Welcome to Hawaii
Aacd’s 25th Scientific Session shows off 
the excellence in cosmetic dentistry

Say the word “Hawaii” and most people conjure up images of sandy beaches, blue waters, palm trees and pineapples. But from April 27 to May 1, the image of Hawaii will also include veneers, lumineers, tooth whitening and more as the Aacd’s 25th Scientific Session gets under way.

With the theme of “Excellence in Cosmetic Dentistry 2009,” the Aacd Scientific Session promises to provide a program of cutting-edge continuing education and networking events, along with an exhibition hall full of vendors offering up the latest technology in the industry.

In addition to educational content covering such topics as dental photography, implants, practice administration and interdisciplinary dentistry, the Aacd is offering some general sessions, free with tuition, that are geared to motivating attendees to maximize their performance beyond the world of dentistry.

On Tuesday, National Geographic photographer Dewitt Jones will share his stories and images from his time in the Pacific Isles.

On Wednesday, one man will share his story of moving forward even in times of tragedy. As a result of an automobile accident, Colt Manchow suffered a serious head injury that was compounded by a stroke on the left side of his body. Once owner of The Beach House, a restaurant in the Pacific Isles.

Tenet No. 1: Be flexible

Tough times require a willingness to be flexible and openness to doing things a little differently, at least temporarily. For example, you may be philosophically opposed to participating in insurance plans, but patients are paying much closer attention to who is on their plans and who isn’t.

I know some of you may bristle at the suggestion, but if you’re losing patients or fewer new patients are scheduling, it’s time to reconsider your hard-line approach. Research the major employers in your area and find out what type of insurance they offer. Which companies do the patients you’ve lost work for? Did they leave because you’re not on their plan?

Definitely minimize the blow if you follow what I call the Four Tenets for Tough Times.

Aacd: What to know

Where: Hawaii Convention Center, 1801 Kalakaua Ave., Honolulu
When: Monday, April 27–Thursday, May 1
Registration: Registration takes place in the Aacd Lounge from 7 a.m.–6 p.m. Monday–Thursday and 8 a.m.–1 p.m. Friday.
Shuttle service: Daily shuttle services will transport attendees staying at the Hilton Hawaiian Village Beach Resort & Spa to the Hawaii Convention Center where most scientific session activities will be held. Shuttle service will be offered from 6:30 a.m.–8:30 p.m. Monday, 6 a.m.–6:30 p.m. Tuesday–Thursday and 7:30 a.m.–1:30 p.m. Friday.
Exhibit Hall continental breakfast: 7–8:30 a.m. Tuesday–Thursday and 8:30–9:30 a.m. Friday.
Exhibit Hall hours: 7 a.m.–5:30 p.m. Tuesday–Thursday
Exhibit Hall lunch: Noon–2 p.m. Tuesday–Thursday
Welcome Reception: 6–9 p.m. Tuesday. Kick off the 25th Aacd Scientific Session by heading to the grassy knoll for some true Hawaiian culture and entertainment.
Celebration of Excellence Gala: 6 p.m.–midnight Friday. The night starts with a cocktail reception, followed by the recognition of the newly accredited members and accredited fellows. Next, enjoy five-star dining, the Aacd awards ceremony and the inauguration of the new Aacd president, ending with live music and dancing.

Although it seems that negative economic news is virtually every-