

American Dental Association

**ADACommons**

---

[ADA News](#)

[ADA Products and Publications](#)

---

2008

## ADA News Convention Daily - 2008 Day 3

American Dental Association, Publishing Division

Follow this and additional works at: <https://commons.ada.org/adanews>



Part of the [Business and Corporate Communications Commons](#), [Dentistry Commons](#), and the [History of Science, Technology, and Medicine Commons](#)

---

### Recommended Citation

American Dental Association, Publishing Division, "ADA News Convention Daily - 2008 Day 3" (2008). *ADA News*. 468.

<https://commons.ada.org/adanews/468>

This News Article is brought to you for free and open access by the ADA Products and Publications at ADACommons. It has been accepted for inclusion in ADA News by an authorized administrator of ADACommons. For more information, please contact [commons@ada.org](mailto:commons@ada.org).

# ADA NEWS

CONVENTION DAILY

OCTOBER 17, 2008

VOLUME 18 NO. 3



**International celebrity:** Walk-around Elmo pauses for a photo with annual session attendees the Weiss family from Sao Paulo, Brazil, at the ADA Pavilion Thursday afternoon. With Elmo are Kurt, Simone and young Guilherme Weiss.

## When design is on your mind

BY CRAIG PALMER

Dr. Leslie Anthony is “about to build a new office.” Dr. Gregory Davenport thinks it’s time to remodel. Dr. Tom Ciandella came to see the office designs for other practices.

“It’s awesome,” Dr. Anthony said of the 2008 Dental Office Design Competition, a 35-panel random sampling of entries (“<http://www.matsco.com/dentists/dental-office-design/>”) in the Matsco-sponsored competition continuing through Sunday at the Henry B. Gonzalez Convention Center. A 36th panel invites entries for the 2009 competition.

Dr. Anthony and Clint Croucher, a Burkhardt equipment specialist, came to annual session for ideas on designing and equipping her new office in Kalispell, Mont., and this exhibit was stop No. 1 on their itinerary. “That’s worth the meeting right there,” she said of a particular floor plan. Lighting, fixtures, surfaces, molding, spacing, noise reduction, you name it, all came in for scrutiny as they examined the panel photos and design catalogs.

“We’ve got the plans of the building

### Fort Sam Houston hosts dental leaders, page 26

started and we’re here to get ideas to tweak the floor plan and to look at the equipment downstairs,” Dr. Anthony said. This year, her practice goes digital, she said, and the idea is to transition to paperless practice after building the new office.

Dr. Davenport built an office in Cortland, Ohio, in 1988, “and I think it’s time to remodel,” he said while visiting the exhibit on the second level of the convention center, Tower View foyer. Dr. Ciandella, Swedesboro, N.J., saw design similarity in the geographically dispersed photos, which include “outstanding” new, specialty and group practice facilities and offices noted for design efficiency. “You could be here and be in any city,” he said.

The no fee exhibit, sponsored by Matsco, Dental Economics and ADA Member Advantage, is open Friday  
*See DESIGN, page four*

## BRIEFS

**In tribute:** The ADA will celebrate heroism during tomorrow’s ADA General Session and Distinguished Speaker Series program, beginning at 8:30 a.m. at the Alamodome.

The Army Medical Command Band Brass Quintet will set the tone for the morning program beginning when the doors open at 7:30.

The moving program will showcase the service of U.S. military personnel, including dentists in the Federal Dental Service, and share a moving story of how a dental team facilitated a wounded soldier’s journey to recovery after suffering devastating wounds.



**The Woodruffs**

The 2008 Distinguished Speaker Series will feature ABC newsman and Iraqi roadside bomb victim Bob Woodruff and his wife Lee, who will share their story of inspiration: “Surviving Together: A Personal Journey.”

The ADA General Session and Distinguished Speaker Series is a free program open to all annual session registered attendees. The DSS is sponsored by Johnson & Johnson  
*See BRIEFS, page four*



**Opening day:** The ADA World Marketplace exhibition—showcasing about 650 exhibitors in an area the size of six football fields—opens Thursday morning with a ribbon-cutting ceremony. Doing the honors, from left, are Drs. Philip E. Smith, Council on ADA Sessions subcommittee chair, exhibitor relations; Dennis D. Shinbori, CAS 2008 general chair; Mark J. Feldman, ADA president; and John S. Findley, ADA president-elect.

## TODAY at a glance



- All events (except where noted) are at the Henry B. Gonzalez Convention Center.
- General Session featuring Tom Brokaw, 8:15-9:30 a.m., Alamodome
- World Marketplace Exhibition, 9:30 a.m.-5:30 p.m.
- Presentation on the CDHC Pilot, 11 a.m.-noon, Henry B. Gonzalez Convention Center, Ballroom C
- ADA’s Rockin’ Rodeo and Barbecue, 7-10 p.m., Freeman Coliseum

# Follow the Leader...



The Leader in Diode Lasers brings you the Odyssey® Navigator™  
*the world's first truly portable soft tissue laser.*

- Ergonomic handpiece with autoclavable sleeve
- Pre-cleaved, unit-dose tips makes preparation fast and easy
- Battery operated for ultimate portability in the operator
- Over 30 pre-set clinical procedures installed
- Indicated for second stage implant surgery
- Wireless foot control

O D Y S S E Y®  
**Navigator**™  
3 WATT DIODE LASER

100% CUSTOMER SATISFACTION  
GUARANTEED!

[www.ivoclarvivadent.com](http://www.ivoclarvivadent.com)

Call us toll free at 1-800-533-6825 in the U.S., 1-800-263-8182 in Canada.  
©2008 Ivoclar Vivadent, Inc. Odyssey and Navigator are trademarks of Ivoclar Vivadent.

**ivoclar**  
**vivadent**®  
passion vision innovation

Photo by Lagniappe Studio



**Where is it?** ADA volunteer Dr. Ron Zboril, Bellville, Texas, helps Dr. Matt Hammons, Ivins, Utah, find a course in the Official Guide. Also showing interest are his wife, Haley, and daughter, Macey.

## Key Dental Facts at your fingertips

The most recent update to Key Dental Facts is available.

Key Dental Facts is a collection of dental facts and data gathered from sources including original research of the American Dental Association, reports from federal agencies, and information from other dental-related organizations.

Complimentary copies of Key Dental Facts are available in the ADA Pavilion—Booth 2234, Hall C.

This and other ADA Survey Center publications can be ordered online at "www.adacatalog.org" (reports are listed under Survey and Economic Research on Dentistry). Or, call 1-800-947-4746 to place your order. ■

### AMERICAN DENTAL ASSOCIATION ADA NEWS CONVENTION DAILY



Friday, October 17, 2008 Volume 18, Number 3

Published daily October 15 through October 18/19 during the 149th Annual Session of the American Dental Association in San Antonio.

The ADA News Convention Daily office is located in Room 212A, Henry B. Gonzalez Convention Center, phone 1-210-582-7010; fax, 1-210-582-7017; or e-mail "adanews@ada.org".

**ADVERTISING POLICY:** All advertising appearing in this publication must comply with official published advertising standards of the American Dental Association. The publication of an advertisement is not to be construed as an endorsement or approval by the American Dental Association or any of its subsidiaries, councils, commissions or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. A copy of the advertising standards of the American Dental Association is available upon request.

## Attendance

GRAND TOTAL 28,666

Dentists		Dental Students		Dental Team		Related Professionals	
U.S. Member	7,186	U.S. Member	401	U.S. Dental Business Assistants	1,651	U.S. Dental Dealers	83
U.S. Non-member	444	U.S. Non-member	10	Intl. Dental Business Assistants	37	Intl. Dental Dealers	29
Intl. Member	473	Intl. Member	41	U.S. Dental Assistants	2,459	Guests	551
Intl. Non-member	116			Intl. Dental Assistants	43	Friends & Family Alliance	4,074
<b>Total</b>	<b>8,219</b>	<b>Total</b>	<b>452</b>	Dental Assistants Students	278	Allied Health Professionals	46
				U.S. Dental Hygienists	1,951	U.S. Component Staff	125
				Intl. Dental Hygienists	40	U.S. Constituent Staff	237
				U.S. Lab Technicians	43	Exhibitors	7,794
				Intl. Lab Technicians	9	Other	426
				<b>Total</b>	<b>6,511</b>	<b>Total</b>	<b>13,484</b>

\*Figures represent registration through noon Thursday.

# CLINICAL SERIES

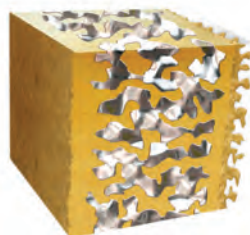
## Higher Strength Captek



Flat rate pricing  
**\$125**  
per unit\*  
(including bridge pontics)

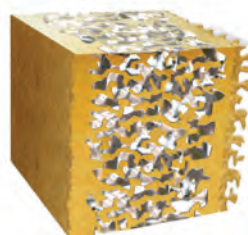
### What makes CAPTEK™ Strong?

Original



Captek is not an electroplated pure gold system. It contains platinum and palladium group metals to increase strength.

Captek B & I



Captek Bridge & Implant is a breakthrough in nanotechnology, increasing its original density and strength by 33 percent.

Captek Bridge & Implant is a trademark of Precious Chemicals, Inc.  
\*Price does not include \$8 round-trip shipping.

FOR MORE INFORMATION  
**800-854-7256**  
[www.glidewell-lab.com](http://www.glidewell-lab.com)

**NEW** Free DVD – Disc 7

## CAPTEK™ Bridge & Implant High-Strength Crowns & Bridges

Watch this 45-minute video online now, or call to order your FREE DVD.



"Captek has always been my PFM material of choice, and with the new Bridge & Implant indications, I can now use it in almost any clinical situation."

-Dr. Michael DiTolla  
Director, Clinical Education & Research

**GLIDEWELL LABORATORIES**



**Prudent planning:** Dr. J David Singleton (from left) of San Antonio; Dr. Jack Gobetti and Amilla Gobetti of Ann Arbor, Mich.; and Andrea Sundermann of the Michigan Dental Association interact during the ADA Foundation program, “Keeping Your Estate Plans Up to Date” on Thursday morning. The session was aimed at helping retiring or retired dentists make planning for the future a bit easier. Leading the discussion were ADAF staff member Amy Endres and consultant Bill McMorran. This is the first year the ADAF has offered programs to help members with retirement questions.



**Roundtable:** They filled the seats for the ADA-American Dental Assistants-partnered course Thursday: “Dental Assisting: Roundtable Learning.” Some 40 dental assistants shared information on products and techniques. On hand, from left, are Chambersburg, Pa., assistants Patricia Weidner, Tina Artley and Michelle Harris.

## Chance to win a trip to Hawaii in coupon book

Tomorrow’s ADA General Session and Distinguished Speaker Series program featuring Bob and Lee Woodruff offers attendees a chance to win a trip to the 2009 annual session in Honolulu.

Complete the entry form (with the Woodruffs’ picture) available in the yellow Exhibitor Coupon Book and drop it in the drum in the Alamodome. A winner will be drawn and announced during the program.

The prize includes round-trip airfare for two from the continental U.S., a four-night stay in a deluxe hotel during the 2009 annual session, and two 2009 annual session registrations.

Must be present to win. ■

## BRIEFS

*Continued from page one*

Healthcare Products Division of McNEIL-PPC, Inc.

No ticket is required, but an ADA badge is required for admission.

ADA shuttle service tomorrow begins at 7 a.m., and all ADA shuttles will make an additional stop at the Alamodome. Shuttle service begins at 7:30 a.m. from the Henry B. Gonzalez Convention Center for those staying at hotels within walking distance of the convention center.

For those who would prefer to walk, the Alamodome is within easy walking distance of the convention center. Maps will be available in the on-site Official Guide (page 17) and in the shuttle flyer. ■



**Office ideas:** Annual session attendees, from left, Dr. William Smith, Hialeah, Fla.; Pamela Sanders, a dental assistant from Dallas; Dr. Martia Leffall, Dallas; and Dr. Sarah Samuel, Dallas; check out office designs on display at the 2008 Office Design Competition.



**Winning design:** Klint Croucher, Burkhart Dental Supply, shows a winning office design to (from left) Dr. Melanie Marshall, Mansfield, Texas; dental hygienists Tiffany Truitt and Vickie Lane of Burleson, Texas; and Dr. Leslie Anthony, Kalispell, Mont.

