We think differently.

Our “outside the lines” approach to cosmetic dentistry education will leave you with a renewed perspective on your practice that you won’t get anywhere else.

Learn outside the lines.

American Academy of Cosmetic Dentistry®
Fashioned for fit and performance.

The latest advancement in LED curing lights

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- Patented Polywave™ technology to cure all dental materials¹
- Cordless or corded use

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Introducing bluephase® style LED CURING LIGHT

¹All materials known to date in the range of 385 – 515 nm
AACDCF Silent Auction .................. 7, 10-12
AACD Executive Office .................. 18
Accreditation
  Mentoring Luncheon .................... 12
Accreditation
  Written Examination .................. 11, 31
Accredited Members Reception ........ 11
American Board
  of Cosmetic Dentistry® ............ 17
Annual Membership Meeting .......... 12
Attire .................................... 5
Board of Directors ..................... 17
Board of Trustees ...................... 17
Celebration of Excellence Gala ...... 12
Committees ................................ 19
Conference Recordings ................ 14
Continental Breakfasts
  and Lunches .......................... 10-12
Continuing Education Credits ...... 14
Course Codes ............................ 14
Emergency/First Aid ..................... 5
Exhibit Hall Hours ....................... 5
Exhibitor Product Categories ....... 70-74
Exhibitors ............................... 67-69
GEM Activities ......................... 10-12, 16
General Sessions ...................... 1, 2, 10, 11, 22
Journal of Cosmetic
  Dentistry Reception .................. 11
Maps ..................................... 75, 77-78
Name Badge and Tickets ............. 5
Orientation for First-Time Attendees 10
President’s Message ................... 4
Presidents of the Academy .......... 18
Scientific Session Location ......... 5
Scientific Session
  Registration Hours .................... 5
Scientific Session
  Educator Index ........................ Educator Tab
  Special Needs ........................ 5
  Topic Index .......................... 80
Welcome Reception .................... 1, 10

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608.222.8583 • 800.543.9220 • fax 608.222.9540
meetings@aacd.com • www.aacd.com

AACD MISSION
The American Academy of Cosmetic Dentistry is dedicated to advancing excellence
in the art and science of cosmetic dentistry and encouraging the highest standards
of ethical conduct and responsible patient care.
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Recreate natural beauty with Estelite Omega. Unleash the MICHELANGELO IN YOU.

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Performed by Dr. Newton Fahl, Jr.

BEFORE

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REDEFINING ESTHETIC RESTORATIONS.
Restorations that mimic the opalescence of natural teeth require a superior composite that emulates nature. Estelite Omega was developed in collaboration with Dr. Newton Fahl Jr., a world-renowned master in esthetic dentistry. Omega provides a full spectrum of opacities, with only 11 shades, for simpler restorative procedures. The answer is finally here for Clinicians that have yearned for the recreation of hue, chroma, and value with a simpler restorative composite.

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STOP BY BOOTH #613 at the 2012 AACD MEETING for EXCLUSIVE SAVINGS of up to $200!
### Schedule at a Glance

**Tuesday • May 1**

<table>
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<tr>
<th>Time</th>
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<tr>
<td>5:00 pm – 8:00 pm</td>
<td>Convention Center Prefunction</td>
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**Wednesday • May 2**

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<td>7:00 am – 6:00 pm</td>
<td>Convention Center Prefunction</td>
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<td>10:00 am – 11:00 am</td>
<td>Chesapeake 4</td>
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<tr>
<td>12:00 noon – 1:30 pm</td>
<td>Pose Ultra lounge &amp; Nightclub</td>
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<td>12:00 noon – 2:00 pm</td>
<td>Potomac C</td>
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<td>6:00 pm – 7:00 pm</td>
<td>Potomac 1–6 Foyer</td>
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<tr>
<td>7:30 pm – 10:30 pm</td>
<td>Museum of Natural History</td>
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**Thursday • May 3**

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<th>Time</th>
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<td>7:00 am – 6:00 pm</td>
<td>Convention Center Prefunction</td>
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<td>Potomac A Foyer</td>
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<td>Woodrow Wilson Bus Loop</td>
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<td>9:00 am – 12:00 noon</td>
<td>Bus departs at 9:00 am – Woodrow Wilson Bus Loop</td>
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<tr>
<td>11:30 am – 6:15 pm</td>
<td>Exhibit Hall C, D, E</td>
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<td>11:00 am – 7:00 pm</td>
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<td>5:30 pm – 7:00 pm</td>
<td>Exhibit Hall C, D, E</td>
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<td>5:30 pm – 7:00 pm</td>
<td>Exhibit Hall E</td>
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<tr>
<td>6:30 pm – 7:30 pm</td>
<td>Pose Ultra lounge &amp; Nightclub</td>
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<tr>
<td>7:00 pm – 8:00 pm</td>
<td>Orchard Terrace</td>
</tr>
<tr>
<td>8:00 pm – 11:00 pm</td>
<td>Bobby McKey's</td>
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### Thursday General Session • 8:00 am - 9:00 am

Do you want to be motivated and inspired?

Neil Pasricha, author, “Book of Awesome,” will headline the Thursday session. According to Pasricha, the simplest things in life can bring the most happiness—like popping bubble wrap or the first warm day of spring. Pasricha’s blog, “1000 Awesome Things,” is an award-winning celebration of the little details that are often overlooked but can be instant mood boosters. Pasricha will explain how to re-frame your state of mind by identifying the little things in life that can bring happiness.
Help shape the future of the AACD. All members are encouraged to attend the annual membership meeting, to be held on Friday. Come to the meeting, learn about pressing topics within the organization, and be involved in making decisions that will impact the future of the Academy and cosmetic dentistry.

Voter registration opens at 5:30 pm. The meeting runs from 6:00 pm to 8:00 pm.

Don’t miss this meeting—your input is valuable!
Great news for Aacd members: the *Journal of Cosmetic Dentistry* is not only available as print and digital editions, but iPad and iPhone apps are now available.

Just go to the Apple App store from your iPad or iPhone and search on Aacd. The app is free and offers you more ways to read your favorite clinical publication.

www.aacd.com/jcd
We Educate. We Inspire. We Connect.

Welcome to the 28th Annual Aacd Scientific Session!

If you were to ask me why I think DC is going to be so awesome this year, I’d say: “Drs. David Garber, Eric Van Dooren, and Christian Coachman.”

And I’m just getting warmed up.

But first, back to the trio. If you haven’t heard already, these three cosmetic dentistry greats will be headlining our opening PowerSession Wednesday afternoon. They’re going to educate you on smile design approaches, from conservative to comprehensive. It’s a perfect example of “learning outside the lines” (this year’s conference theme) and the out-of-box approach to dental education the Aacd offers. Make sure every member of your dental team attends this event—it’s relevant to all dental professionals.

Speaking of awesome, we have author Neil Pasricha keynoting our Thursday morning general session. Pasricha, who wrote “The Book of Awesome,” is going to demonstrate how the little things in life like the cold side of the pillow, finding money in a coat, or snow days can have the most meaning and can completely flip your perspective on life.

Keeping in tune with this “awesome” theme, I invite you to think about what makes the Aacd so awesome. Yes, we’re awesome because of passionate and committed members like you, but what is it about the Aacd that makes you so proud to be a member?

Is it the fact that we educate? Inspire? Connect?

Or all of the above?

