Santa Barbara hosts a dentist’s look through the microscope

The Academy of Microscope Enhanced Dentistry’s 9th Annual Meeting and Scientific Session will be held Nov. 4–6 in Santa Barbara, Calif., at Fess Parker’s Double Tree Resort. The theme is “The Intersection of Macro & Micro Dentistry.”

The meeting will feature lectures from top clinicians in every discipline as well as master classes, corporate forums and pre- and post session, comprehensive, hands-on courses at education facilities along the Pacific coast.

If you have not registered for the meeting yet, you may register online and view the complete schedule at www.microscope dentistry.com. Your pre-registration helps AMED plan and prepare so please make your registration as soon as possible.

During the meeting there will also be special events that accompanying guests will be sure to enjoy. Call (800) 584-4553 to make your hotel reservations.

You may also become an AMED fan on Facebook at www.facebook.com/microdentistry. See you in Santa Barbara!

The daily schedule for the event follows.

**Thursday, Nov. 4**
- 7 a.m., registration and exhibition open
- 9:30 a.m.–1:30 p.m., spouse/guest event, Lotus land garden tour (there is a fee for this event)
- 8 a.m.–12:45 p.m., general session
  - John West, DDS, MSD, President’s Welcome
  - Cliff Ruddle, DDS, My Endodontic Practice: A 35-year Retrospective Analysis
  - Terrel Pannkuk, DDS, MScD, The Endo/Perio Differential Diagnosis
  - Paul Anstey, DDS, The Power of 3-D Imaging in Endodontics and Beyond
  - Tetsuya Hirata, DDS, PhD, What I Learned During Eight Years of Research Study in Image Enhanced Dentistry
  - Cheryl McSheets, DDS, Quantitative Percussion Diagnostics and Magnification: A Synergistic Combination
- 12:45–1 p.m., members’ business meeting
- 12:45–2 p.m., luncheon buffet
- 2–5 p.m., Endo Master Class
  - Carlos Murgel, DDS, Small FOV CBCT for Endodontics: Another Gadget or a Paradigm Shift?
  - Terrel Pannkuk, DDS, MScD, Outcome Study Science and Art: Can the Value of an Endodontic Technique or Technology Be Adequately Assessed?
  - Morlo Okaguchi, DDS, Microscope Assisted Precision Dentistry II
  - Eudes Gondim, DDS, PhD, Beyond the Microscope: What Else Can Make the Difference?
  - Mark Huber, DDS, Small FOV CBCT for Endodontics: Another Gadget or a Paradigm Shift?
  - Terrel Pannkuk, DDS, MScD, Outcome Study Science and Art: Can the Value of an Endodontic Technique or Technology Be Adequately Assessed?
  - Morlo Okaguchi, DDS, Microscope Assisted Precision Dentistry II
  - Eudes Gondim, DDS, PhD, Beyond the Microscope: What Else Can Make the Difference?
  - Mark Huber, DDS, Small FOV CBCT for Endodontics: Another Gadget or a Paradigm Shift?
  - Terrel Pannkuk, DDS, MScD, Outcome Study Science and Art: Can the Value of an Endodontic Technique or Technology Be Adequately Assessed?
  - Morlo Okaguchi, DDS, Microscope Assisted Precision Dentistry II
  - Eudes Gondim, DDS, PhD, Beyond the Microscope: What Else Can Make the Difference?
  - Mark Huber, DDS, Small FOV CBCT for Endodontics: Another Gadget or a Paradigm Shift?
- 2–5 p.m., Perio Master Class
  - Markus Hürzeler, DMD, PhD, Minimally Invasive Implant Surgery Supported by Microsurgical Techniques
  - Adriana McGregor, DDS, The Hidden Secrets of Outstanding Results in Soft-tissue Management Around Implants: From Planning to Placement to Restoration
  - Te-Fu Li, DDS, Micro-invasive Treatment of Periodontal Pockets
  - Katsuhiko Akiyama, DDS, Papilla Reconstruction Using the Patch Technique
  - Bryan Pearson, DDS, MS, speakers’ panel moderator
- 2–5 p.m., Restorative Master Class
  - Kunio Matsumoto, DDS, Pre-Treatment in Esthetic Restoration
  - Masayuki Ohara, DDS Minimally Invasive Interventions and Interdisciplinary Approach for Esthetic Dentistry
  - José Roberto Moura, DDS, Art and Precision with Direct Composites
  - Claudia Cia Worschech, DDS, PhD, Obtaining Clinical Success
with Micro Laminate Porcelain Veneers
  ~ Assad F. Mora, DDS, MSD, FACP, speakers’ panel moderator
  • 7–11 p.m., Social Event: Welcome reception, entertainment and dance