## Design

*Continued from page one*  
and Saturday 7:30 a.m.-6 p.m. and Sunday 7:30 a.m.-noon with continuing education credit available.

From the CE description: “Discover what it takes to design an award-winning dental office. Go behind the scenes into the offices of this year’s entries, plus the 2007 winners. Learn best practices and get fresh ideas from hands-on exhibits, including floor plans, photos and key project information.” ■

# See LUMINEERS<sup>®</sup> Placed LIVE Booth No. 2826 Via LUMICAST<sup>™</sup> at ADA

**Friday & Saturday  
October 17-18, 2008  
12:30 pm**

***PLUS...* Hands-On  
Clinics Every Hour  
at Booth No. 2826**

**Space is limited.**



- No packing cord
- No temporaries
- No shots

***Visit Den-Mat Booth No. 2826***

**For more information: [www.ascredu.org](http://www.ascredu.org) 1-877-336-9718**

**Don't miss  
your chance to  
win a FREE iPod<sup>®</sup>  
when you attend a  
Hands-On Clinic.  
Space is limited!**

# 'I'm still a work in progress!'

## Dr. Leslie Seldin to receive 2008 Distinguished Service Award

### JAMES BERRY

His eight-page curriculum vitae chronicles a lifetime of service: a general dentist now retired from private practice after nearly 40 years, an educator, author, editor, spokesman and leader.

Not captured in these words on paper are the qualities that have made him a mainstay of organized dentistry for so many years, one of those go-to guys that every successful organization needs, the sort who can always be counted on to

get the job done—on time, on budget and with great style.

And now Dr. Leslie W. Seldin has another entry for his impressive résumé. The 67-year-old native New Yorker and past vice president of the ADA is the 2008 recipient of the Association's Distinguished Service Award, the highest honor bestowed by the Board of Trustees.

Nominated by ADA President Mark J. Feldman and approved by the full Board, Dr. Seldin

will receive the DSA today before the House of Delegates at its meeting this afternoon in the Henry B. Gonzalez Convention Center, Ballroom C.

Dr. Seldin learned of the award through a phone call from Dr. Feldman; written confirmation came later.

"It was really a shock," said Dr. Seldin of the award. "It was absolutely unexpected, and it's a great honor."



Dr. Seldin: Honored for his service.

This year's DSA recipient decided early in life to study dentistry, following a trail blazed by his father, the late Dr. Jules B. Seldin, described by his son as "a very committed, very enthusiastic dentist who loved the profession."

After receiving a bachelor's degree from Cornell University in 1962, Dr. Seldin went on to earn his dental degree from the Columbia University School of Dental and Oral Surgery in 1966. Then came two years in the U.S. Army Dental Corps, where he served with the rank of captain.

"After the Army, I went into practice with my father," Dr. Seldin recalled. "He was very active in organized dentistry, a past president of the First District Dental Society in New York and active at the constituent level. When I came into practice with him, the first thing he said was, 'Now we have to get you on a committee.'"

As noted in a Board-adopted resolution naming him the DSA recipient, Dr. Seldin has been on his share of committees over the years.

At the ADA, he's currently vice chair of the Association's National Campaign for Dental Education: Our Legacy—Our Future and was on the task force that organized the campaign.

He's a past chair of the ADA Council on Insurance, served as a delegate to the ADA House for 17 years, chaired or served on three House reference committees and was the Association's first vice president in 1992-93.

He's been an ADA media spokesman, appearing on such programs as NBC's "Today Show" and the "CBS Nightly News." He's a past associate editor of *The Journal of the American Dental Association*. And in 1999, he was named chair of an Oversight Committee charged to develop a report on the Future of Dentistry, a three-year project delivered on time and on budget.

"The Future of Dentistry report was probably the most exciting thing I've done in dentistry," said Dr. Seldin, without a hint of irony.

At the local and state levels, he was president of both the First District Dental Society and the New York State Dental Association. Academically, he is an associate clinical professor at the Columbia University College of Dental Medicine, where he also chairs the Dean's Advisory Council.

These limited highlights from his résumé barely scratch the surface of a highly productive career.

"I am a happily retired dentist," said Dr. Seldin, who continues to teach, serve on various boards, provide expert testimony in court cases and generally keep busier than the average "working" person.

His wife of 15 years, Dr. Connie Winslow, an orthodontist also on the faculty at Columbia, also

See DR. SELDIN, page eight

### The ADA Members Retirement Program Same Program, More Options



## See How the ADA Members Retirement Program May Benefit You and Your Practice

There are 3 good reasons to request information from the ADA Members Retirement Program. The Program now features:

1. An Expanded Investment Lineup
2. New Plan Services Web Site
3. Reduced Fees<sup>1</sup>

### Over 40 Years Experience

When you join the ADA Members Retirement Program, you'll enjoy the confidence and comfort of knowing your plan is administered by AXA Equitable. AXA Equitable has 40 years of experience in the Association Retirement Program business and has established retirement plans for over 35,000 participants with over \$2 billion<sup>2</sup> in assets under management.

To request information on the Program, call toll-free 1-800-523-1125, ext. 7450, or visit our Web site at [www.axa-equitable.com/ada](http://www.axa-equitable.com/ada).



Important  
Program  
Changes

<sup>1</sup> As of May 1, 2008, the program expense charge was reduced by approximately 15% based on current assets. (subject to change).

<sup>2</sup> As of 12/31/07.

The ADA Members Retirement Program is funded by a group variable annuity contract issued and distributed by AXA Equitable Life Insurance Company, NY, NY. AXA Equitable does not provide tax or legal advice. You should consult with your attorney and/or tax advisor before purchasing a contract.

# Recommend with Confidence.



Suggest to your patients that they chew  
Orbit® to strengthen teeth and help fight cavities.

Chewing Orbit® sugarfree gum helps to improve oral health. The acceptance of the ADA is based on decades of research that demonstrates Wrigley's sugarfree gum helps to neutralize plaque acids and remineralize tooth enamel by stimulating saliva flow up to 10 times the normal flow rate. So recommend that your patients chew Orbit® sugarfree gum to complement their daily brushing and flossing routine, especially after meals and snacks when they are on the go.



The ADA Council on Scientific Affairs' Acceptance of Orbit® is based on its finding that the physical action of chewing Orbit sugarfree gum for 20 minutes after eating stimulates saliva flow, which helps to prevent cavities by reducing plaque acids and strengthening teeth.



[www.wrigleydentalcare.com](http://www.wrigleydentalcare.com)



# Mentoring

## Tips on how to become one offered at Saturday workshop

BY KAREN FOX

Mentoring is key to helping students gain admission to dental school and be successful once they're there.

How to help encourage and guide future dentists is the focus of the ADA annual session interactive workshop, "Mentoring for Admission to Den-

## Education

tal School: A Prescription for Success" (Course No. 7317), set for Saturday, from 10:15 a.m.-12:45 p.m., at the Grand Hyatt Hotel's Independence



Photo by Lagniappe Studio

**Reaching out:** Dr. Dave Brunson, associate director of the American Dental Education Association's Center for Equity and Diversity, facilitates the 2007 mentoring workshop at annual session in San Francisco. Dr. Brunson and Anne Wells, Ed.D., associate executive director of ADEA's Division of Educational Pathways, return for the 2008 program as well.

room. The Grand Hyatt is located next to the Henry B. Gonzalez Convention Center.

The free workshop, which offers continuing education credit, will give valuable insight into the mentoring process—such as what mentors do, how they do it, why mentoring is important to youth and underrepresented groups, and the benefits of mentoring.

"Mentoring for Admission to Dental School" will be held in conjunction with the American Dental Education Association. For more information, contact the ADA career guidance programs liaison at "skoogb@ada.org".

All annual session continuing education courses are ticketed, including free courses. ■

## Healthy smile or hidden damage?



Images adjusted to illustrate clinical situation

**NEW Sensodyne® Pronamel™** is formulated to help reharder softened enamel and protect against sensitivity

- ✓ High fluoride availability
- ✓ Low abrasivity
- ✓ Neutral pH
- ✓ Sensitivity protection — 5% potassium nitrate
- ✓ Cocamidopropyl Betaine — mild detergent
- ✓ Caries protection and fresh breath

Think hard, and recommend Pronamel™ to help your patients maintain a strong and healthy smile.



**Think Hard.**

To learn more, go to [www.dental-professional.com/pronamel](http://www.dental-professional.com/pronamel)  
Sign up for special offers using code **PR07**

Sensodyne is a registered trademark of GlaxoSmithKline.  
©2007 GlaxoSmithKline Consumer Healthcare, L.P.  
Moon Township, PA 15108 5GLX7026-A-R



## Dr. Seldin

*Continued from page six*

has been active in organized dentistry. Dr. Seldin has two grown sons from his first marriage; his first wife, Lynn, died unexpectedly in 1992, at the age of 46.

On the issues of the day, Dr. Seldin cited access to care for the underserved as the profession's "major challenge." He added, "I think the American Dental Association and the profession have to be very aggressive in trying to solve that problem and solve it quickly."

Advances in dentistry, he noted, have led to continuous improvement in the quality of care delivered and made dentistry "an enormously popular profession" for young people.

And what advice does he have for new dentists just starting out?

"When you join the health care professions, when you join the dental profession, you're not just going into business for yourself," he said. "You're going to provide well for yourself and your family, and you're going to be able to help people. But to be truly fulfilled in your profession, you have to do more than spend all of your time in your office."

"I've been able to participate more broadly in the profession in part because of organized dentistry, which expands your horizons," added Dr. Seldin. "You give yourself more by reaching out and giving something back to the profession, which has provided so many opportunities and been the pathway to your success. Dentistry is far more than purely a way to make a living."

Assessing his own experiences as a dentist and dental leader, he observed, "It has been a great ride—and it isn't over. I'm still a work in progress!" ■

—berryj@ada.org

New

DENTSPLY  
CAULK

# ESTHET•X<sup>®</sup> HD

High Definition Micro Matrix Restorative

## THE SCIENCE OF HIGH DEFINITION

NEW precise filler particle distribution gives you optimal clinical results.

- Faster and easier to achieve a brilliant, long-lasting polish
- Outstanding physical properties
- Ideal for all cavity classes

97%

of evaluators say that the polish of Esthet•X<sup>®</sup> HD is superior or comparable to their current composite!

For more information contact DENTSPLY Caulk Customer Service at 1-800-LD-CAULK or visit [www.caulk.com](http://www.caulk.com) or [www.dentsply.com](http://www.dentsply.com)



Rx Only  
For Dental Use Only

All data on file.  
©2008 DENTSPLY International.  
All rights reserved.