We invite you to tell us. The more we know about the things you value—the better we can meet your needs and make the Aacd more of your go-to resource for all things cosmetic dentistry.

Thank you again for joining us in DC for what will be another exemplary scientific session. Get ready to work hard, get inspired, and have fun connecting with friends and colleagues, but most of all, “Learn Outside the Lines!”

John K. Sullivan, DDS
AACD President
Scientific Session Location and Hotel Information
Gaylord National Resort & Convention Center
201 Waterfront Street
National Harbor, MD 20745

Your Tuition Includes:
• All open lectures and applicable hands-on workshops*
• Various social events including: the Welcome Reception, continental breakfasts, exhibit hall networking lunch, and evening socials
• Motivational and entertaining general sessions
• Access into the AACP exhibit hall, which features the latest in dental technology

*Please note: Hands-on workshops are not available to all registration types. To review what is available to you, please visit www.aacdconference.com.

First Aid and Emergency
First aid is provided 24 hours a day. To summon emergency aid, pick-up any house phone or dial 333 from your room.

Attire
Standard attire for attendees is business casual. The Celebration of Excellence gala is formal-ball gown and black tie preferred (dark suit, cocktail dress acceptable).

Exhibit Hall Hours
Location: Prince George’s Exhibition Hall C, D, E
Thursday, May 3........ 11:00 am – 7:00 pm
Friday, May 4......... 11:00 am – 7:00 pm
Saturday, May 5.......... 11:00 am – 6:00 pm

Registration Hours
Location: Convention Center Prefunction
Tuesday, May 1 ........ 5:00 pm – 8:00 pm
Wednesday, May 2.... 7:00 am – 6:00 pm
Thursday, May 3 ...... 7:00 am – 6:00 pm
Friday, May 4......... 7:00 am – 6:00 pm
Saturday, May 5 ....... 7:00 am – 5:00 pm

Special Needs
If you require special assistance for a disability or have special dietary needs, please advise the AACP Registration Staff once you arrive on-site. They will make every effort to accommodate your requests.

Name Badge and Tickets
Your name badge, special event tickets, and final confirmation notice will be included in your registration packet at the Gaylord National Resort & Convention Center. Materials can be picked up at the registration counters at the Gaylord National Resort & Convention Center. Your name badge contains radio frequency identification (RFID) chip and is required for entrance into all courses and social events. To obtain continuing education credits, you will need to tap your name badge prior to entering each course at the tap-n-go stations located outside each session.

Antitrust Disclaimer
Each attendee at the 28th Annual AACP Scientific Session is free to act in any way he/she chooses following the scientific session with regard to issues presented and discussed. Any conclusion or decision reached, based on issues discussed, must be each dental professional’s business decision made independently and based solely on what is in the best interest of that dental professional. In conducting education, and informative programs for its membership, the AACP does not recommend nor necessarily endorse any particular course of conduct.

Photographing, Video Taping, or Audio Taping of AACP General Sessions, Lectures, and Workshops
The use of video, photographic, or audio recorders is prohibited during AACP general sessions, lectures, and workshops due to contracts with AACP speakers and entertainers. The AACP reserves the right to confiscate these items and hold them until after the scientific session.
Enrich Your Conference Experience

Resources to Stay Connected, Stay Engaged

Use Your Smartphone or iPad for social media and other technology to enrich your conference experience

You can get more from your Annual Aacd Scientific Session by plugging in to the online conference conversation. There are a number of ways to stay connected—and be in-the-know—while in Washington, DC.

Conference Apps

If you’re an iPhone, iPad, Blackberry, or Android user, the Aacd has an Annual Scientific Session App to help you navigate courses and room locations, keep track of your personal itinerary, find an exhibitor, review speaker profiles and more, right from your smartphone. Search the app store under Aacd. (And, while you’re there, if you have an iPhone or iPad, you can also download the Journal of Cosmetic Dentistry app for free!) Also, you can download the free app from Gaylord Hotels, our host for the session, and tap into maps, local attractions and more, in and around Gaylord National, in National Harbor, Maryland.

Get Social!

For Washington, DC 2012, we’ve combined our social media feeds—Twitter, Facebook, and the Aacd blog—into one destination. You can access this new social hub by visiting www.Aacdconference.com and clicking on the Social Media Hub link. That way, you can converse and stay in-the-know all year leading up to the conference. This same hub will be displayed on site, on a large, multi-screen social media wall near registration.

Get in on the Conversation

Follow your Academy on Twitter. Just go to twitter.com/theaacd. Sign up, if you’re not already registered at Twitter, and begin following the Aacd. Or, you can text follow TheAacd to 40404 in the United States. If you’re tweeting from the conference, or you’re doing any tweeting about the Aacd throughout the year, use the “hashtag” #aacd and followers can track the conversations about the Academy and the Washington, DC, event in one place.

QR Codes Might Hold a Surprise

Keep your eyes peeled for those square blocks, called QR (Quick Response) Codes. Download a free app on your smartphone (search on “QR code scanner”) to scan these codes and lead you to websites, videos, additional content, and special offers—right on your phone.

Want to know—in an instant—about room changes, schedule updates, and other important communications while you’re in Washington, DC? Conference registrants can opt-in to receive text alerts by texting dc2012 to 64244. You will only receive text alerts for the duration of the conference.

Engage, share, and stay connected to your friends, your patients, and your practice

The Aacd has a growing, active community of followers, friends, and fans on Facebook. Visit www.facebook.com/theaacd25. Click on the Welcome link and be sure to “like” the Aacd so future wall posts show up in your personal or practice Facebook feed. You can post pictures, videos, and comment on others’ posts. You can also share your videos by uploading them to Aacd’s YouTube page at www.youtube.com/Aacd123. Do you have a camera in your phone? Post your conference images to Aacd’s Flickr page at www.flickr.com/photos/theaacd/

It’s YOUR community

My Aacd is the community space dedicated to Aacd members where you can download shared documents and conference handouts, engage in discussions, connect with colleagues, and provide encouragement and information to your fellow members. Go to www.Aacd.com and click on the My Aacd link located in the upper right-hand side of the home page. Then log in with your member ID number and password. If you forgot your login information, you can request a reminder from the login page.

Want to see some amazing smiles? Stop by the Showcase of Excellence located across from the Potomac Ballroom.
Give Back a Smile: How You Can Help

There are many ways to get involved and help support Give Back a Smile at this year’s session—while having fun! Take advantage of all these opportunities to support a great cause!

The Give Back a Smile (GBAS) program launched in 1999. Since then, AACD member dentists, dental laboratories, and other dental professionals have volunteered their time and expertise pro bono, to restore the damaged smiles of more than 1,200 survivors of intimate partner violence for a total dollar value of more than $11 million. And we’re confident we can help even more!

Give Back a Smile Fundraiser

At this year’s Annual AACD Scientific Session, Give Back a Smile is taking a musical twist on fundraising by hosting the Celebration of Smiles Event at dueling piano bar Bobby McKey’s in National Harbor, just steps from the Gaylord conference center. For just $50, you’ll receive an unforgettable evening of live music and camaraderie to support the AACD Charitable Foundation’s GBAS program and the survivors of domestic violence. To sweeten the deal, the dueling pianists have generously agreed to donate their tips to GBAS! MicroDental also is a sponsor of this great event.

Make a Personal Donation to GBAS!

