Meeting in San Francisco offers plenty to learn, buy and do

For dentists on the West Coast, Northern California is the place to be this September, as it is the setting for “CDA Presents The Art and Science of Dentistry” — to be held Sept. 10–13 at the Moscone West Convention Center in San Francisco.

The California Dental Association meeting (formerly known as the “Scientific Session”) offers attendees the chance to learn from dynamic speakers and technical exhibits, and to fulfill continuing education requirements.

In the exhibit hall, attendees will be able to explore cutting-edge products and services. The meeting also offers plenty of opportunities for networking with colleagues and friends, all amid the exciting attractions of San Francisco.

Things to learn

The four-day meeting will feature dozens of informative classes and workshops for dental professionals. Whether you want to expand your practice, increase productivity or even learn a new technique, you are sure to find intellectual stimulation in the lecture halls.

There are too many courses to list them all, but highlights include the following:

• David A. Garber, DMD
Accelerated Esthetic Restorative Dentistry: Choices, Alternatives and Options; Saturday lecture, 9:30 a.m.–noon; 1:30–4 p.m.

This class will review the materials and techniques available for bleaching, minimal intervention with glass ionomers, direct composites, bonded ceramics, periodontal alterations and implant restorations.

• Ronald Jackson, DDS, FAGD
AFAACD, DABAD
Giving Your Patients Something to Smile About: Composite Artistry; Friday lecture, 9:30 a.m.–noon; 1:30–4 p.m.

This presentation will illustrate the value of using direct composite resin for treating anterior restorative and cosmetic needs.

• John O. Burgess, DDS, MS
Composite Artistry Workshop; Saturday workshop, 9:30 a.m.–noon (repeats 1:30–4 p.m.)

In this hands-on workshop by Jackson, participants will have the opportunity to use 4 Seasons (Ivoclar), a state-of-the-art, naturally shaded composite system. Exercise will include placement of an invisible Class IV.

• John O. Burgess, DDS, MS
Restorative Materials Update; Friday lecture, 10 a.m.–12:30 p.m.; 2–4:30 p.m.

This clinically-oriented course compares new materials with an evidence-based approach to evaluate their clinical success. Improving Composite Resin Restorations, Saturday workshop, 9:30 a.m.–noon (repeats 1:30–4 p.m.)

This fast-paced course by Dr. Burgess will advance your dental practice by improving your use and selection of dental materials, and will provide useful information that can be used during your next clinic day.

• Debbie Castagna and Virginia Moore
Rejuvenate Your Practice — It’s Easier Than You Think, Friday morning lecture, 9:30 a.m.–noon

The instructors will inspire you with their insight into topics and issues you face every day, including staff meetings and solutions to decrease no-shows and cancellations.

The Comprehensive New Patient Experience: From “Thank You for Calling” to “When Can We Start?”, Friday afternoon lecture, 1:30–4 p.m.

In this session, Castagna and Moore will teach practitioners how to provide the new patient with an exceptional experience.

• Joseph A. Blaes, DDS
Temporization Made Easy, Friday workshop, 9:30 a.m.–noon (repeats 1:30–4 p.m.)

Participation in this hands-on course will give you the knowledge and confidence to fabricate functional and highly esthetic provisional restorations.

Pearls for the Dental Assistant: Understanding Dental Materials and Techniques, Saturday morning lecture, 10 a.m.–12:30 p.m.

Dr. Blaes will demonstrate how proper handling of materials can make dental procedures faster, better and more fun for the entire dental team.

The Journey to Becoming an Outstanding Dental Assistant, Saturday afternoon lecture, 2–4:30 p.m.

Blaes will tell participants how to start a journey to become the best they can be. Learn communication skills and create routines that will help you take charge of your job and your life.

• Bruce J. Crispin, DDS and Charles W. Wakefield, DDS, ABGD
Perfecting Esthetic Results: Chairside Techniques to Optimize Direct and Indirect Restorations, Two-day workshop, Friday and Saturday, 9 a.m.–noon; 1:30–4:30 p.m.

Participants will master simple

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chairside techniques using direct composite and indirect porcelain restorations that are indistinguishable from natural tooth structure.

- Joseph A. Turbyfill, DDS and Walter E. Turbyfill, DMD

**Dueling Dentures Match at Ringside, Friday morning lecture, 9:30 a.m.**

Each speaker will present several cases utilizing different approaches to treating the edentulous patient. Learn from two remaining “giants” in removable prosthodontics.