# THE HealthFirst LINE OF MEDICAL EMERGENCY PRODUCTS

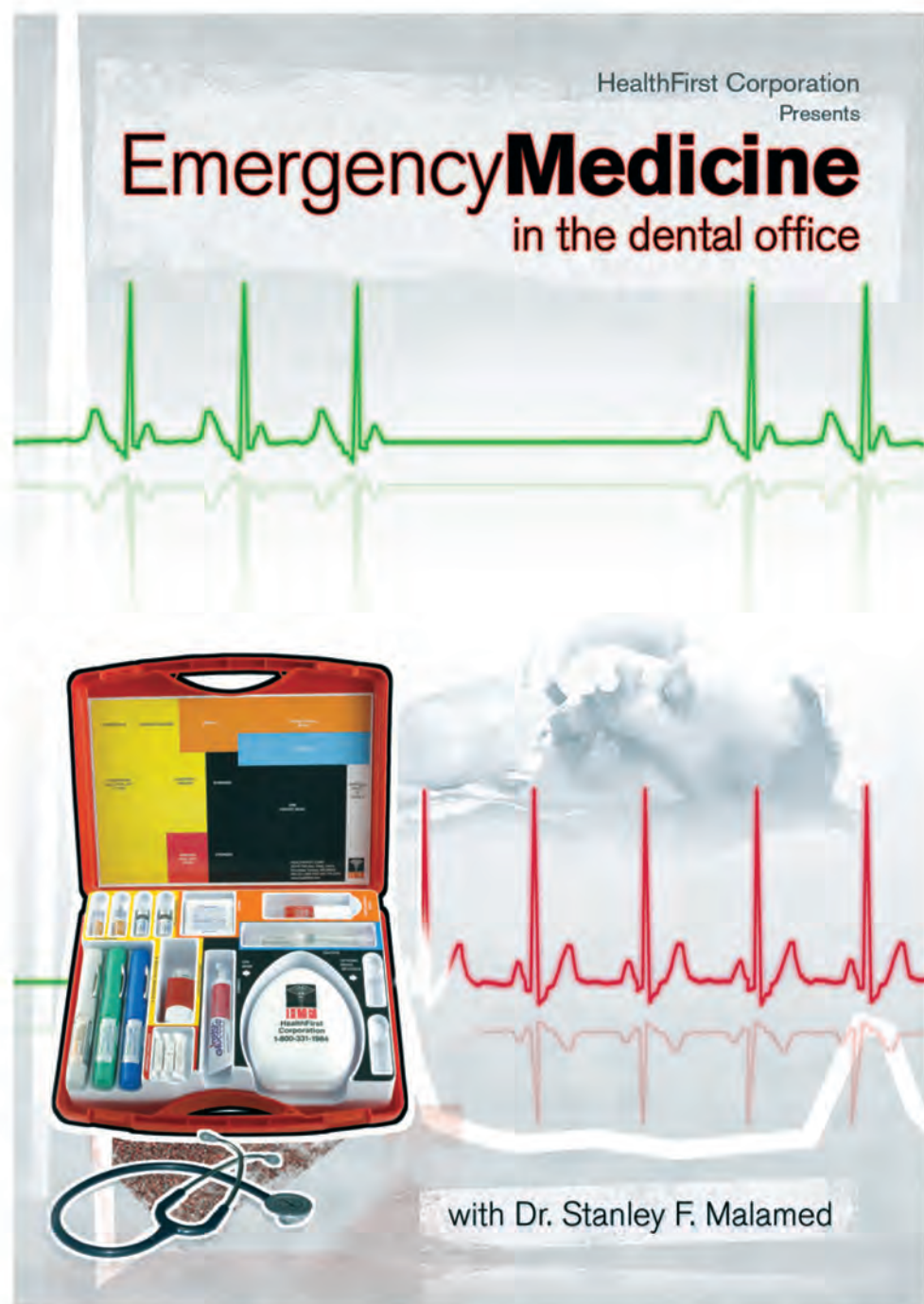
**NEW  
May 2008**

*This interactive DVD is written, directed, and narrated by Dr. Stanley Malamed, dentistry's leading expert in the management of medical emergencies.*



Dr. Stanley Malamed

"You don't get a chance to save a life you've lost. So get it right...the first time."



- Contains 14 different situations that can and do arise in the dental office Including Cardiac Arrest, Seizure, Allergic Reaction and many others...
- Dr. Malamed breaks down these scenarios using high definition 3D animations and stunning dramatizations.
- Great for in-office training sessions or individual training.
- 7 Continuing dental education credits available.

**ORDER YOUR  
MEDICAL EMERGENCY  
TRAINING DVD TODAY**



**HealthFirst Corp.**  
22316 70th Ave. W., #A  
Mountlake Terrace, WA 98043  
**1-800-331-1984**  
website: [www.healthfirst.com](http://www.healthfirst.com)

THE HealthFirst LINE OF MEDICAL EMERGENCY PRODUCTS

**NEW!**

# emergent-ez "e-cart" system

**NEW!**

**AUTOMATIC DRUG REFILL SERVICE**

The contents of the SM30 are suggested by Dr. Stanley Malamed, DDS

**CART SYSTEM 4010 with..... SM30 KIT ...OR.... HM1010 KIT**



The oxygen supply, on a wheeled cart, can be quickly moved to an emergency.

THE **DEMAND AND RESUSCITATION VALVE** PROVIDES EITHER POSITIVE PRESSURE OR DEMAND OXYGEN APPLICATIONS (PICTURED LOWER LEFT).

**PROTECT YOURSELF... BE PREPARED!**

The basic kit, either model SM30 or model HM1010 (pictured above) is accessible in the easy-to-reach bracket on the cart.

**WARNINGS** Dental practitioners who employ local anesthetics should be well versed in diagnosis and management of emergencies that may arise from their use. Resuscitative equipment, oxygen and other resuscitative drugs should be available for immediate use.



**HealthFirst Corp.**  
22316 70th Ave. W., #A  
Mountlake Terrace, WA 98043  
**1-800-331-1984**  
website: [www.healthfirst.com](http://www.healthfirst.com)

Come and visit us at: American Dental Association Booth #'s 1040 and 2204

## Rodeo, barbecue ready to rock

Grab your cowboy hat and slip into your boots tonight for the ADA's Rockin' Rodeo and Barbecue from 7-10 p.m.

The all-inclusive ticket price of just \$65 (\$30 for kids under 12) includes round-trip shuttle bus transportation from ADA official hotels (except Hill Country) to the Historic Freeman Coliseum, all-you-can-eat-and-drink rodeo fare, the rodeo exhibition and a post-rodeo live concert. Tickets are available at the Registration area, Ballroom A, or at the door. ■



## Personalize with the ADA Store

### Practice management resources abound

Free samples of patient education brochures and personalized products are available from the ADA Store or Pavilion.

The ADA Store is open from 9 a.m.-6 p.m. today and tomorrow and is located in the East Lobby near the Internet Zone.

This year, the ADA is once again offering an impressive selection of effective and affordable products designed to help you support your patients' smiles.

More than 30 revised and some of the most popular patient education brochures are on hand, including:

- Periodontal Disease;
- Your Child's Teeth;

## "JAW-DROPPING" CLARITY



Visit us at the ADA Annual Session Booth 1709

### Veraviewepocs 2D/3D The X-ray Unit for All Your Imaging Needs

L-402 08/08

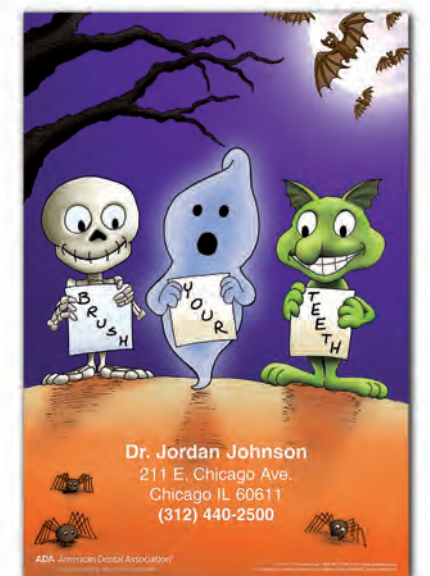
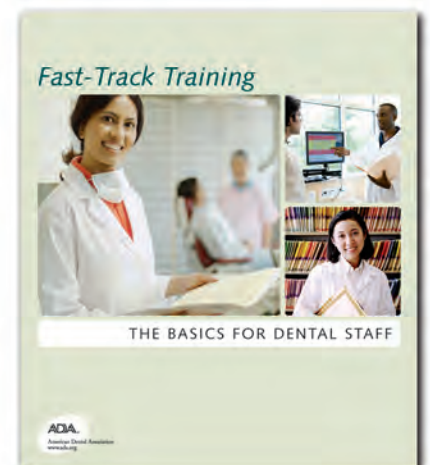


Versatile image processing with intelligent volume rendering and real-time reslice.

- 3D, Panoramic & Cephalometric Capabilities; 2D Model Upgradeable to 3D at a Later Date
- Single Cassette for Both Panoramic & 3D Images
- Automatic Re-positioning for 3D Images; Simply Click the Region of Interest on the Panoramic View
- Exceptional Clarity, Super High Resolution
- Low Effective Dose
- FOV:  $\varnothing$  40 x H 40 mm,  $\varnothing$  40 x H 80 mm,  $\varnothing$  80 x H 80 mm

For more information, contact your dealer or J. Morita USA at 877-JMORITA (566-7482). Visit our website: [www.jmoritausa.com](http://www.jmoritausa.com).

Thinking ahead. Focused on life.



- Healthy Mouth, Healthy Body;
- Dental Sealants;
- Why Doesn't My Insurance Pay?

There are also many personalized products designed to keep a dentist's name on patients' minds:

- Tote bags;
- Holiday greeting cards;
- 2009 calendar magnets.

Also, dentists can find plenty of help in running a smooth practice that is focused on putting patients first with these practice management resources:

- Fast Track Training;
- OSHA Training for Dental Professionals;
- Dental Therapeutics, 4th Edition;
- CDT 2009-2010 and the CDT Companion;
- The Power of Customer Service;
- Associateships. ■

19  
CE CREDITS



W E L C O M E

TO *Fabulous*  
**LUMINEERS**<sup>®</sup>

DESTINATION EDUCATION

NOV 7-9, 2008

# BE THE FIRST TO SEE THE NEW LUMINEERS TRAY DELIVERY SYSTEM

.....  
DESTINATION EDUCATION · November 7-9, 2008 · Paris Hotel · Las Vegas, NV  
.....

Visit **Booth #2826** to get **Convention Special** and **3 FREE Nights** at the Paris Hotel.\*



**RESERVE YOUR SPOT TODAY! VISIT BOOTH #2826**

LUMINEERS<sup>®</sup>

\*Some restrictions apply.  
©2008 Den-Mat<sup>®</sup> Holdings, LLC. World Rights Reserved. 801254800-A ADA-Guide 10/08

**NEW! LUMITray<sup>™</sup>**

Unique veneer delivery technology allows simple, fast seating of a full arch of veneers—**all at once!**



800.552.5512 [ULTRADENT.COM](http://ULTRADENT.COM)

**ULTRADENT**  
PRODUCTS, INC.

Buchalla W, Attin T. External bleaching therapy with activation by heat, light or laser—a systematic review. Dent Mater. 2007 May;23(5):586-96. Epub 2006 Jul 3.  
Swift, E J. Kugel, G. Kanca, J. More About Tooth Whitening. J Am Dent Assoc, Vol 134, No 7, 809-811.  
New Generation In-Office Vital Tooth Bleaching, Part 1. CRA Newsletter. Clinicians' Guide to Dental Products & Techniques. Volume 26, Issue 11, November 2002.  
New Generation In-Office Vital Tooth Bleaching, Part 2. CRA Newsletter. Clinicians' Guide to Dental Products & Techniques. Volume 27, Issue 3, March 2003.  
Kugel, G. Papathanasiou, A. Williams, A. J. Anderson, C. Ferreira, S. Tooth Whitening: Clinical Evaluation of Chemical and Light-Activated Tooth Whitening Systems. Compendium. January 2006. Vol. 27(1), 54-62.  
Hein, D K. Ploeger, B J. Hartup, J K. Wagstaff, R S. Palmer, T M. In-office Vital Tooth Bleaching—What Do Lights Add? Compendium. April 2003. Vol. 24(4A), 340-352.  
Copyright 2008, Ultradent Products Inc. All rights reserved.

# The 30-Minute Professional Whitener

Opalescence 35% offers all the great benefits of the Opalescence brand. Thirty minute treatments are an easy way for busy patients to whiten quickly and effectively.

- **35% carbamide peroxide** with potassium nitrate and fluoride
- **The only sticky, viscous PF formula** for sustained whitening
- PF technology means **increased enamel health and minimal sensitivity**
- **20% water** helps prevent dehydration and shade relapse



Opalescence®  
tooth whitening systems



Come visit us at  
**BOOTH #1827**

Every Patient. Any Lifestyle. Always Opalescence.



# Payroll solution

## SurePayroll has online services

BY KAREN FOX

When Dr. Adrian Codel bought a dental practice four years after graduating from dental school, he inherited more than he bargained for. The previous owner had incurred tax liability and debt due to improper payment of payroll taxes.

"What I quickly learned is that when you buy a business, if the owner didn't pay payroll taxes, it affects your experience rating," said the Chicago dentist. "The previous owner had a poor experi-

ADA MEMBER ADVANTAGE<sup>SM</sup>

ence rating, so now I'm paying higher payroll taxes. It can be corrected, though, and every quarter when I make a payment, my rating goes up.

"I am a scientist, not a businessperson," said Dr. Codel, who graduated from Northwestern University Dental School in 2001, completed a



**Value:** Dr. Codel says SurePayroll's services are reliable and help from a customer service agent is just a phone call away.

general practice residency at Illinois Masonic hospital and worked as an associate for two years before buying a practice. "I was not at all prepared for this penalty."

One thing that worked in his favor was a personal preference for leveraging technology as much as possible.