GBAS has worked hard to secure many great items for this year’s Silent Auction, including an iPad 2! Bid early and often, we have lots to choose from, and the more you bid, the better your chance to win!

New to the Scientific Session: The Psychology of Dentistry!

AACD is encouraging GBAS volunteers, or those who might be interested in becoming a volunteer, to register for a new course to the conference this year—L333, “The Psychology of Dentistry,” with Dr. John Leite.

This course will enable dental professionals to understand how to work with psychologically vulnerable patients who may be exhibiting signs of depression, situational trauma, or eating disorders.

Dr. Leite also will focus on how to understand the long-term emotional and behavioral effects potentially exhibited by patients enrolled in the Give Back a Smile program. Sign up now or stop by the registration desk for more information.

The Silent Auction will be held in the exhibit hall Thursday through Saturday, offering numerous items including autographed Hollywood memorabilia, sports star memorabilia, and of course dental products. Be sure to stop by and bid! The auction will end on Saturday at 1:00 p.m., with item pick up from 4:00 p.m. to 6:00 p.m. in the exhibit hall. It’s a great opportunity to take home a nice gift and support your foundation!

The ACD understands that the session is a busy time for its attendees. If you’re unable to participate in these conference activities, you can always make a personal donation to GBAS through the AACD website.

Simply visit www.AACD.com/donate and make a contribution today. Every little bit helps—and you can donate in honor of a loved one!
Member Benefits Rundown

AADC Members have unbeatable benefits! Whether you’re a member or attending this year’s conference as a guest, here’s a list of just SOME perks AADC members receive from the Academy:

**Virtual Learning.** Our dentists are busy, so the AADC offers learning opportunities members can access online—any time, anywhere—including a premium membership to Dental XP and one free course annually from HDiQ Dental. These benefits are valued at $490 per year and more than pay for your member dues.

Be sure to visit DentalXP in the Exhibit Hall at Booth #108 and HDiQ Dental at Booth #118!

In addition, the AADC Webinar Series offers FREE learning opportunities to members anywhere they have an Internet connection. Webinars are held approximately once per month and feature many of cosmetic dentistry’s biggest names. The series is archived so members can access webinars at their convenience.

**Live Learning.** In addition to Annual Scientific Sessions, AADC Unplugged, an all-new live education experience series, offers a hands-on learning opportunity in a small-group environment at the AADC Executive Office in Madison, Wisconsin. AADC’s first meeting of this series took place in March, and we have more planned for the future. Watch your e-mail and AADC.com for updates and announcements.

**Accreditation.** Take the step to earning this highly acclaimed credential by passing the Accreditation Written Exam (which will be offered in DC the afternoon of May 3!) Those who choose to embark on the journey toward Accreditation receive mentoring and networking opportunities, and a subscription to Raising the Bar, AADC’s e-newsletter targeted specifically to Members in the Process.

**Publications.**

The *Journal of Cosmetic Dentistry*, now available through iPhone and iPad apps, is cosmetic dentistry’s premiere peer-reviewed magazine. A quarterly print edition is mailed to each member, and a digital version is available on the AADC website for quick access anytime.

Did You Know?
Academy Connection, a multi-media digital publication, offers members Academy news and events, information about the industry, and practice management and marketing.

Professional Discounts & Savings.

Price Bite. A new deal each month, the AACD offers members a variety of products or services at a reduced rate through AACD Price Bite. Past deals have members-only savings on everything from Six Month Smiles seminars to online dental marketing services. Visit www.AACD.com/pricebite for more.

AACD Buying Power. Through this service, you can save 15% or more on the dental equipment and consumables from a leading supplier. A one-dentist practice can save $4,500 per year on supplies you already buy!

Dear Doctor discounts. Discount on Dear Doctor magazine patient education. Feature your practice in Dear Doctor magazine—distributed in your community and waiting room—and save 20% as an AACD member.

FedEx. As an AACD member, you can save up to 29% on select FedEx shipping services!

Promotional Materials.

AACD Print Shop. Looking for a way to promote your practice? With AACD Print Shop, you can create custom dental brochures with your practice’s logo and contact information. Available brochures cover procedures like teeth whitening and veneers. Visit www.aacd.com/printshop today!

Logo Use. You can find the most recent AACD logo through Document Sharing in My AACD. Show everyone you are proud to be a member of the AACD!

Find-a-Dentist. Let prospective patients find YOU through the AACD’s worldwide online search directory. “Find a Cosmetic Dentist and Find a Laboratory Technician,” is searchable through the AACD website, www.AACD.com, and is visited by tens of thousands of consumers each year.

And more!

Philanthropic Benefits.

Give Back a Smile. According to the National Coalition Against Domestic Violence, it is estimated that 1.5 million people experience intimate partner violence each year. The American Academy of Cosmetic Dentistry Charitable Foundation’s (AACDCF) Give Back a Smile (GBAS) program heals some of the most devastating effects of intimate partner violence, by restoring the smiles of adult women and men who have suffered damage to, or lost, their smiles at the hands of a former intimate partner or spouse. Visit www.AACD.com/helpGBAS to learn how you can support GBAS.

My AACD. Recently relaunched, My AACD is your online community to collaborate, network, join groups, and discuss topics of interest relating to cosmetic dentistry and the AACD.
### Wednesday, May 2, 2012

#### Orientation for First-Time Attendees
12:00 noon – 1:30 pm | Location: Pose Ultralounge & Nightclub
By Invitation

First-time attendees, this orientation is for you! Get acquainted with other first-time attendees and long-time AACD scientific session participants who will help you achieve your educational goals during the 28th Annual AACD Scientific Session.

#### General Session
2:30 pm – 5:30 pm | Location: Potomac A
All Attendees | Included in Tuition Fee

Attend all three general sessions to get the most from your conference experience. This year’s opening PowerSession will feature three world-renowned educators, Drs. Christian Coachman, David Garber and Eric Van Dooren, and will focus on three different smile design approaches. See page 22 for specific information.

#### Newly Accredited and Accredited Fellow Members Networking Reception
6:00 pm – 7:00 pm | Location: Potomac 1 - 6 Foyer
By Invitation

Mingle with other Newly Accredited and Accredited Fellow Members, their families and the American Board of Cosmetic Dentistry, as the AACD celebrates your achievements. Congratulations!

#### Welcome Reception
7:30 pm – 10:30 pm | Location: Museum of Natural History
All Attendees | Included in Tuition Fee

**Shuttles depart starting at 7:00 pm from the Woodrow Wilson Bus Loop.**

Additional Tickets $90 (USD)/Person and $45 (USD)/Child ages 6 to 15

See history come to life while mingling with fellow attendees at this year’s Welcome Reception, “A Night at the Museum!” Explore the Smithsonian Museum of Natural History, located in the National Mall in downtown DC, from 7:30 p.m. to 10:30 p.m. on Wednesday, May 2.

All exhibits will be open to AACDers! Heavy hors d’oeuvres will be served, along with complimentary beer and wine. This special event is INCLUDED in your tuition fee! It’s the perfect place to meet new friends and catch up with old ones. Help us kick off the scientific session and make history!

#### Thursday, May 3, 2012

#### Continental Breakfast
7:00 am – 9:00 am | Location: Potomac A Foyer
All Attendees | Included in Tuition Fee

### General Session
8:00 am – 9:00 am | Location: Potomac A
All Attendees | Included in Tuition Fee

Attend all three general sessions to get the most from your conference experience. We guarantee you’ll be motivated, inspired, entertained, and yes...even educated. See page 1 for specific information.

