Superstorm can’t stop N.Y. meeting

By Robert Selleck, Managing Editor

“Where you are sitting right now was under water,” Les Seldin, DDS, said to Greater New York Dental Meeting attendees at the Hurricane Sandy relief symposium, held Nov. 27 on the first level of the Jacob K. Javits Convention Center.

Noting that all of the carpet had been replaced and the lower portion of the walls repainted Seldin, a former GNYDM chairman who volunteered to moderate the symposium, told the group that if the storm had arrived a week later, the massive dental meeting likely would not be taking place.

The symposium gave dentists affected by the storm the opportunity to question experts on insurance, legal matters, financial issues, SBA loans and FEMA programs. Meeting organizers, exhibitors and presenters scrambled to repair or replace damaged property prior to opening day, making the storm’s impact all but invisible.

The primary clue the storm even happened: a strong outpouring of support throughout the meeting for dental practices affected by the storm.

In the Store-A-Tooth (Provia Labs) booth, Matthew Shaw, from left, Ellen Bereza and All Christians with special offers that benefit diabetes research organizations.

The Greater New York Dental Meeting exhibit hall, still bustling on the final morning of the meeting, Wednesday, Nov. 28.

Nathalie Castillo, from left, demonstrates flossing with ‘Chompers the Dinosaur’ to Brooklyn PS 11 fourth graders Kelsi Stevenson, 8, Kyla Ottley, 9, and Kelline Lubrun, 8, on Nov. 27. Castillo is in the dental hygiene program at Hostos Community College in the Bronx. Hostos students volunteered to help with the Greater New York Smiles program, a Greater New York Dental Meeting outreach program sponsored by Colgate Palmolive Company, DentQuest (Doral) and the United Federation of Teachers.

Dr. Veronica Sanchez, global scientific communications ER manager at Procter & Gamble, with the new Oral-B Deep Sweep brush head. In honor of the 100th anniversary of the dental hygiene profession, Crest and Oral-B invite hygienists to sign up for weekly prize drawings through Jan. 31, 2013, at facebook.com/professionalcrestra...