"I enjoy being on the cutting edge of technology—having an all digital practice, not having to pull charts and using computers in every room for charting," said Dr. Codel. "I like having the flexibility to get on my computer at home, do ordering from home and some charting. I wanted to be able to do payroll like that, too."

A visit to the ADA's Web site led him to SurePayroll, an online payroll provider and payroll tax-filing solution for small businesses with 1-100 employees. SurePayroll is endorsed by ADA Member Advantage and offers discounts to ADA members.

"SurePayroll did not get rid of my problem with payroll taxes, but they were able to help me figure out what the problem is and how to fix it," said Dr. Codel. "They had the expertise to walk me through the process and make recommendations about submitting documentation to the IRS. Now I use SurePayroll as my payroll provider."

Payroll and payroll tax-filing are just some of the challenges faced by small-business owners that can impact the business' bottom line if not handled properly.

"It's tremendously difficult for a small-business owner to keep up with changing federal, state and local tax laws," said Michael Alter, president of SurePayroll. "It's an error-prone process with high penalties. Research shows that 40 percent of small businesses have been fined an average of over \$845 a year."

What sets SurePayroll apart is that SurePayroll actually handles the tax payments and tax filings for the dentist. Other online payroll services facilitate taxes but still require the dentist to make tax payments and file returns.

"I don't know anything about payroll taxes, and it's really not something you can do by the seat of your pants," said Dr. Codel. "Having a service that can not only do that for you but do it well is extremely valuable, and payroll is just one less thing for me to deal with."

SurePayroll, founded in 2000, is specifically for small-business owners, said Mr. Alter. "The majority of dentists either do payroll themselves or use a software program," he said. "About 1 in 5 dentists use a payroll service like SurePayroll, and the remainder—about 10 percent—use their accountant. But times are changing."

Newer practices are more likely to outsource payroll, he said. "Historically, the choices were very limited—you either did it yourself or outsourced with a traditional payroll service. With outsourcing, the service was not always easy to use, not always convenient and could be costly. You also lost control over the process, so if there was an error, it was time-consuming to correct."

Capt. Kailehia Binns, General Dentist, Walter Reed Army Medical Center

### THE STRENGTH TO HEAL

*and the opportunity to  
make Soldiers' lives better.*

**"I've been fortunate enough to work with our Wounded Warriors in the Warrior Transition Brigade. I can't think of anything more rewarding."**

Your training and service as an Army dentist will benefit your country, your career and your life. You'll make a difference every day.

**"As an Army dentist you work with an array of great minds."**

As a member of one of the world's largest, most advanced health care systems, you'll work in a collaborative environment, with mentors who are leaders in their field. Opportunities for education will be ongoing and the hands-on experience is priceless.

**"The sense of comradery, when you serve with someone, is what I value most."**

In addition to humanitarian missions, you could serve at Army facilities in countries like Belgium, Germany, Italy, Japan and Korea. No practice on the outside can match the travel opportunities.

**"I was surprised at all the free time. I especially like playing basketball with other doctors on Thursdays."**

As a dentist and Officer, you'll have ample time for family and friends. Army bases feature recreational facilities such as gyms, tennis courts, swimming pools, golf courses and even ski slopes.

**To talk with a member of the U.S. Army Health Care Team, call 800-514-9990 or visit [healthcare.goarmy.com/info/c933](http://healthcare.goarmy.com/info/c933).**

**Visit Booth No. 2270 to learn more about the Army Dental Corps.**



U.S. ARMY

ARMY STRONG<sup>®</sup>

As a web-based service application, SurePayroll has all the security of a banking institution and maintains the latest tax tables for federal, state and local tax laws.

"As the person responsible for payroll in business, you can do it whenever you want," said Mr. Alter. "During a football game on Sunday afternoon, after work when patients are gone, after you put the kids to bed at night. With SurePayroll, you are completely in control of this process."

Another aspect of SurePayroll that Dr. Codel has appreciated is the fact that when he needs assistance, it's easy to speak with a live customer service agent. "I have a code that I use when I call in, which means the service is secure," said Dr. Codel, adding that his two full-time and one part-time employees have their own log-in codes for access that enables them to print pay stubs, maintain direct deposit accounts and audit payroll activity.

"It's full service for a small-business friendly price," said Mr. Alter. "You will likely pay double with our competitors. Our pricing is also very simple in that it's activity based. You pay a small amount every time you run payroll (for example, weekly, monthly, biweekly) and by employee. The typical cost for an eight-employee practice processing payroll twice a month is \$36 per payroll."

The fee also includes more than 20 online, downloadable reports and dozens of business forms, such as signature-ready citizen verification forms that can be prepopulated with information from your payroll account. SurePayroll charges a fee to prepare W-2 forms; however, there is a special offer for ADA members where dentists can receive free W-2s for the first year of service.

SurePayroll also helps keep practices in compliance with labor laws with free downloadable posters that are customized for the practice's needs.

There is also a six-month money-back guarantee, said Mr. Alter. "The fact is, if you're committed enough to switch payroll providers, you have to be happy with the change."

If you are considering a new payroll provider, this is the time of year to convert. "It's the easiest time of year to change payroll, with the beginning of the year around the corner," said Mr. Alter. "Payroll tax laws reset at the beginning of the year so when you convert on Jan. 1, you don't have to balance the history of what's been done during the year. It's possible to convert other times of the year, but January is the easiest from an administration perspective."

To learn more, go to "www.surepayroll.com/ada" or call 1-866-535-3592. ■

## SurePayroll offers advantages for small businesses

The primary advantages of SurePayroll to small businesses are:

- You can process payroll when and where you want with an online easy-to-use system that doesn't require additional training or payroll knowledge, access online reports and change payroll data yourself, and enroll online with assistance from SurePayroll (the entire process takes 10-30 minutes).

- SurePayroll eliminates risk. SurePayroll pays and files taxes, working with the IRS on your behalf. If any errors were to occur as a result of SurePayroll's system, SurePayroll pays the penalties.

- SurePayroll saves you time over doing payroll in-house. Employees have their own online accounts, so you don't have to hand out checks or data. Payroll is a three-step process that can be completed in as few as three minutes. ■

# ADA is seeking EBD Champions

The ADA is calling for members interested in spreading the word about evidence-based dentistry to consider applying for the second annual EBD Champions Conference.

Sponsored by the ADA and The Journal of Evidence-Based Dental Practice, the May 29-30, 2009, conference will be held at ADA Headquarters. In addition, a hands-on preconference

workshop will be conducted May 28 to help practitioners gain practical experience in looking for evidence online.

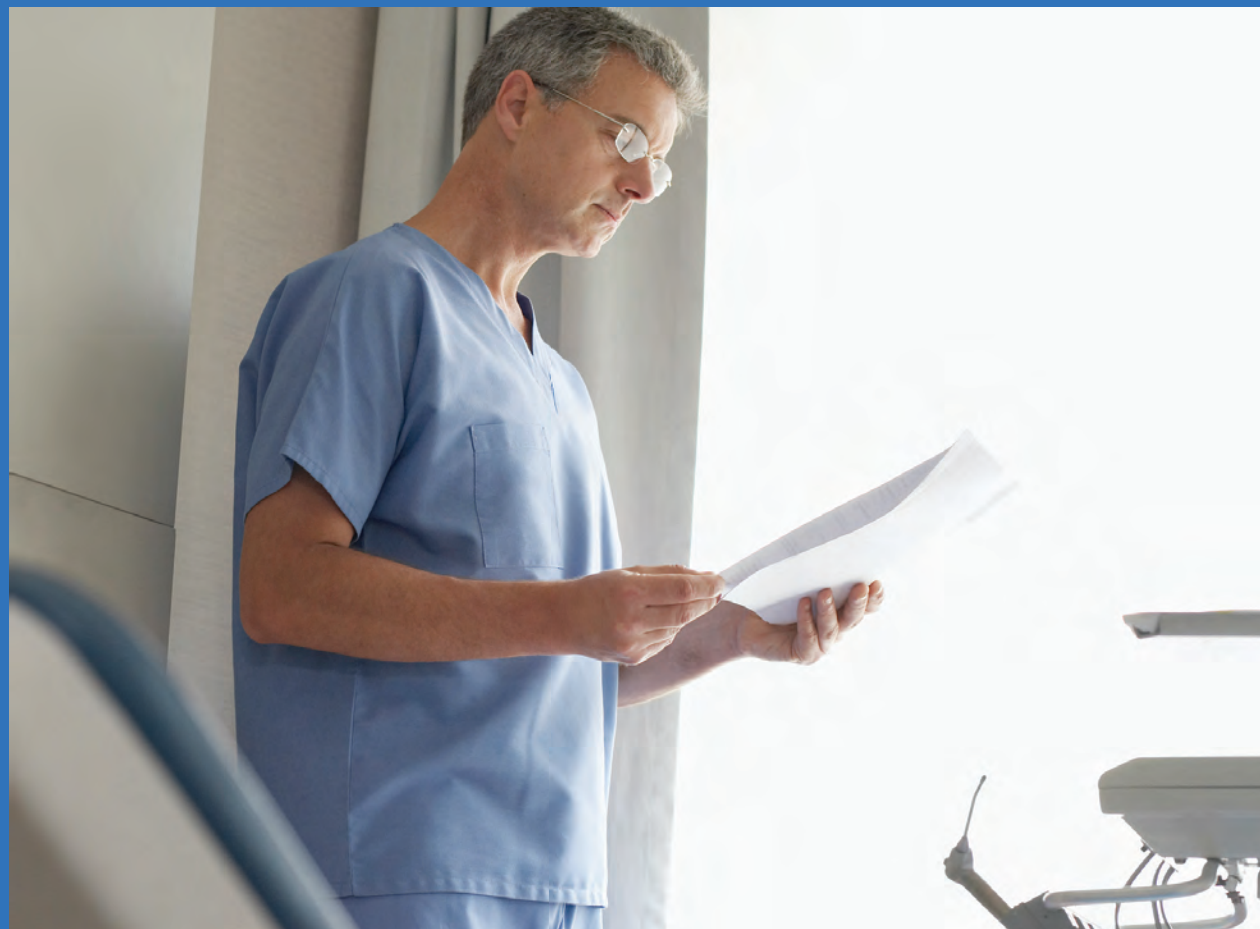
The two-day event is a unique opportunity for dentists of all backgrounds to become EBD Champions and to become resources to their local dental communities by promoting an evidence-based approach to patient treatment and



disease prevention.

If selected, participants will receive continuing education credit.

More information about the conference and about the application process to become an EBD Champion is available on the Internet at "www.ada.org/goto/ebdconf" or via the ADA toll-free number, Ext. 2521. ■



Your practice has grown since last year.  
Your income has grown since last year.  
Your expenses have grown since last year.

### Has your insurance coverage kept up?

Come to the ADA Insurance Plans Booth and find out how easy it is to make sure your insurance keeps up with you. **Pick up a coupon at our Booth and save 50% on your first premium when you apply for new coverage from ADA Insurance Plans—a program that's protected ADA members for nearly 75 years.** We'll also show you how our insurance is designed to better serve dentists and how the right levels of affordable life and disability coverage can help protect you, your family and everything you've worked so hard to build.

 **ADA Insurance Plans**  
from GREAT-WEST LIFE  
ADA American Dental Association®

©2008 Great-West Life & Annuity Insurance Company. This is an outline only and not a contract. Benefits are provided under group policies issued to the American Dental Association and underwritten and administered by Great-West Life. Benefits are provided through group policies filed in the state of Illinois, and all eligible ADA members residing in any U.S. state or territory may apply for coverage. Policies are subject to, governed by, and shall be construed in accordance with Illinois law. 50% discount is available to any eligible member for any new product purchased; increases to existing coverage do not qualify for the discount. Underwriting requirements apply. Discount applies to the first insurance premium, which extends from date of underwriting approval through first renewal period (6 months minimum, 12 months maximum); length of discount period will vary by Plan. Show Special coupon must accompany application for insurance and be received by Great-West Life by December 31, 2008. Coupons available at Booth #2836 or by calling 866-607-5330. BRAD08-ASCD

Booth #2836 • 866-607-5330 • www.insurance.ada.org

# House to hold 5th mega discussion

The ADA will hold the fifth interactive mega discussion session today from 1-3 p.m. in the Marriott River Center, Salons E and F.

This year's House of Delegates Mega Topic Session will examine the impact of online social networks and the boomer generation retirements on the ADA as a membership association as well as the practice of dentistry.