### Greet, Eat, and Meet Activity (GEM)
**Arts and Architecture: Treasures of the Capitol City**
9:00 am – 12:30 pm | Location: Woodrow Wilson Bus Loop
Registered Spouse and Guest
See page 16 for specific information.

### Greet, Eat, and Meet Activity (GEM)
**The Lost Symbol Tour**
9:30 am – 12:30 pm | Location: Woodrow Wilson Bus Loop
Registered Spouse and Guest
See page 16 for specific information.

### Exhibit Hall
11:00 am – 7:00 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Visiting the exhibit hall means more for your business than simply seeing all the latest advances in technology, products, and services.

### Give Back a Smile Silent Auction
11:00 am – 7:00 pm | Location: Exhibit Hall Booths 107 & 407
All Attendees | Included in Tuition Fee

Proceeds from this event benefit the AACD Charitable Foundation’s Give Back a Smile program.

Bid on an array of items from autographed Hollywood or sports stars memorabilia to dental equipment for your practice. This is the opening day of the auction.

### Member Pearls
11:30 am – 6:15 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Member Pearls—Continuing Education Nuggets of Knowledge to Make You a Better Practitioner

### Exhibit Hall Networking Lunch
12:00 noon – 2:30 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Don’t forget to grab a bite to eat during the exhibit hall networking social. You may notice we have mixed lunch up a bit. Our new ‘Grab-n-Go’ style lunch is designed to provide you with more opportunities to connect with friends, colleagues and exhibitors. Don’t worry, all lunch items can be found in each ‘Grab-n-Go’ lunch pod. So, get out there and Connect.
**Accreditation Written Examination**
1:00 pm – 5:00 pm  | Location: Potomac D
Pre-registered Participants
$400 (USD)/Member; $600 (USD)/Non-member

Take the first step down the path to excellence in cosmetic dentistry by taking the Accreditation Written Examination in Washington, DC. This multiple choice examination tests the foundational knowledge of esthetic dentistry principles. Register now onsite at Aacd Registration. Applications will NOT be accepted after 10:00 am Thursday morning.

**International Reception**
5:30 pm – 7:00 pm  | Location: Exhibit Hall E
By Invitation

The International Reception is an opportunity for the Academy to honor its more than 1,100 international members. Scientific session attendees from outside the U.S. will not want to miss this international affair.

**Exhibit Hall Social**
5:30 pm – 7:00 pm  | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Gather with friends, colleagues, and exhibitors to network over drinks in the exhibit hall. Stop by participating exhibitor booths for your drink tickets. Cash bars will also be available.

**Journal of Cosmetic Dentistry Reception**
6:30 pm – 7:30 pm  | Location: Pose Ultralounge & Nightclub
By Invitation
Sponsored by Ivoclar Vivadent, Inc.

Registered or exhibiting *Journal of Cosmetic Dentistry* contributors will gather to celebrate their accomplishments and success throughout the year.

**Accredited Members Reception**
7:00 pm – 8:00 pm  | Location: Orchard Terrace
By Invitation
Sponsored by Cosmedent, Inc.

Registered Accredited and Accredited Fellow Members are invited to gather for this reception in honor of their accomplishments.

**Give Back A Smile Fundraiser**
8:00 pm – 11:00 pm  | Location: Bobby McKey's - Offsite
Supported by MicroDental Laboratories
**Ticketed Event $30 (USD)/Person**

Proceeds from this event benefit the Aacd Charitable Foundation’s Give Back a Smile program. Join us for a night of music and fun at dueling piano bar Bobby McKey’s! Tickets are $50 each and can be purchased onsite at Aacd Registration.

---

**Friday, May 4, 2012**

**Continental Breakfast**
7:00 am – 9:00 am  | Location: Potomac A Foyer
All Attendees | Included in Tuition Fee

**General Session**
8:00 am – 9:00 am  | Location: Potomac A
All Attendees | Included in Tuition Fee

Attend all three general sessions to get the most from your conference experience. We guarantee you’ll be motivated, inspired, entertained, and yes…even educated. Washington DC 2012 promises a lineup of world-class speakers who will command your attention and leave a lasting impression. See page 2 for specific information.

**Greet, Eat, and Meet Activity (GEM)**
*The Lost Symbol Tour*
9:30 am – 12:30 pm  | Location: Woodrow Wilson Bus Loop
Registered Spouse and Guest

See page 16 for specific information.

**Greet, Eat, and Meet Activity (GEM)**
*Georgetown Day: Leisure Shopping and Exploration*
9:30 am – 1:00 pm  | Location: Woodrow Wilson Bus Loop
Registered Spouse and Guest

See page 16 for specific information.

**Exhibit Hall**
11:00 am – 7:00 pm  | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Visiting the Annual Aacd Scientific Session exhibit hall means more for your business than simply seeing all the latest advances in technology, products, and services.

**Aacd Charitable Foundation Silent Auction**
11:00 am – 7:00 pm  | Location: Exhibit Hall Booths 107 & 407
All Attendees | Included in Tuition Fee

Proceeds from this event benefit the Aacd Charitable Foundation.

Bid on an array of items from autographed Hollywood or sports star memorabilia to dental equipment for your practice.

**Member Pearls**
11:30 am – 6:15 pm  | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Member Pearls—Continuing Education Nuggets of Knowledge to Make You a Better Practitioner
**Exhibit Hall Networking Lunch**
12:00 noon – 2:30 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Don’t forget to grab a bite to eat during the exhibit hall networking social. You may notice we have mixed lunch up a bit. Our new ‘Grab-n-Go’ style lunch is designed to provide you with more opportunities to connect with friends, colleagues and exhibitors. Don’t worry, all lunch items can be found in each ‘Grab-n-Go’ lunch pod. So, get out there and Connect.

**Accreditation Mentoring Luncheon**
12:30 pm – 2:00 pm | Location: Chesapeake 7 - 8
By Invitation
Sponsored by Knight Dental Group

Individuals pursuing Accreditation are encouraged to attend this luncheon to mingle with Accreditation Examiners and discuss the in’s and out’s of successful Accreditation cases.

**Affiliate Luncheon**
12:30 pm – 2:00 pm | Location: National Harbor 8
By Invitation

Join AACD President Dr. John Sullivan and other AACD Affiliate leaders for a special luncheon to discuss how the AACD can continue to support its affiliate organizations. This luncheon will build off previous talks from last year’s session in Boston, but please come prepared to discuss how the AACD can develop a true symbiotic relationship with its affiliates.

**Exhibit Hall Social**
5:30 pm – 7:00 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Gather with friends, colleagues, and exhibitors to network over drinks in the exhibit hall. Stop by participating exhibitor booths for your drink tickets. Cash bars will also be available.

**Annual Membership Meeting**
5:30 pm – 6:00 pm Voter Registration
6:00 pm – 8:00 pm Membership Meeting
All AACD Members | Location: Potomac A

All AACD Members are encouraged to attend. Learn about pressing organization topics and get involved in making decisions that will impact the future of the Academy and cosmetic dentistry. Don’t miss this meeting—your input is valuable.