**Exquisite Complete and Implant-Retained Overdentures**

As part of the International Symposium on Endodontics, a symposium entitled “Exquisite Complete and Implant-Retained Overdentures” will be held on Friday at 9 a.m. in the Exhibit Hall. This session will feature two of the leading experts in the field of removable prosthodontics.

**21st Century Endodontics: What Every General Practitioner Should Know, Saturday, 9 a.m.–11:30 a.m.**

This program will provide you with the knowledge, skill and thought processes to make endodontics the most enjoyable, energizing and profitable procedure in your treatment day.

- Mastering Safe, Simple and Super-Efficient Endodontics, Sunday workshop, 8:30 a.m.–12:30 p.m.

This program by Dr. West teaches the clinical pearls of successful endodontics. This highly popular technical class is designed to have you beaming with newfound endodontic freedom and to change your endodontic experience forever.

- Edwin J. Zinnman, DDS, JD

**The ABCs of Informed Consent, Thursday, 9:30 a.m.–12:30 p.m.**

This lecture will illustrate how informed consent principles should be applied to periodontal therapy, such as the laser-assisted new attachment procedure, and evaluated as part of the patient’s treatment plan. This is a corporate forum sponsored by Millennium Dental Technologies.

**Invisalign Clear Essentials I, Saturday, 8:30 a.m.–10:30 a.m.**

This course is designed specifically for the general practitioner and team members who wish to incorporate the Invisalign system into their practice. There is a $1,605 fee for this course. Tuition covers the dentist and up to four team members.

**Things to buy**

Meeting attendees will have the opportunity to be treated to the latest technology and trends in the exhibit hall, which will feature more than 400 exhibiting companies showcasing the latest in dental products and services. You can stay ahead of the curve by checking out the new products being launched. The exhibit halls are located on the first and second levels.

**The exhibit hall is open from 9 a.m.–5 p.m.**

**A grand opening ceremony will be held Friday at 9 a.m.**

**Hours are daily from 9 to 11:30 a.m.**

Also on the exhibit floor, be sure to check out The Spot—a lounge for learning, networking and fun. This new interactive area is a place to learn, network and have fun. At The Spot, you can see new products, plan your office renovation, check your e-mail or enjoy a cup of coffee and relax with friends. You can even earn C.E. credits. The Spot is located on the second floor of Moscone West. Hours are Friday and Saturday from 9 a.m. to 3 p.m. and Sunday from 9 a.m. to 2 p.m.

**Things to do and see**

For those who want to venture away from the exhibit hall experience, a number of special events are planned. Highlights include the following:

- **California Academy of Sciences**

   On Friday evening, a bus trip to the California Academy of Sciences in Golden Gate Park is scheduled. The excursion will offer participants the chance to experience a tropical rainforest, explore the penguins of the African Hall and watch aquatic life in a coral reef exhibit.

   Nearly 10 years and $500 million in the making, this new academy is billed as a masterpiece of sustainable architecture that blends seamlessly into the park’s natural setting. It features hundreds of innovative exhibits and thousands of extraordinary plants and animals.

   To participate, gather at 6:15 p.m. in front of the Moscone West Convention Center to load the buses. Buses will depart at 6:30 p.m. and will return beginning at 9 p.m. Appetizers will be served. There is a fee of $65 to participate.

- **Sunday Brunch**

   8:30 a.m.–10 a.m.

   CDA is offering a Sunday morning brunch for members and their staff. This special event featuring delicious food will provide attendees the opportunity to socialize with friends, colleagues and exhibitors. The exhibit hall will open before C.E. courses begin, allowing brunch attendees time to enjoy the food and take advantage of Sunday-only exhibit floor specials.

   The menu will include full brunch, coffee and orange juice. Get your tickets early. On-site ticket sales are available from the CDA. For more information and to register, visit www.cdafallkids.htm.

- **San Francisco**

   The city of San Francisco is famous for its scenic beauty, cultural attractions, diverse communities and world-class cuisine. This very walkable city is dotted with landmarks recognized throughout the world: the Golden Gate Bridge, cable cars, Alcatraz and the largest Chinatown in the United States.

   A stroll of the city’s streets can lead from Union Square to North Beach to Fisherman’s Wharf, with intriguing neighborhoods to explore at every turn. Views of the Pacific Ocean and San Francisco Bay are often laced with fog, creating a romantic mood in this most European of American cities.

   **For more information**

   Complete show schedules, registration information, evaluations, archives of past events and timely news and information about future events, and exhibitors and speakers lists are available from the CDA. For more information, visit www.cda.org/099.