"These sessions are instrumental in helping the ADA focus on complex issues and get input from

the delegates on them," said Dr. J. Thomas Soliday, ADA speaker. "The goal is to start a dialogue and get people thinking and talking about emerging and future trends, such as social networks that at first may appear a distant issue for the ADA but will have a significant impact on how members will want to relate to one another and to their Association in the near future, if not already."

The format will be similar to last year's with a



Photo by Lagniappe Studio

**Talk time:** Delegates listen during last year's House Mega Topic Session. The session today will examine the impact of online social networks and the boomer generation retirements.

speaker and small table discussions. The results of the discussions at each table will be collected and compiled by the consultant facilitator and posted by the ADA on the House of Delegates site on ADA.org.

Participants must be ticketed delegates or their alternates. The district trustees will distribute tickets to delegates during the pre-annual session caucuses. In the event a delegate is not able to participate, the ticket may be given to an alternate delegate. A limited number of spaces will be available for others to attend as observers; however an actual discussion participant must be a delegate or alternate and have a ticket.

Delegates are asked to bring their "Background for the House of Delegates 2008 Mega Topic Discussion" document, which was mailed to the delegates and alternates in August, with them to the session. ■

## Philips Sonicare FlexCare



Clinically proven to remove more interproximal and overall plaque biofilm than Oral-B Triumph<sup>1</sup> and Sonicare Elite<sup>2</sup>

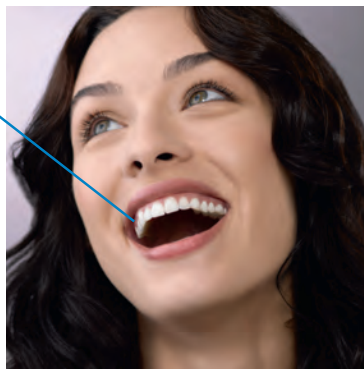
Personalised care settings

Vibration-cancelling system for 80% less vibration<sup>‡</sup>

Gentler on dentin<sup>3\*†</sup>

ProResults brush head with broader sweeping motion and contour fit bristles for increased tooth coverage

Clinically proven to significantly improve gum health in only 2 weeks<sup>4</sup>



### Simplicity is more than a brush, it's superior oral health.

**Introducing FlexCare.** Our most advanced sonic technology combined with the ProResults brush head makes brushing even more effective for you and your patients.

To order your FlexCare trial unit contact your Sonicare representative at 1-800-676-SONIC (7664).

[www.sonicare.com](http://www.sonicare.com)



\*In vitro study  
<sup>†</sup>Compared with Oral-B Triumph <sup>‡</sup>Compared with Sonicare Elite  
**References:** 1. Schaeken M, Sturm D, Master A, Jenkins W, Schmitt P. Data on file, 2007. 2. Milleman J, Putt MS, Strum M, Master A, Jenkins W, Schnitt P, Itefi AF. Data on file, 2007. 3. De Jager M, Nelson R, Schmitt P, Moore M, Putt MS, Kunzelmann KH, Nyamaa I, Garcia-Godoy F, Garcia-Godoy C. Data on file, 2007. 4. Holt J, Sturm D, Master A, Jenkins W, Schmitt P, Hefti AF. Data on file, 2007.

### Session first-timers have a place to meet

For those coming to their first annual session experience, the First-Time Attendee Orientation Center offers helpful advice from and a snack or two.

Located in the Registration area (Ballroom A) of the Henry B. Gonzalez Convention Center, the center is a place for dentists to go for an overview of the meeting or tour of the exhibit hall, enjoy a snack, and pick up annual session tote bags and a copy of the Best Management Practices for Amalgam Waste brochure.

The ADA and Texas Dental Association will have staff members and volunteers on hand to answer questions about organized dentistry.

The First-Time Attendee Orientation Center is open Friday and Saturday from 7 a.m. to 5 p.m. ■

### Exhibit Hall to close tomorrow with party

Make plans to attend the Exhibit Hall Closing Party tomorrow from 3-5 p.m.

Enjoy a cold beer, a margarita or other beverages as you finish your business in the exhibit hall. Make sure you enter for a chance to win raffle prizes by picking up an entry form in the registration area, Ballroom A, or using the form on the invitation mailed to registered dentists in September. ■

**PHILIPS**  
sense and simplicity

THINKING ABOUT 3D?

TALK TO US ...

MORE THAN 1500 USERS  
TESTIFY

*“it’s great!”*



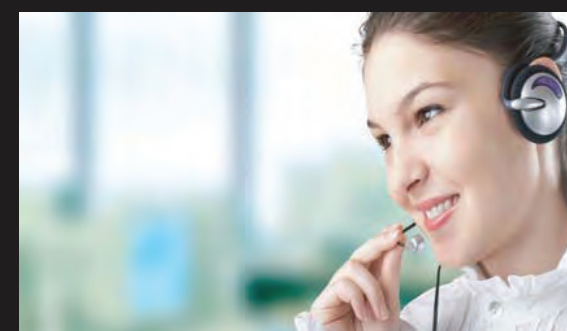
## Picasso Series

With more than 1500 Picasso series installed around the globe, E-Woo has proven dental CBCT products you can rely on for everyday practice needs. Picasso series are designed to provide you with a superior digital imaging solution and finest dental practice experience.

- Explore hundreds of case studies, made possible with Picasso series, networked by thousand dental clinicians.
- Simplify your dental office design. Unify panoramic, cephalometric and conebeam CT with Picasso Trio, a genuine 3-in-1.
- Rely on our multiple layer technical support. Access anytime, 24/7 for online diagnostic, backed by next business day onsite service.

Call 1-888-396-6872 to schedule a Picasso Demo Today.  
To explore case studies and features of Picasso series,  
please visit [www.ewoousa.com](http://www.ewoousa.com).

Located in booth #2869.



# Arkansas dentist motivates others

## MOM organizer given ADAF Tarrson award

BY JENNIFER GARVIN

Arkadelphia, Ark.—Dr. Miranda Childs-Beebe is the first to admit that if she'd known what coordinating a Mission of Mercy program involved, she might never have suggested bringing one to Arkansas.

"It was overwhelming," she said, "I kept thinking, 'What have I done?'"

But Arkansas needed a dental access program such as this more than Dr. Childs-Beebe needed sleep. And she quickly learned that it's entirely possible to squeeze phone calls and e-mails in between patients.

Dr. Childs-Beebe's hard work paid off. That first ArMOM, in May 2007, treated more than 1,500 patients and also provided \$630,000 in donated dental care. This year's program increased the number to 2,000 patients. The state hopes to make it an annual event that travels all over Arkansas in its efforts to help the underserved.

For those achievements and for displaying exceptional leadership in her state, Dr. Childs-Beebe is the recipient of this year's ADA Foundation E. Bud Tarrson Access to Oral Health Care Award.

Created in 2003 in honor of philanthropist E. Bud Tarrson, the award honors one individual each year that has demonstrated exceptional leadership and inspiration in enhancing access to care at the grassroots level. (See story, this page.)

"It was an honor and privilege working with Dr. Childs-Beebe while she successfully planned and executed our first ArMOM event," wrote Edie Mauldin-Arey, executive director of the Arkansas State Dental Association, in her nomination. "During the eight months of planning the project, I developed enormous respect for her dedication to the profession as I observed the endless months she worked planning this tremendous event to help the citizens of Arkansas who suffer from dental pain."

For ArMOM, Dr. Childs-Beebe said she relied heavily on what Kansas and Nebraska and other MOM states did before. She said she appreciated having a blueprint for this oral health initiative, which brings volunteer dentists, hygienists, dental assistants and community members together to spend a weekend providing free dental care.

Dr. Childs-Beebe became involved with the project after someone proposed a MOM in Arkansas at a September 2006 meeting.

It was intimidating but she didn't have time to let it get to her.

A Delta Dental of Arkansas grant took care of costs for that first mission—and the company agreed to sponsor 2008 and 2009 MOMs as well. Additional sponsors also signed on after hearing the state's desire to treat its underserved—many of which were in severe pain. Patients traveled to Little Rock from all over Arkansas to receive restorations, cleanings, endodontic therapy and extractions. "Stressing the need for this wasn't hard," Dr. Childs-Beebe said. "People got that immediately. When we told them what we were doing, they were amazed that dentists would do so much for free."

Dr. Childs-Beebe became interested in volunteerism while an undergraduate studying pre-medicine at Ouachita Baptist University in Arkadelphia. It was during a volunteer trip in Brazil that the realities of the medical world—



**Managing a mission:** Dr. Miranda Childs-Beebe, recipient of the ADA Foundation E. Bud Tarrson Access to Oral Health Care Award, shares a moment with Arkansas Gov. Mike Beebe during the Mission of Mercy, held May 1-4 at the Arkansas State House Convention Center in Little Rock. This year's program treated 2,000 patients.

**"She's just an amazing person. ... She doesn't have an agenda and she's one of those people that can motivate others to do things that they never thought they'd be able to do."**

and the probability that she could lose a patient—prompted her switch to dentistry.

She hasn't regretted that decision and has practiced for 14 years since graduating from the University of Tennessee College of Dentistry.

"She's just an amazing person," said Ms.

## ADA Foundation

Dental Education | Access to Care | Research | Charitable Assistance

Mauldin-Arey. "She fits in with any crowd and she's able to reach people and talk to them. That's a real talent. She doesn't have an agenda and she's one of those people that can motivate others to do things that they never thought they'd be able to do."

Dr. Childs-Beebe also received an Access Recognition Award from the ADA Council on Access, Prevention and Interprofessional Relations in 2007, which automatically entered her into consideration for the Tarrson Award.

For more information ADA Foundation awards, visit "[www.ada.org/ada/adaf/grants/index.asp](http://www.ada.org/ada/adaf/grants/index.asp)". ■

## What is the ADAF Tarrson Award?

The ADA Foundation Board established the Tarrson Award in 2003 in memory of Emanuel "Bud" Tarrson, the former chief executive of John O. Butler Co. and noted philanthropist who championed the importance of dental education.

Each year the award recognizes an individual who has demonstrated exceptional leadership and inspiration in gaining access to care at the grassroots level.

A Chicago native, Mr. Tarrson was a founding director of the ADA Foundation. He began at Butler as a toothbrush salesman before purchasing the company in 1949.

"His passion for philanthropy and legacy lives on because of his commitment to the dental profession, dental education and improving the oral health of our nation through education and prevention," said ADAF President Arthur A. Dugoni. "His generosity as well as Linda's is an inspiring example for all of us to how you can live a life that matters and make a difference in the lives of others now and in the future."

This year marks the sixth year the Tarrson Award has been awarded. The initial funding for the program came from a gift from the Bud Tarrson Charitable Fund of the Jewish Federation of Metropolitan Chicago, plus numerous gifts made in memory of Mr. Tarrson following his death, including donations from his widow, Linda Tarrson.

Because of this generosity, the ADA Foundation has been able to improve the lives and smiles of others by connecting people, changing lives and investing in the human potential of so many individuals.

Mr. Tarrson died in 1999 at the age of 85. In a 2000 tribute in the *Journal of Periodontology*, Dr. Robert J. Genco wrote that Mr. Tarrson felt that the "dental profession was his family, and he also had a family of friends and special charities in his hometown of Chicago. Bud was a mentor, helping when he could, always providing support to his families and their members. ...

"He left every person, every institution much better for knowing him." ■



**Bud Tarrson**

## Next year in HAWAII

### Booth here offers chance to book hotels early for 2009

It's never too early to start planning a trip to paradise.

The annual session Hawaii booth, located in the East Lobby area of the convention center, has everything needed for planning a trip to the 2009 annual session, scheduled Sept. 30-Oct. 4 at the Hawaii Convention Center in Honolulu.

The 2009 annual session will be the culmination of the year-long celebration of the ADA's 150th anniversary, with many spectacular anniversary events under development.

Annual session attendees in San Antonio have an exclusive opportunity to book hotel rooms and begin planning a dream trip.

After the 2008 annual session, registration for Hawaii will close until Jan. 21, 2009.

At the Hawaii booth, visitors can register for the meeting and make reservations at hotels on Oahu, Kauai, Maui and the Big Island—all at discounted ADA rates. The booth will also give out free Hawaiian-themed gifts and enter registrants in a contest to win an exotic Hawaiian gift basket. ■

## Going green

For the second consecutive year, the ADA is going green for the annual session with a goal to use less paper. Each continuing education participant will receive a crisp, double-sided course outline, as provided by presenters, with room for taking notes.