**Saturday, May 5, 2012**

**Continental Breakfast**
7:00 am – 9:00 am | Location: Potomac A Foyer
All Attendees | Included in Tuition Fee

**Greet, Eat, and Meet Activity (GEM)**
**Leading Ladies: Wives and Women of Great Statesmen**
9:00 am – 3:00 pm | Location: Woodrow Wilson Bus Loop Registered Spouse and Guest
See page 16 for specific information.

**Exhibit Hall**
11:00 am – 6:00 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Visiting the Annual AACD Scientific Session exhibit hall means more for your business than simply seeing all the latest advances in technology, products, and services.

**Give Back a Smile Silent Auction**
11:00 am – 1:00 pm | Location: Exhibit Hall Booths 107 & 407
4:00 pm – 6:00 pm Item Pick-up
All Attendees

Included in Tuition Fee

Proceeds from this event benefit the AACD Charitable Foundation’s Give Back a Smile program.

Bid on an array of items from autographed Hollywood or sports star memorabilia to dental equipment for your practice.

**Exhibit Hall Networking Lunch**
11:00 am – 1:30 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Don’t forget to grab a bite to eat during the exhibit hall networking social. You may notice we have mixed lunch up a bit. Our new ‘Grab-n-Go’ style lunch is designed to provide you with more opportunities to connect with friends, colleagues and exhibitors. Don’t worry, all lunch items can be found in each ‘Grab-n-Go’ lunch pod. So, get out there and Connect.

**Member Pearls**
11:30 am – 5:15 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

Member Pearls—Continuing Education Nuggets of Knowledge to Make You a Better Practitioner

**Exhibit Hall Social**
4:30 pm – 6:00 pm | Location: Exhibit Hall C, D, E
All Attendees | Included in Tuition Fee

This is your last chance to gather over drinks with friends, colleagues, and exhibitors to network and make those final purchases in the exhibit hall. Stop by participating exhibitor booths for your drink tickets. Cash bars will also be available.

**Celebration of Excellence Gala**
6:30 pm – 7:00 pm Reception | Location: Potomac A Foyer
7:00 pm – 11:00 pm Gala | Location: Potomac A
Ticketed Event $125 (USD)/Person*

The social highlights of each annual AACD scientific session—cocktail reception, newly Accredited and Accredited Fellow Member recognition, five-star dining, AACD awards ceremony, AACD presidential inauguration, and of course, live music and dancing – need we say more? Attire is formal black tie, ballgown preferred (dark suit and cocktail dresses are acceptable).

*Please note the Celebration of Excellence Gala is designed for adult attendees. Children’s tickets and meals are not provided.
The AACD & Dear Doctor have joined forces to produce patient-education videos to help grow your practice. Best of all, these premium videos are included FREE — in your AACD membership. Visit Dear Doctor’s booth #627 to learn more.
The 28th Annual AACD Scientific Session features the world’s most comprehensive continuing education opportunity for cosmetic dental professionals. In the lecture halls, renowned dental educators present the key concepts in clinical cosmetic dentistry. Dentists and laboratory technicians learn one-on-one the latest techniques in an array of in-depth hands-on workshops.

Continuing Education Credits

Scientific session attendees are eligible to earn certified continuing education credits for their participation in the 28th Annual AACD Scientific Session. The AACD is a recognized credit provider for the Academy of General Dentistry, American Dental Association, and National Association of Dental Laboratories.

For your convenience, each course has been categorized according to...

...Your Role on the Dental Team

You will find lists of ‘Recommended Courses for Accreditation,’ ‘Recommended Courses for Dentists,’ ‘Recommended Courses for Laboratory Technicians,’ ‘Recommended Courses for Team Members (dental assistants, hygienists, office personnel, and patient coordinators),’ and ‘Recommended Courses for Spouse/Guest’ listed in the small boxes near the course synopsis. These courses are recommended according to each professional’s role on the dental team. Please understand these are recommendations only. It does not mean these are the only courses available to you.

‘Dentists, laboratory technicians, and supporting registrants registered at the full tuition rate ($1595 USD/$1845 USD) and recent graduates can pre-select and attend all hands-on workshops and lectures except for those geared toward team members.

Team members, laboratory auxiliary, students, and guests/spouses registered at special discounted rates can pre-select and attend all lectures and applicable hands-on workshops. Spouse/Guest can also pre-select and attend Greet, Eat, and Meet Activities.

...Skill Level

Use the skill levels category to assist you in selecting the courses that best suit your skill level and professional goals. ‘Foundational’ means you know dentistry and are looking to expand your understanding of cosmetic dentistry. You want to know the ins and outs, basic concepts, and essential building blocks of cosmetic dentistry. ‘Intermediate’ means you possess strong foundational knowledge and are looking to expand and fine-tune your skills in cosmetic dentistry. You want to achieve an advanced skill level in cosmetic dentistry. ‘Advanced’ means you are extremely knowledgeable in cosmetic dentistry. This is your passion and you need to keep up-to-date on all the latest trends and techniques. You want to stay at the top of your game.

...Clinical or Non-Clincial Nature

The AACD offers well-rounded education for you and your team to succeed professionally and personally. Take advantage of this perfect educational mix and balance ‘Clinical’ and ‘Non-Clincial’ courses using this category listing.

...Accreditation Journey

The AACD maintains dentistry’s most recognized advanced credenialing program in cosmetic dentistry. Find both ‘Required’ and ‘Recommended’ courses using this category listing. These courses will help you on your journey toward Accreditation or Fellowship.
Yeah, it’s kinda like that. But totally **worth** it.

Our members say that AACD Accreditation is a challenge, but it’s also a life-changer.

Take the **first step** toward earning your credential and sign up for the written examination today at the AACD registration desk before 10:00 am on Thursday, May 3.
Thursday, May 3, 2012
LOCATION: Woodrow Wilson Bus Loop
G200
Art and Architecture: Treasures of the Capitol City
9:00 am – 12:30 pm
Attendance Limited to 35

This tour is designed to experience the best art and architecture Washington, DC has to offer. Begin at the National Portrait Gallery’s Hall of Presidents, which has the only complete set of presidential portraits outside of the White House. Visit the Library of Congress Thomas Jefferson Building, which opened in the late 19th Century as the most beautiful building in America. The National Building Museum features an incredible terra cotta frieze unlike anything else in America. Last, Renwick Gallery, named for architect James Renwick (who also designed St. Patrick’s Cathedral in New York City and the Smithsonian Castle) is a Second Empire design, which features remarkable decorative ornamentation in carvings and niches, and which houses unique American art and craft work.

LOCATION: Woodrow Wilson Bus Loop
G210
The Lost Symbol Tour
9:30 am – 12:30 pm
Attendance Limited to 35

On this exciting tour, put yourself in Robert Langdon’s shoes to explore Washington, DC. Little-known Masonic symbolism is all over the city. Visit the Capitol. See the Library of Congress, House of the Temple (Scottish Rite Headquarters), the National Monument, Freedom Plaza, and much more.

Friday, May 4, 2012
LOCATION: Woodrow Wilson Bus Loop
G300
The Lost Symbol Tour
9:30 am – 12:30 pm
Attendance Limited to 35

On this exciting tour, put yourself in Robert Langdon’s shoes to explore Washington, DC. Little-known Masonic symbolism is all over the city. Visit the Capitol. See the Library of Congress, House of the Temple (Scottish Rite Headquarters), the National Monument, Freedom Plaza, and much more.