Friday, Nov. 5
• 8 a.m., registration and exhibits open
• 8 a.m.–9:30 a.m., Test Drive the Latest Technology
• 9 a.m.–12:45 p.m., general session
  ~ Larry Rijkin, DDS, Facial Esthetics
  ~ Glenn vanAs, DDS, Lasers and the Operating Microscope: Seeing the Light!
  ~ Marc Alexander, DDS, Treatment Planning for Esthetics
  ~ Paul Piontkowski, The Perfect CAD/CAM Restoration
  • 2–5 p.m, short presentations
    ~ Randy Shoup, DDS, Minimally Invasive Restorative Dentistry: Live Demonstration of Principals, Techniques, Equipment and Materials
    ~ Junya Okawara, DDS, Periodontal Microsurgery: Achieving Gingival Level Alignment with Conventional Tissue Graft
    ~ Cami Ferris, DDS, Heroic Endodontics in an Age of Implants
    ~ Masahiro Nakazawa, DDS, Utility of All-on-4 with Socket Preservation
  • 2–5 p.m., corporate forums
    ~ BioClear Composites Hands-on Course (there is an additional cost for this course)
    ~ Global Surgical
    ~ AMD Lasers
    ~ Crystal Mark & GC America: Air Abrasion
  • 2–3:30 p.m., spouse/guest event: LotusLand garden tour with lunch, Nov. 4, 9:30 a.m.–1:30 p.m.
    You are invited to visit LotusLand, a unique 57-acre estate and botanic garden situated in the foothills of Montecito to the east of the city of Santa Barbara. Visit www.lotusland.org for more information.

Saturday, Nov. 6
• 8 a.m. registration and exhibits open
• 9 a.m.–1:30 p.m., Test Drive the Latest Technology
• 9 a.m.–1:30 p.m., general session
  ~ Dennis Shanette, DDS, A Retrospective of Clinical Periodontal Microsurgery
  ~ Jeff Hamilton, DDS, Oral Medicine and the Clinical Operating Microscope
  ~ Eric Herbranson, DDS, The Latest in Photographic Documentation
  ~ Peter J. Jannetta, MD, Neurogenic Face Pain in the Dental Office
  ~ Malcolm Snead, DDS, PhD, Thinking the Unthinkable: Regenerating the Whole Tooth
  • 1:30 p.m., adjourn
  ~ Off-site hands-on courses
  ~ Pre & post session hands-on courses will be held at the Microsurgery Training Institute

Social events and tours
• Santa Barbara Back-Country Wine Tour, Nov. 10, 8:30 a.m.–4:30 p.m.
  Enjoy lush valley views, breathtaking scenery and stops at four of the region’s best wineries for lunch and a gourmet picnic lunch at one of the vineyards.
  Journey back to Santa Barbara through oak-shaded canyons and dirt trails, past the former Reagan Ranch and along the beautiful Pacific.
• Spouse/guest event: LotusLand garden tour with lunch, Nov. 4, 9:30 a.m.–1:30 p.m.
  You are invited to visit LotusLand, a unique 57-acre estate and botanic garden situated in the foothills of Montecito to the east of the city of Santa Barbara. Visit www.lotusland.org for more information.
• Welcome reception, entertainment and dancing, Nov. 4, 7–11 p.m.
  This event is an opportunity for members and guests from around the world to meet face to face. Enjoy a Santa Barbara themed dinner, entertainment and dancing. Attire is California casual.
• Spouse/guest event: Santa Barbara’s land shark tour, Nov. 5, 2–3:30 p.m.
  Climb aboard Santa Barbara’s original amphibious tour vehicle for a personally narrated 90-minute land and sea adventure. Enjoy exquisite views of the Santa Barbara coastline, the Riviera and the Santa Ynez mountains as seen only from our boat at sea.
• President’s dinner and awards, Nov. 5, 7–9:30 p.m
  Enjoy an elegant evening during AMED’s annual President’s Dinner and short awards presentation ceremony. Attire for this event is semi-formal.

AMED Program Co-chairs: Drs. William Lannan and John West
AMED Scientific Session Committee: Drs. Terry Panukuk, Adriana McGregor and Tetuya Hirata

Contact information:
Academy of Microscope Enhanced Dentistry
P.O. Box 15834
Fort Wayne, Ind. 46885
Phone: (260) 249-1028
www.microscopedentistry.com
‘What you learn in Vegas doesn’t have to stay in Vegas,’ AADOM says

By Fred Michmershuiizen, Online Editor

The AADOM is gearing up for its 6th Annual Dental Office Managers Conference, to be held Oct. 22 and 23 at the Las Vegas Hilton, and plenty of education is on the menu. The following educational programs will be offered in Las Vegas.