Complete course materials—such as PowerPoint presentations—can be downloaded online at "[www.ada.org/goto/session](http://www.ada.org/goto/session)" now or after the annual session, whenever it's most convenient for you. Materials will be posted now through Nov. 10. ■

**New class:** The participants for the 2008 Institute for Diversity in Leadership attended their first session at ADA Headquarters Sept. 10-12. Pictured from left are Drs. Alyssa York, Phoenix; Ruth Bol, Venice, Calif.; Rachael R. Hogan, Bellingham, Wash.; Lauro Medrano, Brooklyn, N.Y.; Karen Becerra, San Diego; Kevin Williams, Spartanburg, S.C.; Irene Marron, Miami; Cesar Otero, Elk Grove Village, Ill.; Sheila Dobe, Fremont, Calif.; Timothy Kinnard, Oklahoma City; Lisandra Soto, Portage, Mich.; and Viendra Jhaveri, Old Westbury, N.Y. Made possible by the ADA Foundation through generous contributions from GlaxoSmithKline, Procter & Gamble and Henry Schein Dental, the ADA Institute for Diversity in Leadership is designed to enhance the leadership skills of dentists who belong to racial, ethnic and/or gender backgrounds that have been traditionally underrepresented in leadership roles. For more information, visit "www.ada.org/goto/diversity".



## Missed a favorite presenter?

### There's an easy way to order recordings

With hundreds of courses offered during the annual session, participants can't attend them all, but the ADA can bring more courses to participants via multimedia recordings, as released by each presenter.



**MULTIMEDIA**  
ONLINE DOWNLOAD OR CD-ROM

The multimedia symbol indicates which courses will be recorded and made available for purchase via online access or on CD-ROM.

Participants who purchase the multimedia package in San Antonio can save \$100 by using the coupon that came in their registration packets or from the World Marketplace coupon book.

Orders can be placed at the Multimedia booths located in the West Lobby or near the Satellite Ticket Sales Counter (2nd Level near room 208). Either booth features information on how to enter to win an iPhone.

After annual session, the full conference package is available for \$299, or \$339 with CD-ROM set, on ADA.org or by calling 1-800-747-8069. ■

## Find out about the ADA Library at the Pavilion

The ADA Library can supply articles from dental journals by e-mail or U.S. Postal Service mail. The Library receives about 600 domestic and international titles and can provide specific articles for only \$7. Requests can be made by phone, Ext. 2653, by fax to 1-800-440-2774, or via the Loansome Doc ordering feature of PubMed/MEDLINE.

A librarian is available in the ADA Pavilion to answer questions about Loansome Doc and other library features. ■

# SAY GOOD BYE TO DRYNESS...



Introducing:

## biotène®

### Moisturizing MOUTH SPRAY

For **Quick & Easy** Hydration and **Fresher** Breath.

- ✓ Soothes And Relieves Instantly
- ✓ Restores Moisture & Protection
- ✓ Inhibits Odor Causing Bacteria

The **Biotène** name is famous but it's what's inside that makes it so valuable to dry mouth sufferers and **The #1 Recommended Brand** by Dentists and Hygienists.

PUT A LITTLE LOVE IN YOUR MOUTH  
**Biotène #1 DRY MOUTH RELIEF & PROTECTION**



Only **Biotène** products contain the proven **LP3 SALIVARY ENZYME SYSTEM™** to strengthen and restore the mouth's natural defenses.

Call us at 1-800-922-5856 or visit [www.biotene.com](http://www.biotene.com) for more information.

# Ross award winner's research alters treatment of periodontal patients

BY JENNIFER GARVIN

Rochester, N.Y.—Retire? Some days he feels like he's just getting started. At 66, Dr. Jack Caton is the chair of the periodontics department and program director of the Periodontics Educational Program at the University of Rochester Eastman Dental Center. He also practices part time.

"It's fun. It's a good career," he said, "and if you mix the practice in, it really makes it interesting."

From his research on the significance of bleeding upon probing to his work in periodontal wound healing, Dr. Caton has spent a professional lifetime discovering ways to improve the way clinicians worldwide diagnose and treat periodontal disease.

For these accomplishments, he is the 2008 winner of the Norton M. Ross Award for Excellence in Clinical Research. The award is presented in memory of Dr. Norton Ross, a dentist and pharmacologist who contributed significantly to oral medicine and dental clinical research.

"Your extensive and very impressive work involving clinical research on periodontal disease, along with the publication of numerous studies in this area, has greatly contributed to the body of scientific knowledge in our profession," wrote ADA President Mark J. Feldman in a congratulatory letter. "On behalf of your peers, I extend our deepest appreciation for your lifetime of work."

Teaching and research was always part of Dr. Caton's plan. A native Californian, he became interested in periodontics while in dental school at the University of California, San Francisco School of Dentistry. After graduating in 1967, he spent three years in the U.S. Army Dental Corps before joining the Dental Research and Periodontology departments at EDC where famed researcher, Dr. Helmut Zander, became his mentor and inspired him to enter an academic career.

"He hooked me," he said of Dr. Zander. "He

## Health&Science

was very funny and he took me into his family."

Dr. Caton considered moving back to California over the years, but with both his practice and research established in Rochester, he and his wife decided to stay.

"This is a special place," he said. "I felt I could be an effective educator and researcher and still practice on the side here. I enjoy the feedback I get from patients."

Some of Dr. Caton's patients have been with him for 35 years. He became the chair of EDC's periodontology department in 1998.

Many of Dr. Caton's studies have addressed the significance of bleeding upon probing and have resulted in showing the dental scientific community that this diagnostic parameter can be reliably used to assess periodontal health.

Assessment of subgingival probe tip penetration is considered the backbone of a periodontal exam. In his nominating letter, Dr. Gary Greenstein—a former student—wrote that Dr. Caton's clinical and histological assessments helped verify the importance of this. Dr. Greenstein also said that Dr. Caton's investigations on the effect of periodontal surgery clearly demonstrated repair of the periodontal attachment structures rather than regeneration.

Several of Dr. Caton's phase three clinical trials have resulted in the U.S. Food and Drug Administration approving commercial products, most notably Periostat—the first host modulation drug indicated for treatment of chronic periodontitis. He also established and named the Eastman Interdental-Bleeding Index.

In a clinical trial involving guided tissue regeneration, Dr. Caton "shepherded the first biore-

sortable barrier, Vicryl Periodontal Mesh, through the approval process."

Dr. Greenstein wrote that Dr. Caton's studies "have altered the way clinicians diagnose and treat periodontal patients throughout the world."

Dr. Caton compared studying the regeneration of tissue to "trying to grow a new finger."

"We discovered that growing bone and soft tissue isn't really a regeneration," he said. "This led to taking a more biologic and scientific approach to wound healing, when trying to regenerate new tissues around the roots of periodontal-diseased teeth."

A past president of the American Academy of Periodontology, Dr. Caton was the recipient of that organization's 2004 Gold Medal Award and received the 2006 William Jarvie and Harvey Burkhart Award from the New York State Dental Association. He remains active in the AAP as well as with its foundation. In 1993, he won the William J. Gies Periodontology Award for "Contributions to the Scientific Literature in Periodontology."

He joked that Dr. Zander said, "If you hang in there long enough, you'll win every award. When you starting getting the awards," Dr. Caton said, "that's when you know you've had it."

He is currently researching new surfaces for dental implants. He acknowledges that juggling research, teaching and practicing is challenging, and nearly impossible for new dental academicians as federal grants and placements in clinical research become more and more competitive.

"Research can be lonely," he said. "You spend a lot of time in labs and bent over a microscope. But I enjoy my job and I'm very fortunate. I get a kick out of answering questions that are useful in figuring out the best ways to manage patients."

In June, Dr. Greenstein's son, Benjamin, graduated from EDC.

His teacher and mentor? Dr. Jack Caton.



**Dr. Caton:** A clinician and researcher, he claims patients of 35-years' standing.

"We are the first legacy in the periodontal department at EDC and were both trained by Jack," Dr. Greenstein said. "Jack had my greatest confidence that he would mold my son to think like a periodontologist with respect for the past and anticipation for the future."

Since 1991, the Norton M. Ross Award has recognized investigators whose clinical research has had a meaningful impact on some aspect of clinical dentistry. Previous award winners represent a wide range of disciplines that have included dental materials, oral health issues, oral medicine, oral pathology, orofacial pain and periodontics.

As the 2008 Norton M. Ross Award winner, Dr. Caton received a plaque and a monetary award of \$5,000 during a special dinner at ADA Headquarters in August. The award is sponsored by the ADA through the ADA Foundation and Johnson & Johnson Consumer and Personal Products Worldwide, Division of Johnson & Johnson Consumer Companies Inc. ■

## ADA Foundation Health Screening Program on hold in San Antonio

BY JENNIFER GARVIN

The ADA Foundation would like to remind members that the Health Screening Program is undergoing construction so that new health assessments can continue providing state-of-the-art scientific information that is clinically relevant to the profession.

While it is not part of this year's annual session in San Antonio, the ADA will unveil an enhanced and expanded program at the 2009 ADA annual session.

The HSP has been a benefit to annual session participants since 1964 during which time the program has assisted the ADAF as a research tool to assess the risks associated with the practice of dentistry.

"The research data from the HSP is a terrific benefit for the profession, since it has been used as the basis for infection control policies, universal precautions, amalgam safety, latex

sensitivity, bloodborne pathogens and more," said Dr. Daniel M. Meyer, senior vice-president, ADA Division of Science/Professional Affairs. "In that regard, members of the dental profession and the patients they serve have all benefited.

"Advances in oral health delivery have changed the way dentists and the dental health team provide care for their patients," Dr. Meyer continued. "As we gain greater insight into the relationship of oral health to general health, the Health Screening Program has an opportunity to provide the profession with a wealth of scientific data on complex clinical health relationships affecting the entire health care team."

More information about next year's Health Screening Program will appear in the ADA News, on ADA.org and in other ADA communications during the coming year. ■



**Remember the Alamo with a photo souvenir:** Receive a complimentary memento of your trip to annual session and historic San Antonio—a souvenir picture of you and your family or group taken on an Alamo-themed photo stage. Visit the ADA Photo Stage in the exhibit hall, Booth 1305, Hall B, Thursday through Saturday, 9:30 a.m.-5:30 p.m. for your personalized photo. The photo stage is sponsored by Hereaus Kulzer.

# PLANMECA

# PROMAX 3D

Digital Panoramic X-ray



## One System. Unlimited Applications.

PLANMECA ProMax 3D X-ray with Cone Beam Volumetric Tomography (CBVT) offers 3-dimensional and digital panoramic imaging; digital panoramic bitewings; and digital Cephalometrics all with the use of one complete X-ray system. ProMax 3D also has the smallest footprint of any 3D imaging unit of its type, making this cutting-edge technology available for use on-site in virtually any doctor's office. The ProMax 3D X-ray has an effective exposure time of only 6 seconds with a rapid scan rate of 16-18 seconds per image.

The ProMax 3D CBVT flat panel semiconductor-based sensor provides high-sensitivity, and excellent image resolution. This technology can be used for Implantology, Maxillofacial surgery, Orthodontic planning, and TMJ analysis along with many other general diagnostic procedures.

PLANMECA's 3D CBVT technology is available factory installed, or as an upgrade to all existing ProMax X-rays.

Ask your authorized PLANMECA dealer about integrating your PLANMECA ProMax 3D X-ray with your Mac or PC.

*Need a Larger  
Volume?*

***"Just Stitch It!"***

*with PLANMECA's  
Romexis Software*



Visit us at the ADA, Booth #2027  
and Greater N.Y. Booth #1017

**PLANMECA**



# ADA/DENTSPLY student clinicians ready for session

Now in its 49th year, the ADA/DENTSPLY Student Clinician Research Program will showcase outstanding student research projects from U.S. dental schools as well as the work of winning international student clinicians during the ADA annual session in San Antonio.

The program is underwritten by DENTSPLY International Inc.

In June, DENTSPLY received the 2008 Dr. Edward B. Shils Entrepreneurial Education Fund Award recognizing the company's half century of commitment to support the student clinician program. Since its inception, the program has grown to include more than 5,000 student participants in more than 35 countries worldwide, supporting student scientists as they present their research at dental meetings around the globe.

