More than 550 exhibitors to be at ADA meeting

Live-patient demonstrations included among the more than 300 workshops and courses

“America’s Dental Meeting” is Oct. 9-14 at the Henry B. Gonzalez Convention Center in San Antonio. The “Alamo City” will welcome thousands of dental professionals, families and friends for the 2014 American Dental Association annual session.

The meeting features more than 300 continuing education courses, C.E. options before and during the official dates, more than 550 companies and organizations represented in the exhibit hall, the second ADA Mission of Mercy charitable dental event, a variety of special events, networking opportunities and the annual House of Delegates meeting.

You can find detailed descriptions of the continuing education courses, the listing of exhibitors and information on special events, hotels, attractions and registration in the preliminary program available through the meeting website, www.ada.org/session.

Meeting-goers will also be able to use the online schedule builder eScribe to plan their schedules.

Among the meeting’s many highlights, President George W. Bush is scheduled to deliver the keynote address at the “Opening General Session and Distinguished Speaker Series,” Oct. 9, 9:10-10:30 a.m., at the Alamodome.

Plan out your exhibit hall visit

Hours for the exhibit hall, in the convention center, are: 10:30 a.m. – 6:30 p.m. on Thursday, Oct. 9; 8 a.m. – 5:30 p.m. on Friday, Oct. 10; and 9:30 a.m. – 3 p.m. on Saturday, Oct. 11.

With more than 550 companies on the exhibit hall floor, it might be worth planning out your visit in advance. To help, the ADA 2014 exhibit hall floor plan is available at www.ada.org/session, enabling you to search for exhibitors by name or product category. You can also plan out your exhibit hall visit using the online schedule builder eScribe.

• See ADA, page A4
Recollections of seasons past and present

By David L. Hoexter, DMD, FACD, FICD, Editor in Chief

Reflections this time of year may evoke a simulacrum of dental meetings with innovations, such as the presentation of new techniques (revived and modernized from dental cosmos publications) or new again computerized mechanisms to treat patients.

Perhaps it may evoke the excitement of seeing our kids and colleagues once again, while laughing over past experiences. Usually, large gatherings of dentistry are destined to place in large, new convention centers. We may recall previous meetings held in large hotels, warmer and more personal, and reminiscent of some personal history.

Now, large dental meetings command large convention halls, acquiring more economic support. This convention centers have different size rooms that are adaptive to different crowds, computerized luxuries that detail all that we need to know without asking questions, and details of who and where will be presenting, and which group is actually meeting and at what time. Still, they are impersonal and all-consuming.

I inquire, while reading the myriad list of organizations at our meetings, “Where did all of these initials come from?” Societies, study clubs and state organizations — state ones next to national, adjacent to international, with so many initials.

While the daylight disappears earlier, there is a slight coolness in the air, and the excitement of seeing friends grows once again. I think of hugging a classmate, a teacher, a lost colleague, and it brings a smile as a leaf starts to descend.

There is a definite division, albeit not lost to tell one from another without a scorecard. Either we need a new alphabetical language or more exotic sounding dental organizations with as yet, unused letters.

History relates its alphabet beginnings to Mesopotamia, where early transcribers used grooved lines on a bulla, or gourd-like container. These scratches of lines became the beginnings of written communication.

flushing forward to mobile communications of today, where time pressures have abbreviated words, and we have a lingo all of our own. Abbreviating is a modern necessity.

To begin with, you cannot tweet — under tweeting rules — over a certain number of characters. Also, texting sophistication requires not only abbreviating, but also doing it creatively, to stump the recipient.

Fortunately, having a college-aged daughter has given me a little heads up in this language. For example, CUL means “see you later” and POS means “parent over shoulder.” Everyone is in a rush — but to where? Tired thumbs? And communication stands in line behind speed. There is a definite division, albeit not a sharp one, between the Baby Boomers and the computer generation, sometimes confused, but it will be much more colorful.

At least the GNVD, representing the largest dental meeting in the U.S., has unique letters in its title and will not be confused with any other group. There is also the ERA mini implant, not to conflict with the ERA in baseball. By the way, has anyone ever seen a maxi implant — between the AACD, ASDA and AAO, one wrong initial and you’re in the wrong state or country and have to pay new dues. The ESC, Eastern Society of Cariology, must not be confused with the ESC, European Society of Cardiology. The idea of written language is to give unique connotation to words. Abbreviating these words with initials not only obviates the communication, but makes it confusing. Abbreviations have become the teratogen of communication.

To help ameliorate this confusion I am proposing a Hoexter's Index (HI), which will not only speed up communication, but will satisfy tweeters and texters alike. I propose that we assign a color to every dental specialty. For example, I suggest burgundy for general practitioner, red for periodontics, green for implants, yellow for oral surgery and (maxillofacial), orange for endodontics, blue for esthetics, black for pathology, gray for dental materials, pink for orthodontics and pedodontics, and brown for prosthetics.

This way, each respective group would be required to use that color in its initials. When publicizing an AO meeting, we would recognize that an AO meeting was for the Academy of Osteointegration, an implant group, as compared to an AO meeting, which would be for Alpha Omega, a dental fraternity group. Also, we would know that AAP represents the American Academy of Periodontics, which would not be confused with the AAP, or the American Association of Prosthodontics. Unfortunately, unless we have a color chart, we will be just as confused, but it will be much more colorful.

This is only a suggestion, and any thoughts or other solutions would be received and considered for publication as well. There is an obvious problem. Let us communicate and help correct it.

To conclude, Rodney Dangerfield, the famous comedian, once described his son eating alphabet soup that his wife, a horrible cook, had made. The boy separated letters to spell “HELP.” Let’s help our profession abbreviate with colorful understanding.
All Smiles. Every Step of the Way.

From a first dental visit to hygiene, orthodontics and implants, the CareCredit credit card can make it easier for families — mom, dad and the kids — to get care when they want and need it. And CareCredit gives them a financing resource they can use again and again* as credit becomes available.

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*Subject to credit approval.
Winter Clinic: New home for big day

The 77th Annual Winter Clinic is on the move, with its 2014 meeting day scheduled for Friday, Nov. 14, at the Toronto Sheraton Centre. The new venue presents a great opportunity to add an evening or even the rest of the weekend in downtown Toronto to the end of the single-day conference. The Sheraton Centre is connected to the financial and entertainment districts by way of the PATH, a 16-mile underground network of shops and services.

A wide selection of shopping destinations, the Mirvish Toronto theatres, world-class dining and major Toronto museums are steps away. Among the attractions: Art Gallery of Ontario, Royal Ontario Museum, Hockey Hall of Fame, Harbourfront, Casa Loma, Ontario Science Centre, Niagara Falls, Casino Niagara, Casino Rama, Ontario Place, Air Canada Centre, Rogers Centre (formerly SkyDome), Eaton Centre, Holt Renfrew and Yorkville Shopping District.

Broad spectrum of topics

The Winter Clinic is the largest one-day dental convention in North America, attracting dental professionals who come to learn from world-class speakers and explore and save on products and services. This year’s clinical program covers a broad spectrum of topics and includes an examination of the way digital technology is transforming the workflow in the dental office, demonstrations of cutting-edge tools and equipment, specialized techniques for prosthetic tooth preparation, the use of lasers in periodontal therapy, a discussion of current views on the use of X-rays as a diagnostic tool, advice on the latest legal requirements for health and safety in the dental office, and how to meet the demands of your modern dental practice through healthy habits and humour.

You can bring the whole team to share the knowledge. The single-day event features 24 separate programs in contemporary dentistry, offering something for all.

(Reprinted from the Toronto Academy of Dentistry)