LOCATION: Woodrow Wilson Bus Loop
G310
Georgetown Day: Leisure Shopping and Exploration
9:30 am – 1:00 pm
Attendance Limited to 35

Georgetown is one of Washington, DC’s gem neighborhoods, complete with history, culture, grand estates, fine restaurants, and world-class shopping. Today, enjoy all that Georgetown has to offer as you explore and shop on your own. The Shoppes at Georgetown, boutiques and brands on M Street and Wisconsin Avenue, Georgetown Cupcake, and more all await you.

Saturday, May 5, 2012
LOCATION: Woodrow Wilson Bus Loop
G400
Leading Ladies: Wives and Women of Great Statesmen
9:00 am – 3:00 pm
Attendance Limited to 35

Today, get an exclusive look into the lives of some of the most well-known women in the world. The First Ladies of the United States. Begin at the National Museum of American History, our nation’s premier U.S. history museum, and home of the First Ladies Gown exhibit. With your guide, view these preserved inaugural gowns made famous by the women of the White House. Continue to the FDR Memorial: One of Washington’s best kept secrets. This peaceful memorial along the Tidal Basin is home to the statue of Eleanor Roosevelt the only U.S. memorial dedicated to a First Lady. Continue your day at Zaytinya restaurant. Under the direction of celebrated chef José Andrés, Zaytinya offers an innovative mezze menu inspired by Turkish, Greek and Lebanese cuisine served up in a sleek, modern setting. Since opening in 2003, Zaytinya consistently ranks as a top Washington, DC dining destination.

Want to see some amazing smiles? Stop by the Showcase of Excellence located across from the Potomac Ballroom.
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### Wednesday • May 2

#### Morning

<table>
<thead>
<tr>
<th>Topic</th>
<th>Location</th>
<th>Time</th>
<th>Course/Speaker/Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accreditation</td>
<td>Potomac 1 – Level 2</td>
<td>8:00 am - 2:00 pm</td>
<td>Course A100 • Bakeman/Finlay/Olson/Rego • page 21</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Potomac C – Level 2</td>
<td>8:00 am - 11:00 am</td>
<td>Course A101 • Olson • page 21</td>
</tr>
</tbody>
</table>

#### Afternoon

<table>
<thead>
<tr>
<th>Topic</th>
<th>Location</th>
<th>Time</th>
<th>Course/Speaker/Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accreditation</td>
<td>Potomac C – Level 2</td>
<td>12:00 noon - 2:00 pm</td>
<td>Course A102 • Olson • page 21</td>
</tr>
<tr>
<td>Smile Design</td>
<td>Potomac A – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L125 • Coachman/Garber/Van Dooren • page 22</td>
</tr>
<tr>
<td>Spouse Forum</td>
<td>Potomac 6 – Level 2</td>
<td>3:00 pm - 5:30 pm</td>
<td>Course L126 • Bernstein • page 21</td>
</tr>
</tbody>
</table>

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**All New for DC 2012!**

### Opening Afternoon PowerSession, Wednesday, May 2

**Contemporary Approach to Smile Design—Conservative to Comprehensive**

All conference attendees are invited to attend this special, Wednesday afternoon session featuring three of cosmetic dentistry’s biggest names and most influential educators!

Drs. Christian Coachman, David Garber, and Eric Van Dooren will share the stage and present a powerful, dynamic, and memorable presentation that will leave you refreshed, renewed, and ready to tackle any clinical challenge that comes your way.

**TURN TO PAGE 22 FOR DETAILS!**
Name: Ann E. Haggard, DDS

Practice Location: Outside of Houston in Webster, Texas

Website: www.designerforsmiles.com

RM Client Since: 2008

Advice on Shopping for a Web Company: Internet marketing is constantly evolving. It’s great to have a talented group that can educate us, manage everything, and ensure that my practice stays ahead of the curve. It’s tempting to base your decision on cost, but better to buy on value.

Favorite Activity Outside of Dentistry: I’m a girl on the go and love traveling to new places. Constantly pursuing continued education in the field affords me the opportunity to stay on the move and fulfill two passions at once!
**MORNING**

**LOCATION:** POTOMAC 1 – LEVEL 2  
**Course • A100**  
**Topic • Accreditation**  
Advanced Accreditation Workshop

Betsy Bakeman, DDS  
Scott Finlay, DDS  
Nils Olson, DDS  
Nelson Rego, CDT

8:00 am – 2:00 pm  
AGD Subject Code: 780  
CE Units: 3.0L & 2.5P

**Educational Objectives:**  
1. Understand how cases for Accreditation are judged based on specific criteria  
2. Sharpen your eye to discern fine details in judging cosmetic dentistry  
3. Present cosmetic dentistry cases for feedback to decide if the criteria has been met

**Afternoon**

**LOCATION:** POTOMAC 1 – LEVEL 2  
**Course • A102**  
**Topic • Accreditation**  
Criteria Workshop

Bradley J. Olson, DDS

12:00 noon – 2:00 pm  
AGD Subject Code: 780  
CE Units – 2.0L

**Educational Objectives:**  
1. Become familiar with the criteria used in Accreditation examinations  
2. See dentistry examples that satisfy or fall short of the criteria  
3. Understand the relationship between Accreditation criteria and excellence in cosmetic dentistry

**Location:** POTOMAC C – LEVEL 2  
**Course • A101**  
**Topic • Accreditation**  
Accreditation Workshop

Bradley J. Olson, DDS

8:00 am – 11:00 am  
AGD Subject Code: 780  
CE Units – 3.0L

**Educational Objectives:**  
1. Become familiar with the requirements for AACD Accreditation  
2. See examples of Accreditation cases  
3. Understand why a credential in cosmetic dentistry is desirable

**Location:** POTOMAC 6 – LEVEL 2  
**Course • L126**  
**Topic • Spouse Forum**  
Supportive Partners – A Forum for Dental Spouses

Diane Bernstein

3:00 pm – 5:30 pm  
AGD Subject Code: 770  
CE Units: 2.5L

**Educational Objectives:**  
1. Learn what your cohorts are experiencing  
2. Understand the primary principles of working with your spouse  
3. Learn how to present yourself to the staff
Opening Clinical PowerSession—
Wednesday Afternoon, 2:30 pm - 5:30 pm
for All Attendees

Contemporary Approach to Smile Design
—Conservative to Comprehensive

Christian Coachman, DDS, CDT
David Garber, DMD
Eric Van Dooren, DDS

Location: Potomac A – Level 2
Course: L125
AGD Subject Code: 149
CE Units: 3.0L

Moderated by Dennis Wells, DDS

Smile design is the primary principle of a restorative treatment plan. This program will review several approaches to addressing patient needs from the most fundamental process of conservative tooth alteration, direct composite application, and ceramic veneers to comprehensive treatment involving implants and complex restorative procedures.