A closed judging session will be held Saturday from 8 a.m.-noon. Registered annual session attendees can earn 2 hours of continuing education credit by attending the open session for all student clinics from 1-3 p.m. Saturday at the Henry B. Gonzalez Convention Center in the table clinic area located on the River Level, outside Room 007 (Course 7399), and one hour of CE credit by attending the session featuring the winning table clinics on Sunday, 9:30 a.m.-noon (Course 8399).

Each accredited school in the U.S., including Puerto Rico, was invited to send the winner of its research competition to participate in the program.

## CATEGORY I: Clinical Research/Public Health

Judges for Category I include Drs. Shirley A. Austin, Mesa, Ariz.; Stephen B. Corbin, Rockville, Md.; Janet L. Harrison, Memphis, Tenn.; Keith V. Krell, West Des Moines, Iowa; Ole Marker, Denmark; Dan G. Middaugh, Seattle; O. Jack Penhall, Greensburg, Pa., chair; John S. Rutkauskas, Chicago; Alex C. Salinas, San Antonio; Arturo Santiago, Guaynabo, Puerto Rico; and David L. Vorherr, Cincinnati.

The following clinics are scheduled to be presented in Category I:

Nejay P. Ananaba, University of Michigan School of Dentistry, "Liberian Middle School Students' Oral Health and Quality of Life";

Robert Neal Blair, University of Tennessee at Memphis College of Dentistry, "Sex Differences in Esthetic Treatment Needs of Adolescent Orthodontic Patients";

Christy Y. Chu, New York University College of Dentistry, "A Duplex Real Time PCR Assay for the Quantitative Detection of *S. Mutans* and *S. Sanguinis*";

Rita Y. Chuang, University of Southern California School of Dentistry, "Late Maxillary Protraction: Novel Treatment Modality for Cleft Lip and Palate Patients";

Sean P. Connolly, Arizona School of Dentistry and Oral Health, "Photodynamic Therapy for Endodontic Disinfection";

Christopher S. Costa and Joseph R. McElveen, co-clinician, Medical University of South Carolina College of Dentistry, "No Tooth Left Behind";

Kevin Croft, State University of New York at Stony Brook, School of Dental Medicine, "Monitoring Progressive Alveolar Bone Loss Through Digital Subtraction Techniques";

Kari Alexis Cunningham, Case Western Reserve University School of Dental Medicine, "Patient Preference Regarding Dentist Selection";

Rachel M. Dunlop, Indiana University School of Dentistry, "Methicillin Resistance *Staphylococcus Aureus* Present on Dental Student Laptop Computers";

Joseph K. Fleming, University of Oklahoma College of Dentistry, "Wettability of Polymerized Surfaces of Resin Composites at Oral Temperature";

John H. Foley, University of Illinois at Chicago College of Dentistry, "Enhancing Bioproggressive Dentofacial-Skeletal Complex Growth Prediction Utilizing Digital Datamining";

Benjamin C. Foster and David A. Guidry, co-clinician, Louisiana State University School of Dentistry, "Corrosion of Cu-Containing NiTi Orthodontic Arch Wires";

Wyeth L. Hoopes and Patrick Lucaci, co-clinician, University of Missouri-Kansas City School of Dentistry, "Comparing Suture Strengths for Clinical Applications A Novel In-Vitro Study";

Sung K. Kim, University of Colorado Medical Center School of Dentistry, "Comparing Mechanical Properties of Chain-Growth Dimethacrylate and Step-Growth Thiol-ene Network Polymers";

Christopher K. Kimball, University of Texas Health Science Center at Houston Dental Branch, "Growth and Differentiation Factors for Bone Regeneration: Is It the Future?";

Jeffery A. Kohler Jr., Creighton University School of Dentistry, "Effect of Polymerization Unit Intensities and Resin-Based Composite Restorative Material Shades on Microhardness";

Kathryn R. Kosten, Southern Illinois University School of Dental Medicine, "Snap, Crackle, Pop: Interpreting the Sounds of the TMJ";

Michael Lee, University of Minnesota School of Dentistry, "Polymerization Shrinkage and Hygroscopic Expansion Effects of a Resin-Modified Glass Ionomer Restorative";

Christie Michaud, Nova Southeastern University College of Dental Medicine, "Intrapulpal Temperature Rise Caused by Curing-Lights Through Resin Composites";

Jeff Mirrieles, University of Kentucky College of Dentistry, "The Effects of Inflammatory Arthritis on Periodontal Disease";

Akindeko D. Obebe, Temple University School of Dentistry, "Comparison of the Effect of Hemostatic Agents on Collagen Induced Platelet Aggregation";

Sarah L. Parker, Texas A & M Baylor College of Dentistry, "Is There a Relationship Between Dental Occlusion and Masticatory Function?";

Wesley B. Phillips and Nathaniel T. Nicholson, co-clinician, West Virginia University School of Dentistry, "Thermal Changes Induced by Implant Drills in Bovine Bone: An In-Vitro Study in Experimental Design";

B. Corey Slightly, University of Detroit Mercy School of Dentistry, "Preliminary Investigation: Oral Adhesive Patches for the Delivery of Fluoride";

Kyle A. Thames, Oregon Health & Science University, "Bacterial Splatter: Should Dentists Be Concerned?";

Seun Thompson, Marquette University School of Dentistry, "Prevalence of Malocclusion in a Young Population";

Todd W. Walker, Tufts University School of Dental Medicine, "Effect of Adhesive System and Composite Type on Dentin Bonds";

Radha S. Yamarthy, University of Medicine and Dentistry of New Jersey-New Jersey Dental School, "Activity of Antimicrobial Peptide Mimetics Against *Candida*."

## CATEGORY II: Basic Science Research

Judges for Category II are Drs. Robert A. Augsburger, Tulsa, Okla.; Carmen Yolanda Bonta, Somerset, N.J.; Rella P. Christensen, Ph.D., Provo, Utah; Lisa P. Deem, Blue Bell, Pa.; Raymond A. Dionne Jr., Bethesda, Md.; Ryan K. Edmunds, San Antonio; Rekha C. Gehani, Jackson Heights, N.Y.; Sharon M. Gordon, Baltimore; Leticia Gutierrez Jeffords, San Antonio; Takashi Komabayashi, West Hartford, Conn.; Joel N. Pascuzzi, Summit, N.J.; Rahele F. Rezaei, Washington; Jon B. Suzuki, Philadelphia, Pa.; Barbara Tatum, Columbia, Md.; Richard Carlos Tatum, Columbia, Md., Chair; Angella Tomlinson, Tampa, Fla.; Thomas Van Dyke, Boston; Hans-Jurgen Wenz, Germany.

The following clinics are scheduled to be presented in Category II:

John W. Andrews Jr., University of Nevada Las

Vegas School of Dental Medicine, "Increased PAF Acetylhydrolase Expression Following Activation of Toll-like Receptors in Mono-Mac 6 Cells";

Poonum Bharal, Virginia Commonwealth University School of Dentistry, "Transcriptional Response of Mouse Fibroblasts to *Porphyromonas Gingivalis* Infection";

Christopher Allan Bonesteel, University of Florida College of Dentistry, "Evaluation of FruA/FruB in Fructan Catabolism by *Streptococcus Mutans*";

Jenny Y. Chung, Columbia University College of Dental Medicine, "Regeneration of the Dental Pulp by the Release of Biologically Active Cues";

Carey Collins, Meharry Medical College School of Dentistry, "Role of Pannexin 3, A New Gap Junction Protein in Skeletal Tissue Development";

Andrew S. Currie, University of Louisville School of Dentistry, "Serum Growth Factors Do Not Prevent De-Differentiation of Salivary Gland Acinar Cells";

Heather C. Desh, University of Pennsylvania School of Dental Medicine, "Ddit4L Expression Increases in Response to Murine Masseter Unloading";

Kajuana P. Farrey, Medical College of Georgia School of Dentistry, "Possible Role of p21WAF1 in Green Tea Polyphenol-Induced Growth Arrest & Apoptosis in Oral Carcinoma Cells";

Isadora Z. Gonzalez-Rosario, University of Puerto Rico School of Dentistry, "Identification of Progenitor Cells in Salivary Gland Cell Culture Using Sgn-1 Mouse Model";

Catherine Hsu, University of Washington School of Dentistry, "shRNA Knockdown of Chick MID1 and MID2 Using Recombinant Lentivirus";

Sheela Jayappa, University of Nebraska Medical Center College of Dentistry, "Effects of Transforming Growth Factor-Beta 3 on Osteoblast Proliferation, Differentiation and Apoptosis";

Ji Won Jung, State University of New York at Buffalo, School of Dental Medicine, "IL-17 Plays a Role in Defense Against Oral *Candida* Infection";

Erin K. Ladwig, University of Maryland Baltimore College of Dental Surgery, "Biofilm Specific Vaccine for Methicillin Resistant *Staphylococcus Aureus* in Rabbit";

Cassidy M. Lavorini-Doyle, University of the Pacific Arthur A. Dugoni School of Dentistry, "Cell Biological Basis for the Highly Variable Transfection of Oral Squamous Cell Carcinoma Cells by Non-viral Vectors";

Ismael R. Montane, Boston University Goldman School of Dental Medicine, "Myosin II and E-Cadherin Direct Planar Cell Polarity Required for Duct Elongation During SMG Morphogenesis";

Lindsey C. Pingel, University of Iowa College of Dentistry, "HBD3 Suppresses MAPK Signaling Pathways in Human Dendritic Cells";

Susan Putthoff, University of Texas Health Science Center at San Antonio, "Characterization of a Novel Assay for Orofacial Hyperalgesia and Allodynia";

Richard J. Rauth, University of California at Los Angeles School of Dentistry, "Engineered M180KI Mouse Enamel: Simply Hard";

Stacey Ritter, University of Mississippi School of Dentistry, "Effects of Gender and Periapical Inflammation on Rat Adipose Tissue";

Neil Robertson, University of Pittsburgh School of Dental Medicine, "Multi-Lineage Differentiation Potential of Pericytes Isolated from Human Dental Pulp";

Amber T. Royal, Howard University College of Dentistry, "Injection of Plasmid DNA Encoding for Transforming Growth Factor Beta 3 (TGF- $\beta$ 3) via Collagen Gel Vehicle Increases Production of this Protein in Osteoblast Cell Culture";

Heidi M. Snider, Ohio State University College of Dentistry, "Non-lymphocytes Are Responsible for the Resistant Phenotype Seen in STAT1 BALB/c KO Mice Infected with *Leishmania*

Donovani";

Melissa A. Talbert, University of Alabama at Birmingham School of Dentistry, "Metal Ions Induct Myofibroblastic Differentiation of Human Mesenchymal Stem Cells";

Bo Wang, University of California at San Francisco School of Dentistry, "BMP Signaling is Required for Development of the Maxillary Process";

Estee Wang, Harvard School of Dental Medicine, "Potential Role of Zinc Finger Transcription Factor in Cerebral Cortical Development";

Ryan L. Wood, University of North Carolina at Chapel Hill School of Dentistry, "Molecular Mechanisms of Mandibular Distraction Osteogenesis and the Role of Parathyroid Hormone";

Michael Woods, University of Connecticut School of Dental Medicine, "Cyolin Dependent Kinases CDK4 and CDK6 Enhance Keratinocyte Cell Growth But Do Not Alter Keratinocyte Differentiation."

(Loma Linda University School of Dentistry will not participate in the 2008 ADA/DENTSPLY Student Clinician Research Program.)

