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

By Fred Michmershuijzen, Online Editor

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

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

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

Things to learn

The four-day meeting will feature dozens of informative classes and workshops for dental professionals.

Whether you want to expand your practice, increase productivity or even learn a new technique, you are sure to find intellectual stimulation in the lecture halls.

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

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

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

- Ronald Jackson, DDS, FAGD
  Esthetic Restorative Treatments and the Visual Communication Tools Needed in a Contemporary Practice; Sunday lecture, 8:30 a.m.–12:30 p.m.

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

- Debbie Castagna and Virginia Moore
  Perfecting Esthetic Results: Chair-side Techniques to Optimize Direct and Indirect Restorations; Two-day workshop, Friday and Saturday, 9 a.m.–noon; 1:30–4:30 p.m.

Participants will master simple side techniques to optimize direct and indirect restorations.

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

- John O. Burgess, DDS, MS
  Improving Composite Resin Restorations, Saturday workshop, 9:30 a.m.–noon (repeats 1:30–4 p.m.)

Successful dentists need to start a journey to become the best they can be. Learn communication skills and create routines that will help you take charge of your job and your life.

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

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

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

- Ron Jackson, DDS, FAGD
  Black and White: Esthetics and Dentistry; Saturday lecture, 9:30 a.m.–noon; 1:30–4 p.m.

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Going to San Francisco?

For even more on the CDA's San Francisco meeting, including daily schedules, product news and live coverage of all the seminars, exhibitors and social events, be sure to pick up Dental Tribune's special CDA San Francisco editions, published each day of the show. See you there!

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

Joseph turbine, DDS and Walter F. Turbyfill, DMD

Dueling Dentures Match at Ringside, Friday morning lecture, 9 a.m.–10 a.m.

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

Exquisite Complete and Implant-Retained Overdentures Calibrated for the General Practitioner, Friday afternoon lecture, 1-3 p.m.

This presentation by Dr. Massad and Dr. Turbyfill will cover the most important aspects of complete removable dentures reloaded to include implant-retained overdentures.

The Ultimate Prosthetic and Implant Impressioning Experience, Saturday workshop, 8:30 a.m.–12:30 p.m.

This participation course taught by Massad and members of his teaching team will allow each attendee to learn and experience the best methods for impressioning of prosthodontic patients for the complete, immediate denture and the implant restoration overdenture.

John D. West, DDS, ASD

21st Century Endodontics: What Every General Practitioner Should Know, Saturday lecture, 10 a.m.–12:30 p.m.

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

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

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

Edwin J. Zinman, DDS, JD

The ABCs of Informed Consent, Thursday, 9:30–10 a.m.

This lecture will illustrate how informed consent principles should be applied to periodontal therapies, such as the laser-assisted new attachment procedure, and included as essential parts of a case presentation. This is a corporate forum sponsored by Millennium Dental Technologies.

David Gates, DDS

Invisalign Clear Essentials I, Saturday

This course is designed specifically for the General Practitioner and team members who wish to incorporate the Invisalign system into their practice. There is a $1,695 fee for this course. Tuition covers the dentist and up to four team members.

Things to buy

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

The exhibit hall hours are as follows:

Friday and Saturday, 9 a.m.–5 p.m.; Sunday, 9 a.m.–2 p.m.

A grand opening ceremony will be held Friday at 9 a.m. Family hours are daily from 9 to 11:30 a.m.

Also on the exhibit floor, be sure to check out The Spot — a lounge for learning, networking and fun. This new interactive area is a place to learn, network and have fun. At The Spot, you can see new products, plan your office renovation, pick the perfect coffee relax with friends. You can even earn C.E. credit!

The Spot is located on the second level of Moscone West. Hours are Friday and Saturday from 9 a.m. to 3 p.m., and Sunday from 9 a.m. to 2 p.m.

Things to do and see

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

California Academy of Sciences

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

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

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

Sunday Brunch

8:30–10 a.m.

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

The menu will include full brunch, coffee and orange juice. Get your tickets early. On-site tickets will be available on a limited basis. Perhaps the best thing is the price — just $5 per person.

Children's Program

Children 10 and younger are only permitted on the exhibit floor from 9–11:30 a.m. each day. To give kids something to do during other times, a children's program is being offered by KiddieCorp each day at Parc 55 Hotel. Age-appropriate activities are selected for the children who join them during the meeting. For more information and to register, visit kiddiecorp.com/cdafricaikiids.htm.

San Francisco

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

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

For more information

Complete show schedules, registration information, evaluations, archives of past events and timely information about future events, and exhibitors and speakers lists are available from the CDA. For more information, visit www.cda.org/sf09.