California, here we come!
More than 600 exhibitors and 100 speakers head to Anaheim for this year’s CDA Presents

By Kristine Colker, Managing Editor, Ortho Tribune

Anaheim, Calif., might be the land of Mickey and Minnie, but dentists know that every May, it is also home to four days of top-notch speakers in the industry and a huge exhibit hall — more than 150,000 square feet — where more than 600 companies show off their newest products and services.

This year, CDA Presents The Art and Science of Dentistry in Anaheim, taking place May 14–17 at the Anaheim Convention Center, which has a new feature in the works. For the first time, the organization is offering a unique networking opportunity that allows attendees to get to know some of the premier speakers in the industry over either breakfast or lunch. With just a small group of people allowed, the discussion topics can be anything the participants want. Only dentists are allowed to participate, and each dentist may purchase only one ticket.

The speakers participating in this event are Dr. Harold L. Crossley (Friday breakfast), Dr. John D. West (Friday lunch) and Dr. Gerard J. Chiche (Saturday lunch). Tickets are $75 and are very limited.

Of course, there are plenty of other great speakers to hear from during the four days of the CDA. Headlining speakers include Drs. Anthony Cardoza, Duane Spencer and James Wood along with Jeannine Willis discussing forensic dentistry; Dr. Gerard J. Chiche on esthetics; Dr. Gordon J. Christiansen on restorative dentistry; and Drs. Lawrence F. Emmott, Paul H. Feuerstein, John C. Flucke, Martin B. Goldstein, Martin J. Jahlbow and Dale A. Miles on technology.

In addition, Dr. J. Mel Hawkins will discuss “Local Anesthesia: 35 Years of Hits, Near Misses and Misses,” Dr. Stanley F. Malamed will talk about “Local Anesthesia: Dentistry’s Most Important Drugs” and “Emergency Medicine in Dentistry: Back to Basics,” Dr. Uche Odiatu and Kary Odiatu will detail “Creating Balance: At Work, Rest and Play,” Dr. Edward J. Swift, Jr. will reflect upon “Untangling the Confusion of Today’s Restorative Materials” and Dr. John D. West will delve into “21st Century Endodontics: Are You Ready?”

Even the CDA itself will get into the mix with “CAMBRA: A New Practice Philosophy,” which will provide an overview of the CAMBRA philosophy (caries management by risk assessment) as outlined in the October and November issues of the Journal of the California Dental Association. It will offer general practitioners tools and ideas on how to change their practice philosophy to one based on disease management and prevention.

Night life
At the end of the day, there is more to do in Anaheim than just attend sessions and walk the exhibit hall.

A membership party will be held Friday evening at the Aquarium of the Pacific in Long Beach, Calif. Attendees will be shuttled to the event, where they can see many ocean-dwelling creatures up close, enjoy a buffet of appetizers and listen to a performance by Ronnie & the Classics. This quintet reproduces oldies from the 1950s and 1960s and will perform throughout the evening.

The event starts at 6:30 p.m. and goes until 11 p.m. Tickets are $65.

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