AACD to hold 26th scientific session

By Fred Michmashuizen, Online Editor

The 26th Annual American Association of Cosmetic Dentistry Scientific Session will take place at the Gaylord Texan in Grapevine, Texas, from Tuesday, April 27, through Saturday, May 1. Educators from around the world will lead the charge in reinvigorating dental continuing education.

Highlights of the meeting include deeper learning during lectures and hands-on workshops, the debut of AACD Digital World, a bigger team program, the exploration of international laboratory models and more.

“It is an exciting time at the AACD. The academy is continually growing and adjusting to better advance excellence through responsible esthetics,” said AACD President Michael R. Sesemann, DDS, “The scientific session is where participants recharge in order to live the AACD’s core values and purpose every day at the office.”

More than 80 educators will offer presentations at the meeting, including Pat Allen, DDS; Newton Fahl Jr., DDS; John Kois, DMD, MSD; and Lorenzo Vanini, DDS, MD. These world-class educators will lead the charge in reinvigorating dental continuing education.

“I feel fortunate to be part of the AACD at this time when we can inspire and invigorate so many individuals,” Sesemann said.

Here are some highlights of the upcoming meeting.

General Sessions

Clay Shirky, a writer, consultant and teacher on new media and the Internet, will speak on Wednesday, April 28, about emerging technologies. Shirky is an expert on economics and culture, media and community, and the open source movement.

His consulting practice is focused on the way network technologies provide new ways for groups to get things done, including collaboration tools, social networks, peer-to-peer sharing, collaborative filtering and Open Source development. His recent book, “Here Comes Everybody,” explores the effects of open networks, collaboration and user-created and disseminated content on organizations and industries.

Tim Sanders, a business and motivational speaker and tech trends guru, will offer a presentation on Thursday, April 29, on strong business relationships, both internal and external. “Get them right,” he says, “and you’ll grow your business during good and bad times alike.” Sanders is author of “Love Is the Killer App: How to Win Business and Influence Friends,” “The Likeability Factor” and “Saving The World.”

Amber MacArthur, a Web consultant, strategist and journalist, will offer a presentation on Friday, April 30, about the social media generation. MacArthur will trace the profound impact of emerging technologies on the way we live, work and play — and she will make it all fun, informative and accessible.

Poster session

Without the dedication and passion of researchers within the dental community, the advancements of cosmetic dentistry would not be where it is today. The AACD Poster Session will be on display as an outlet for researchers and clinicians to share their scientific findings. The poster session will be held Wednesday, April 28, through Friday, April 30, from 9:30 a.m. to 5 p.m.

Orientation

An orientation will be held on Tuesday, April 27, from 5 to 9 p.m. for new AACD members and for those who are attending the annual scientific session for the first time. Participants can join AACD colleagues as academy leaders and staff provide an in-depth overview of the 26th Annual AACD Scientific Session, from the layout of the educational area to the must-attend social and networking events.

AACD’s orientation will assist attendees in determining how they can reach their educational goals while getting the most out of their scientific session experience.

Silent auction

At the AADC Foundation (AACDCF) silent auction, meeting attendees will be able to place bids on an array of items, including autographed memorabilia from Hollywood and sports stars to dental equipment for use in one’s practice. Auction items are gathered through the generous donations of AACD’s dental partners and those concerned with stopping domestic violence.

Proceeds will help the AACDCF make a significant impact on the lives of survivors of domestic violence. By donating items to the AACDCF Silent Auction, contributors can help heal the affects of domestic violence. For more information on donating, contact the AACDCF at (800) 543-9220 or (608) 222-8583.

Celebration of Excellence Gala

A Celebration of Excellence Gala will be held on Saturday, May 1, from 6 p.m. to midnight. The event begins with an awards ceremony, followed by the newly accredited members and accredited fellows recognition. Next, attendees will enjoy five-star dining, then the AACD awards ceremony, inauguration of the AACD president, followed by, live music and dancing. Tickets are $125 per person.

About the AACD

The AACD is the world’s largest non-profit membership organization dedicated to advancing excellence in comprehensive oral care that combines art and science to optimally improve dental health, esthetics and function.

Composed of more than 7,000 cosmetic dental professionals in 70 countries around the globe, the AACD fulfills its mission by offering superior educational opportunities, promoting and supporting a respected accreditation credential, serving as a user-friendly and inviting forum for the creative exchange of knowledge and ideas, and providing accurate and useful information to the public and the profession.

Meeting registration

Dental professionals can register for the 26th Annual AACD Scientific Session online at www.aacd.com or by calling (800) 543-9220 or (608) 222-8583.