Friday, Oct. 22
• 10:15 a.m.–12:15 p.m.: Conflict, Gossip & Tension Resolution for the Dental Office Manager, Judy Kay Mausolf

Discover how to elevate your communication to a level that resolves conflict, gossip and tension and takes a team from good to great every time. Learn how to create an environment where everyone focuses on the positive (what is right) instead of the negative (what is wrong).

• 10:15 a.m.–12:15 p.m. and repeating 2:30–4:30 p.m.: The Practice Promise: How To Create Your Brand, Fred Joyal, founder of 1-800-DENTIST, with special guest Rita Zamora, social media expert; facilitator is Kim McQueen, marketing manager, Patterson Office Supplies

If you are an office manager who wants to learn how to navigate a marketing plan with options geared toward the specifics of your location, specialty, offerings and overall “practice promise,” this session is for you. Participants will gain the tools they need to build a marketing plan for the upcoming year.

• 10:45 a.m.–12:45 p.m., repeating 2:30–4:30 p.m.: Stressed Up & No Place to Go, Larry Wintersteen

Learn from one of the best dental management consultants in the country, Larry Wintersteen, how to handle the stress only a dental office manager can experience. Go home with stress-eliminating ideas you can implement Monday morning.

• 10:45 a.m.–12:45 p.m.: Tips for Going Green in the Dental Office, by Kevin Henry

“Going green” doesn’t mean giving up electricity or reverting back to the Stone Age. It does, however, mean a new way of thinking and awareness in the dental office. In this lecture, participants will learn how to help save the environment by taking small steps in each room of the dental office.

• 2:30–4:30 p.m.: Writers Workshop for Dental Office Managers, Kevin Henry

Have you ever dreamed of being published? Do you have a wealth of knowledge that you would love to share but are unsure how? Join Kevin Henry, managing editor of Dental Economics and editor of Dental Assisting Digest, for this interactive workshop.

• 2:30–4:30 p.m.: How to Start a Local Study Club: S.T.A.R.T.S. Method, Judy Kay Mausolf

One of the big questions being asked today is, “How do I start a local study club?” Judy Kay, the Study Club S.T.A.R.T.S. expert, can show you how you can take your passion and ideas and transform them into a thriving and successful study club today. Learn the six step S.T.A.R.T.S. method to study club success.

Saturday, Oct. 23
• 9:15–10 a.m.: Keynote Session: Lioness Leadership: Awaken the Instinctive Leader in You!, Katherine Eitel

Lions are born leaders. Cubs are born with instincts to hunt, propagate, lead and thrive, they just don’t know it. The primary goal of mature lionesses is to awaken those instincts to ensure the success of the pride. Like lions, you already have the instinctive ability to lead and lead powerfully from wherever you are in life. Most of us just don’t know it, or trust it, yet.

• 10:30–11:30 a.m.: Your education, Your professional development. Your way., Cindy Darley, MEd, MBA, and Liz Koch

In this interactive workshop, attendees will be asked to share the expertise and strategic planning skills as we work together to determine and then prioritize the online education needs of dental office managers.

• 2:30–4 p.m.: Practice Management Expert Panel

In this one-hour Q&A, expert consultants representing all fields of practice management will take to the stage to answer questions. Questions will be submitted ahead of time to allow experts to prepare.

• 12:30–1:45 p.m.: My Office Manager is a Rock Star!

Do you know how important you are to your practice? Learn firsthand from a practicing dentist how truly valuable you are. If you sometimes feel under-recognized, you are not alone. How can you get the recognition you deserve? Come find out!

In addition to the educational opportunities listed above, the following pre-conference programs will be offered on Thursday, Oct. 21:
• 10:30 a.m. Dental Spouse Business Roundtable

Dental spouses will come together to discuss the unique challenges faced when running a practice and being married to the doctor.

• 2:30–3 p.m.: Best Practices’ Workshop: The Ultimate Roundtable Experience, Katherine Eitel

Attendees are invited to join this interactive workshop to share best practices with other office managers from around the country. A Q&A session featuring a panel of AADOM’s Office Managers of the Year will be followed by roundtable discussions by specialty. The session will conclude with “Train the Trainer,” in which Eitel will teach attendees how to bring what they have learned home.

• Key Opinion Leader Office Manager Council

AADOM is looking for the best dental office managers in the country to be a part of this new event. Attendees can meet with dental industry leaders representing various businesses and share with them how they can better serve you, the dental office manager. What products, services and discounts can they provide to you to help you do your job better? They value your opinion and want to hear from you.

The AADOM Conference Diamond Sponsor is Patterson Dental.

More information about the event is available at www.dentalmanagers.com/conference.