Educational Objectives:
1. Identify principles to design a smile that fit functional and emotional patient needs
2. Understand modern techniques and materials for achieving patient esthetic expectations
3. Learn how to develop a protocol to improve the esthetic diagnosis, communication, and predictability of esthetic rehabilitations

Preoperative and Postoperative work of Eric Van Dooren, DDS, lab work by Murilo Calgaro, CDT. Published in the Journal of Cosmetic Dentistry, Vol. 27 Issue 1.
Register Saturday, May 5 and Save $300
# Morning

<table>
<thead>
<tr>
<th>Topic</th>
<th>Location</th>
<th>Time</th>
<th>Course/Speaker/Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Session</td>
<td>Potomac A – Level 2</td>
<td>8:00 am - 9:00 am</td>
<td>General Session</td>
</tr>
<tr>
<td>Cosmetic Dentistry Principles</td>
<td>Potomac C – Level 2</td>
<td>9:15 am - 5:30 pm</td>
<td>Course L.210</td>
</tr>
<tr>
<td>Implants</td>
<td>National Harbor 2 – Level 3</td>
<td>9:15 am - 5:30 pm</td>
<td>Course L.211</td>
</tr>
<tr>
<td>Wear</td>
<td>National Harbor 3 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L.212</td>
</tr>
<tr>
<td>Restorations</td>
<td>National Harbor 4 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L.213</td>
</tr>
<tr>
<td>Accreditation (Case Type V)</td>
<td>National Harbor 12 – Level 3</td>
<td>9:15 am - 5:30 pm</td>
<td>Course W.214</td>
</tr>
<tr>
<td>Accreditation</td>
<td>National Harbor 5 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L.215</td>
</tr>
<tr>
<td>Business Staff Communication</td>
<td>National Harbor 11 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L.216</td>
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<td>9:15 am - 12:15 pm</td>
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<td>Course L.219</td>
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<td>Course W.251</td>
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<td>Course W.254</td>
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<td>Course W.255</td>
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<td>Course W.256</td>
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<tr>
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<td>Course W.257</td>
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<tr>
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<td>9:15 am - 12:15 pm</td>
<td>Course W.258</td>
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<tr>
<td>Composites</td>
<td>Potomac 4 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W.259</td>
</tr>
</tbody>
</table>
INTRODUCING

Tetric EvoCeram® Bulk Fill
NANO-HYBRID COMPOSITE RESTORATIVE

No additional viscosities.
No additional layers.
No additional equipment.
No Compromise...

Visit Booth 201 at the AACD
Scientific Session in Washington, DC
See what your colleagues are saying about Tetric EvoCeram Bulk Fill!
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The #1 patient-requested professional whitening system is now part of Philips.

Zoom, the whitening brand asked for by name, is now a part of the Philips brand. The new Philips Zoom Whitening system includes WhiteSpeed In-Office light-activated whitening plus NiteWhite and DayWhite At-Home whitening, to reveal your patients beautiful, healthy smiles. Visit us at AACD booth 101 to see how we’ve made Philips Zoom better than ever.

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<th>COURSE/SPEAKER/PAGE</th>
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<td>Accreditation Written Exam.</td>
<td>Potomac D – Level 2</td>
<td>1:00 pm - 5:00 pm</td>
<td>Course A200 and A201 • page 31</td>
</tr>
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<td>Cosmetic Dentistry Principles</td>
<td>Potomac C – Level 2</td>
<td>2:30 pm - 5:30 pm (cont.)</td>
<td>Course L210 • Cranham/Dawson/Finlay • page 26</td>
</tr>
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<td>Implants</td>
<td>National Harbor 2 – Level 3</td>
<td>2:30 pm - 5:30 pm (cont.)</td>
<td>Course L211 • Coachman/Van Dooren • page 26</td>
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<td>Accreditation (Case Type V)</td>
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<td>Course W214 • LeSage/Milnar • page 27</td>
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<td>National Harbor 3 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L227 • Jackson • page 31</td>
</tr>
<tr>
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<td>National Harbor 11 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course WT229 • Reynolds • page 32</td>
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<tr>
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<td>National Harbor 13 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L230 • Hufford • page 32</td>
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<tr>
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<td>National Harbor 10 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L231 • Zamora • page 32</td>
</tr>
<tr>
<td>Force Management</td>
<td>National Harbor 4 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L232 • Montgomery • page 32</td>
</tr>
<tr>
<td>Orthodontics</td>
<td>National Harbor 5 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L233 • Swain • page 33</td>
</tr>
<tr>
<td>Practice Marketing</td>
<td>Potomac 1 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L234 • Kim • page 33</td>
</tr>
<tr>
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<td>Potomac 2 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W260 • Bassett • page 33</td>
</tr>
<tr>
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<td>Chesapeake 5 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W261 • Peyton • page 33</td>
</tr>
<tr>
<td>Composites</td>
<td>National Harbor 7 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W262 • Weston • page 34</td>
</tr>
<tr>
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<td>Potomac 3 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W263 • Koczarski • page 34</td>
</tr>
<tr>
<td>Adhesives</td>
<td>Chesapeake 6 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W264 • Kanca • page 34</td>
</tr>
<tr>
<td>Lasers</td>
<td>National Harbor 6 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W265 • Miyasaki • page 34</td>
</tr>
<tr>
<td>Composites</td>
<td>Chesapeake 4 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W266 • Barghi • page 35</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 4 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W267 • Larose • page 35</td>
</tr>
<tr>
<td>Contouring</td>
<td>Potomac 6 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W268 • Culp/Jones • page 35</td>
</tr>
<tr>
<td>Direct Restorations</td>
<td>Potomac 5 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course WA269 • Brinker • page 35</td>
</tr>
</tbody>
</table>
CUSTOM DENTAL BROCHURES AT YOUR FINGERTIPS!

With the Aacd Print Shop, you can add your logo and contact info to brochures on whitening, veneers, and much more. Show your patients the important services you provide and increase your case acceptance!

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ALL DAY LECTURE

LOCATION: POTOMAC C – LEVEL 2
Course – L210

TOPIC – COSMETIC DENTISTRY PRINCIPLES

Timeless Principles in Esthetic Dentistry

John Cranham, DDS
Peter Dawson, DDS
Scott Finlay, DDS

9:15 am – 5:30 pm
AGD Subject Code: 780
CE Units: 6.0L

Course breaks for lunch 12:15 pm to 2:30 pm

Dentist Lab Tech Intermediate Clinical

Educational Objectives:
1. Learn ten principles every esthetic dentist and laboratory technician must know
2. Understand the essential relationship between function and esthetics to insure predictability
3. Identify, prior to esthetic treatment, which patients pose a risk to future instability
4. Learn how to sequence the four key functional and four esthetic components of every beautiful, functionally correct smile – the gateway to 4x4 treatment planning
5. Transform your vision of a traditional general practice to one thriving with elective esthetic and advanced restorative cases

MORNING LECTURE

LOCATION: NATIONAL HARBOR 2 – LEVEL 3
Course – L211

TOPIC – IMPLANTS

Esthetics with Implants, Periodontal Plastic Surgery and Ceramics

Christian Coachman, DDS, CDT
Eric Van Dooren, DDS

9:15 am – 5:30 pm
AGD Subject Code: 695
CE Units: 6.0L

Course breaks for lunch 12:15 pm to 2:30 pm

Dentist Intermediate Clinical

Educational Objectives:
1. Learn how to select the best material for each case
2. Understand the techniques for soft tissue and abutment design
3. Acquire tools for better interdisciplinary communication
MORNING LECTURE

LOCATION: NATIONAL HARBOR 3 – LEVEL 3
COURSE - L212

TOPIC – WEAR
Diagnosis and Treatment of the Worn Dentition

Robert Margeas, DDS
9:15 am – 12:15 pm
AGD Subject Code: 188
CE Units: 3.0L

Educational Objectives:
1. Understand the different causes of wear
2. Salvage a worn dentition
3. Plan a full mouth reconstruction

