association, on Tuesday, Nov. 30, and Wednesday, Dec. 1, will present a selection of innovative anchorage applications and auxiliaries for various malocclusions. At this event, attendees will become acquainted with a multitude of multi-tasking options including mini-screws and the application of pure skeletal anchorage for molar distalization.

A unique “live” demonstration of orthodontic temporary anchorage devices (TADs) will be among the broad range of orthodontic programs. On Wednesday, Dec. 1, Dr. Bowman and Dr. Jonathan T. Perry will present a “live” demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

### **Pediatrics program**

Martha Ann Keels presents a full-day seminar on Saturday, Nov. 27. Attendees will learn the latest on caries risk assessment, current recommendations regarding all modalities of fluoride use and other preventive techniques reviewed with the use of photography. In the afternoon, the focus is on three areas: eruption problems, dental acid erosion and trauma management.

Recently, new ways of assessing and dealing with dental caries as an infectious disease have been proposed and new technological developments will do more to change the way we practice than ever before. Joel Berg’s half-day seminar on caries management for children provides attendees with the most up-to-date information regarding emerging technologies in caries detection and risk assessment in children.

Nowadays, parents demand the restorations of their children’s teeth to be not only functional but esthetically advanced. Glass ionomers, resinomers, composites and various types of crowns are illustrated on children and adolescents at Dr. Fred Margolis’s workshop on Tuesday, Nov. 30. Attendees will learn to integrate both function and esthetics to maximize a complete pediatric restoration.

Early childhood caries is the most common chronic disease of early childhood. Multiple essays in pediatric dentistry will explore this major issue on Sunday, Nov. 28, from 9:45 a.m. to 12:45 p.m.

### **DTSC Symposia**

The Third Annual Dental Tribune Study Club Symposia will be held from Nov. 28 to Dec. 1. Each day will feature five individual one-hour lectures led by experts in their fields. The final day features the Osseo University Summit, a program dedicated to implantologists.

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

The speakers have been carefully selected and are nationally and internationally renowned for their influence in enhancing dental education through extensive clinical experiences and diverse backgrounds.

The program is held on the exhibition floor, in Aisle 6000, Room 3 and will feature the following agenda:

Sunday, Nov. 28

10 - 11 a.m.

Beautiful: Go with the FLOW with Dr. Howard Glazer

11:20 a.m. - 12:20 p.m.

Light Cured Adhesive Dentistry - Science and Substance with Dr. John Flucke

12:50 - 1:10 p.m.

Exciting New Tools for Superb Impressions with Dr. Marc Gottlieb

1:20 - 2:20 p.m.

A Simplified Approach to Multi-Layer Direct Composite Bonding with Dr. Martin Goldstein

2:40 - 3:40 p.m.

Digital Impressions: Are they for me? with Dr. Richard Rosenblatt

4 - 5 p.m.

Total Facial Esthetics for Every Dental Practice with Dr. Louis Malcmacher

Monday, Nov. 29

10 - 11 a.m.

Eco-Friendly Infection Control-Understanding the Balance with Noel Brandon-Kelsch

11:20 a.m. - 12:20 p.m.

Incorporating New Advances In Dental Materials And Techniques Into Your Restorative Practice with Dr. Gregori Kurtzman

12:50 - 1:10 p.m.

A Game-Changing Approach to Difficult CI II Composites with Dr. Marc Gottlieb

1:20 - 2:20 p.m.

Optimizing Your Practice With 3D Cone-Beam Technology with Dr. Damien Mulvany

2:40 - 3:40 p.m.

High Resolution Cone Beam With PreXion 3D with Dr. Edward Katz

4:00 - 5:00 p.m.

Soft Tissue Lasers and Caries Diagnosis with Drs. Freedman, Goldstep and Lynch

Tuesday, Nov. 30

10:00 - 11:00 a.m.

Soft Tissue Lasers and Caries Diagnosis with Drs. Freedman, Goldstep and Lynch

11:20 a.m. - 12:20 p.m.

Soft Tissue Lasers Adjunctive to Orthodontic Treatment with Dr. Lou Chmura

12:50 - 1:10 p.m.

The Newest Developments in the Art and Science of Air Abrasion with Dr. Marc Gottlieb

1:20 - 2:20 p.m.

Introduction to Cone Beam CT (CBCT), Especially As It Pertains to Prevention of Failures in Oral Implantology with Dr. Dov Almog

2:40 - 3:40 p.m.

Cleaning and Shaping With New Technology with Dr. Bettina Basrani

4:00 - 5:00 p.m.

Contemporary Concepts in Tooth Replacement: Paradigm Shift with Dr. Dwayne Karateew

Wednesday, Dec. 1

10:00 - 11:00 a.m.

Best Management Practice, Waste Management For The Dental Office, and OSHA Compliance with Mr. Al Dube

11:20 a.m. - 12:20 p.m.

Hard and Soft Tissue Lasers with Dr. Glenn van As

12:30 - 5 p.m.

The Osseo University Summit: A Collection from Masters of Implantology with Dr. Benedict Bachstein, Dr. Ethan Pansick, Dr. Enrique Merino, Dr. Maria Ryan, Dr. Jeffery Hoos, Dr. David Hoexter and Dr. Dwayne Karateew

For exact program details, please check the schedule at [www.DTStudyClub.com/gnydm](http://www.DTStudyClub.com/gnydm).

The symposia are free for registered GNYDM attendees, but pre-registration is recommended. Also, due to limited seating, register early to ensure preferred seating. For registration visit [www.gnydm.com](http://www.gnydm.com).

The GNYDM is a joint venture of the New York County Dental Society and the Second District Dental Society, located in Brooklyn and Staten Island in New York state.

More information is available about the meeting by phone at (212) 398-6922, by fax (212) 398-6934, by e-mail at [info@gnydm.com](mailto:info@gnydm.com), or online at [www.gnydm.com](http://www.gnydm.com).

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