## International student clinicians

The following international students will present their research:

Etsuko Aida, Nihon University School of Dentistry at Matdudo, Japan, "Examination on the Effects of Brushing Applied Mobile Telephone Attached Camera";

Juliana Duarte Bittar, University of Brasilia, Brazil, "Different Protocols for Obtaining Human Dental Pulp Stem Cells";

Dr. Gregory Caron, University of Paris VII, France, "Input From Irrigation Solutions Activation Systems at the End of a Root Canal Shaping: SEM Study";

Julie Woo-Jung Chang, Kyung-Hee University, Korea, "Regulation of MMP-9 Expression Between Cultured Gingival Fibroblast From Young and Old Rats";

Taryn Consani, University of the Western Cape, South Africa, "Tooth Size Prediction Formulae: Derived From Black Orthodontic Patients Presenting at South African Dental Schools";

Yen-Chuan Huang, National Yang-Ming University, Taiwan, "To Investigate a miRNA that Targets NF-kb and Affects the Formation and Metastasis of Head and Neck Carcinoma";

Mohd Firoz Khan, Kothiwal Dental College & Research Centre, Moradabad, India, "Digital Microscopic Measurements and Nuclear Counter Software";

Julia Lautensack, University of Aachen, Germany, "Non-destructive Visualization of Demineralization Processes Using Synchrotron-Microtomography";

Audrey McNamara, University of Toronto, Canada, "Comparison of the Osteoinductivity of Bio Implants Containing rhBMP-7 (OP-1) and rhBMP-2 (Infuse)";

Ryan Olley, Kings College London Dental Institute, United Kingdom, "The Role of Sonic Hedgehog Signalling in Tooth Root Development";

Dr. Panithan Rujirasak, Kohn Kaen University, Thailand, "The Shear Bond Strength of Composite Resin and Stainless Steel Crown After Four Different Surface Treatments";

Nazmiye Sonmez, Gazi University, Turkey, "Evaluation of Patient Satisfaction Following the Impacted Mandibular 3rd Molar Surgeries with Preoperative Versus Postoperative NSAID Drug Usage Under Subjective and Objective Criteria";

Solveig Anna Thorvaldsdottir, University of Iceland, Iceland, "Tooth Erosion and Soft Drinks."

For more information about the program, contact Glynis Wilkins in the Council on ADA Sessions, at Ext. 2664 or email "wilkins@ada.org". ■

Come see Dr. Massad on Saturday, Oct. 18 at the DENTSPLY Caulk Booth #287 from 9:30 am to 3:00 pm

DENTSPLY  
CAULK

*"More than an Impression...  
it's an Inspiration."*

## DenPlant™/Aquasil Ultra Impression Tray System

THE ULTIMATE SYSTEM FOR IMMEDIATE & PARTIAL DENTURES, IMPLANT & COMBINATION CROWN & BRIDGE IMPRESSIONS

### Taking Prosthodontics to Another Level

Customizable trays layered with **Aquasil Ultra** for greater detail, fit & predictability



"The high-heat thermoplastic composition of the DenPlant tray allows me to customize the tray with heat, having it then return to its original stiffness, without rebound distortion."

- Joseph Massad, DDS




"After 2 years of testing I am now convinced that this tray will solve many of the prosthetic problems in the restorative practice."

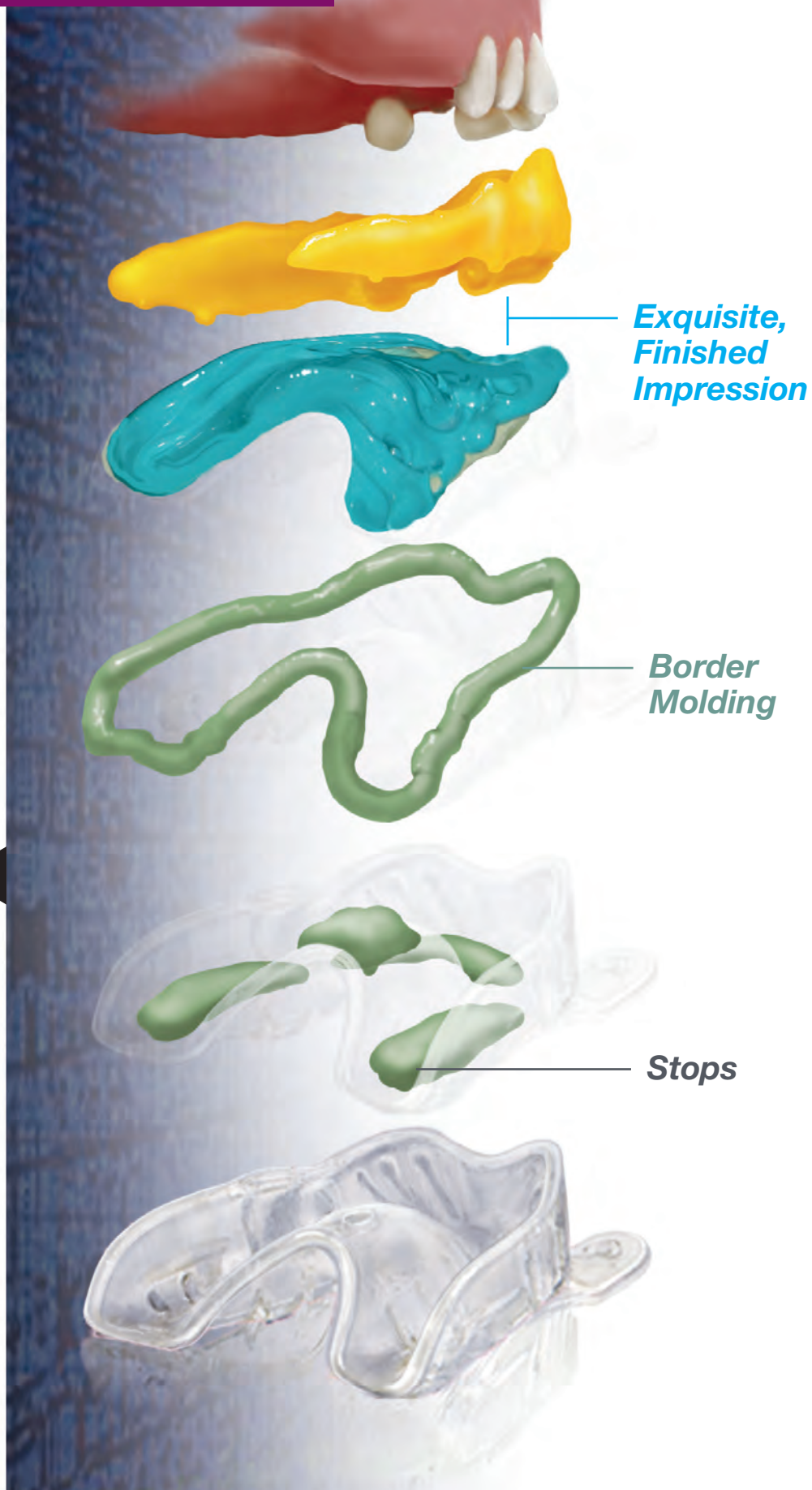
- Samuel Strong, DDS

**To learn more:**

DenPlant Tray: [www.gdit.us](http://www.gdit.us) or 1-888-DENTRAY (336-8729)

Aquasil Ultra: [www.caulk.com](http://www.caulk.com) or 1-800-LD CAULK (532-2855)

©2008 DENTSPLY International. All rights reserved. All data on file.  For Dental Use Only



**Strong-Massad DenPlant Trays:**

- Versatile Maxillary & Mandibular trays available in 3 sizes
- Unique anatomical design provides accuracy & detail
- Thermoplastic tray can be easily customized for improved adaptability & precise fit

Patent pending



# Army hosts ADA leadership



**Army scene:** Maj. Gen. Russell Czerw welcomes ADA President Mark J. Feldman to Fort Sam Houston Wednesday.



**Rehab:** Rebecca S. Hooper, Ph.D., briefs dental leaders on rehabilitation options for amputees. Dr. Hooper, a retired colonel, is program manager for the Center for the Intrepid at Brooke Army Medical Center.

**BY CRAIG PALMER**

They came to the sprawling Fort Sam Houston in a spirit of awareness—the officers and trustees of the American Dental Association and leaders past and present of the Army Dental Corps met in a context of war and recovery.

“Part of this is awareness,” said Maj. Gen. Russell Czerw, 25th and current chief of the Army Dental Corps—and a dentist—who extended the invitation and hosted the pre-session tour of Fort Sam Wednesday. He spoke of the mutual awareness of military and civilian dentists as well as awareness of “all our servicemen and women” and those in treatment for the injuries of war. “We appreciate all your support,” he told the ADA officials, meeting with them the day after he returned from a week in Iraq.

“The partnership is definitely alive,” ADA President Mark J. Feldman said later in summarizing the tour of medical and dental treatment, education, research and training facilities.

The ADA visitors began their tour, just a 10-minute bus

ride from annual session headquarters, at the Center for the Intrepid, the state-of-the-art National Armed Forces Physical Rehabilitation Center with its focus on “amputation awareness” and coordination of care for amputees. The CFI provides military service members with severe extremity injuries and amputations the opportunity to maximize their ability to live and work productively, reintroducing them to the “activities of daily living.”

The tour included a briefing by Dr. Thomas MacKenzie, oral surgery chair at Fort Sam Houston’s Brooke Army Medical Center, and visits to the U.S. Army Medical Department Center & School and the U.S. Army Medical Department Museum. In addition to heading the Army Dental Corps, Gen. Czerw commands the U.S. Army Medical Department Center & School.

Dr. John S. Findley, ADA president-elect, chatted with students taking a course in preventive dentistry. Specialists Jennifer Warren and Justin Arredondo, Army dental assistants, told him they were interested in becoming Army dental hygienists. ■



**In training:** Specialist Justin Arredondo, an Army dental assistant, talks with ADA President-elect John S. Findley.



**Ready for the rodeo:** Dr. Melinda Reynard, San Carlos, Calif., joins in the rodeo spirit. Tickets for Friday’s event are available at Registration.

## Thinking about joining the ADA? Special offers listed

ADA membership offers many benefits—publications, advocacy, insurance, financial and practice management resources, continuing education, science and research, and resources for new dentists, to name a few.

The ADA also has a special membership offer for new graduates. New dentists who graduated from dental school in 2008 or later pay zero percent of ADA full dues/assessments in the first membership year following graduation, 25 percent of full dues/assessments in the second membership year, 50 percent in the third year, 75 percent in the fourth and 100 percent in the fifth year and thereafter.

Graduate students who enter a program or residency directly after dental school graduation pay \$30 per membership year while in the program and are also eligible to participate in the reduced dues program.

To learn more about benefits of membership, visit ADA.org (“www.ada.org/ada/join/index.asp”) or call 1-312-440-2500. ■

Photos by Lagunippe Studio

# HOLE-IN-ONE!

Visit the Citi booth and play a golf game for a chance to win Nintendo Wii and other fabulous prizes. Just swing by Booth #2035 and give it a try!

## JOIN THE WINNERS' CIRCLE

While you're there, apply for the ADA World MasterCard® with ADA Travel Rewards<sup>SM</sup> and get **15,000 BONUS POINTS\*** after \$150 in purchases. This exclusive offer is only available at the Annual Session. Redeem your points for valuable rewards like travel with no restrictions, gift cards and certificates or cash back. Visit Booth #2035 or call 1-800-354-3118 for more information.

## SEE YOU ON THE COURSE!



The only card endorsed by  
ADA Member Advantage<sup>SM</sup>



NO PURCHASE NECESSARY. Void where prohibited. Open to U.S. residents age 18 or older who are ADA Members located in the fifty states and District of Columbia and attending the 2008 ADA Annual Session. For official rules, go to Booth #2035 at the 2008 ADA Annual Session trade show in San Antonio, TX. Sweepstakes start date: October 16, 2008. Sweepstakes end date: October 18, 2008. Sponsor: Citicorp Credit Services, Inc. (USA).



Visit Citi booth #2035 to play and **WIN BIG!**

\*Your 15,000 bonus points will appear on your ADA Travel Rewards statement 6-8 weeks after purchases totaling \$150 or more post to your credit card account. You can earn up to 65,000 points per year. You will be given further information about the ADA Travel Rewards program when you apply.

Applying for the credit card does not improve chances of winning.

©2008 Citibank (South Dakota), N. A.

Citi, Citibank, Platinum Select and Citi with Arc Design are registered service marks of Citigroup Inc.

MasterCard is a registered service mark of MasterCard International Incorporated.

ADA Member Advantage<sup>SM</sup> is a service mark of the American Dental Association. ADA Member Advantage is a program brought to you by ADA Business Enterprises, Inc., a wholly-owned subsidiary of the American Dental Association. ADA is a registered trademark of the American Dental Association. ADA Travel Rewards<sup>SM</sup> is a service mark of the American Dental Association.

# Tell us your worst splatter experience!



## No Paste. No Splatter. No Grit.

Learn how to polish without using paste

**BUTLER** **PASTE-FREE** PROPHY



Record your worst splatter experience and you could win a Timmy Woods designed purse!

# SUNSTAR