MORNING LECTURE

LOCATION: NATIONAL HARBOR 4 – LEVEL 3
COURSE - L213

TOPIC – RESTORATIONS
How to Achieve the Best Oral Cosmetic Appearance While Preserving Maximum Natural Tissues

Mikako Hayashi, DDS, PhD
Morihiro Miyamae, PhD
9:15 am – 12:15 pm
AGD Subject Code: 780
CE Units: 3.0L

Educational Objectives:
1. Learn how to enhance the smile on a patient’s face while preserving maximum natural tissue
2. While focusing on advanced techniques and materials, learn the advantages of using MI treatment in cosmetic dentistry
3. Learn how to reconstruct esthetic and stable occlusion and periodontal tissue

ALL DAY HANDS-ON WORKSHOP

LOCATION: NATIONAL HARBOR 12 – LEVEL 3
COURSE - W214

TOPIC – ACCREDITATION (CASE TYPE V)
Replacing Mother Nature Through Layering, Contouring, and Appropriate Polishing with Composites

Attendance Limited to 50
Materials and equipment supported by Bisco Dental Products and Heraeus.

Bret LeSage, DDS
Frank Milnar, DDS
9:15 am – 5:30 pm
AGD Subject Code: 730
CE Units: 6.0P

Course breaks for lunch 12:15 pm to 2:30 pm

Educational Objectives:
1. Use a unique model to train and calibrate your visual perception of polychromicity, incisal halo, and incisal effects that need to be replicated
2. Learn to use the model as your guide to mirror line angles, outline form, primary, secondary, tertiary anatomy, and the appropriate luster and polish
3. Understand porcelain finishing and polishing to aid with intra and extra-oral finishing for minimally invasive dentistry

Disclaimer: The American Board of Cosmetic Dentistry does not endorse any particular clinical technique or style, nor does it endorse particular products or materials. It is acknowledged that Accreditation success is not dependent on the technique or the materials used, but on the excellence of the final result.

Dr. LeSage receives an honorarium from Bisco and Heraeus.

MORNING LECTURE

LOCATION: NATIONAL HARBOR 5 – LEVEL 3
COURSE - L215

TOPIC – ACCREDITATION
Photography Lecture for Accreditation Documentation

Brett Magnuson, DMD
9:15 am – 12:15 pm
AGD Subject Code: 138
CE Units: 3.0L

Recommended lecture for W314 · Friday, 9:15 am - 12:15 pm
or W332 · Friday, 2:30 pm - 5:30 pm

Educational Objectives:
1. Learn photography basics and equipment options
2. Learn how to perfect images for the AACD Accreditation photography series
3. Manage RAW images, conversion to JPEG, and create an AACD PowerPoint® presentation for mentor communication
**Thursday • May 3**

**MORNING LECTURE**

**LOCATION: NATIONAL HARBOR 11 – LEVEL 3**

**Course – L216**

**Topic – Business Staff Communication**

*Just Because You Are an Expert… Doesn’t Make You Interesting. How to Inspire People to Act on Your Advice*

Paul Homoly, DDS  
9:15 am – 12:15 pm  
AGD Subject Code: 557  
CE Units: 3.0L

**Educational Objectives:**
1. Learn how to create interest to peak the listener  
2. Discover the differences between educating vs. influencing patients and team members  
3. Learn how to avoid the most common errors made by uninteresting experts

*Dr. Homoly is a consultant for CareCredit, Pacific Dental, Homoly Communications, Sirona Dental Systems, and Patterson Dental.*

**MORNING LECTURE**

**LOCATION: NATIONAL HARBOR 10 – LEVEL 3**

**Course – L218**

**Topic – Hygiene**

*Hygiene – The CSI of the Mouth – We Don’t Know What We Can’t See!*

Stephanie Lodding, RDH  
9:15 am – 12:15 pm  
AGD Subject Code: 730  
CE Units – 3.0L

**Educational Objectives:**
1. Learn bacterial testing of the mouth and how the systemic link is directly affected by bacteria  
2. Learn how HPV can be a precursor to oral cancer, which patients should be tested, and how to test  
3. Learn practice building tools to help launch your practice potential to the next level

*Ms. Lodding receives an honorarium from Oral DNA Labs.*

**MORNING LECTURE**

**LOCATION: NATIONAL HARBOR 13 – LEVEL 3**

**Course – L217**

**Topic – Materials**

*When Things Don’t Go Right*  
*How to Make Materials Work for You*

Shannon Brinker, CDA, CDD  
9:15 am – 12:15 pm  
AGD Subject Code: 017  
CE Units: 3.0L

**Educational Objectives:**
1. Test and use materials that you encounter every day  
2. Learn what to use, when, and why  
3. Learn everything from soup (impressioning) to nuts (bleaching systems) and everything in between

**MORNING LECTURE**

**LOCATION: POTOMAC 1 – LEVEL 2**

**Course – L219**

**Topic – Smile Design**

*Modern Cosmetic Dentistry: Meeting the High Demands of Esthetic Excellence*  
*Supported by GC America, Inc.*

Wynn Okuda, DMD  
9:15 am – 12:15 pm  
AGD Subject Code: 780  
CE Units – 3.0L

**Educational Objectives:**
1. Learn how to manage the demanding cosmetic patient  
2. Learn how to make bleached esthetic restorations appear natural and not look like “white Chiclet teeth”  
3. Learn how to create predictable, consistent esthetic success in your practice with a combination of treatment and accelerated treatment using smart technology
Morning Hands-On Workshop

Location: Potomac 2 – Level 2
Course - W250

Topic – Composites

Posterior Composites: A Practical, Efficient Technique

Educational Objectives:
1. Review current adhesives and matricing techniques for placing Class II composite restorations
2. Understand the science and technology of SonicFill™
3. Appreciate the value and time savings of placing posterior restorations using bulk fill technology

Ronald Jackson, DDS
9:15 am – 12:15 pm
AGD Subject Code: 731
CE Units: 3.0P

Morning Hands-On Workshop

Location: Chesapeake 5 – Level 2
Course - W252

Topic – Composites

Mastering Anterior Direct Composite Resin Workshop

Educational Objectives:
1. Learn to use a typodont to practice necessary techniques
2. Learn how to build a direct resin veneer and discuss how to apply the technique to the construction of six or more direct resin veneers
3. Learn, discuss, demonstrate, and participate in shade selection, material placement, and finishing and polishing procedures

James Peyton, DDS
9:15 am – 12:15 pm
AGD Subject Code: 254
CE Credits: 3.0P

Morning Hands-On Workshop

Location: National Harbor 7 – Level 3
Course - W251

Topic – Preparation Design

Maximize Your Aesthetic Results Through New Concepts in Preparation Design

Educational Objectives:
1. Own the knowledge and ability to confidently prepare a difficult space management case
2. Master the concepts of reduction preparation guides and know how, and when, to use and integrate the guides with basic preparation design principles
3. Master composite provisional augmentation and then use depth cutters across the facials to facilitate preparation for minimal tooth reduction

Joyce Bassett, DDS
9:15 am – 12:15 pm
AGD Subject Code: 253
CE Units – 3.0P

Morning Hands-On Workshop

Location: Potomac 5 – Level 2
Course - W253

Topic – Veneers

Creating Veneer Success

Educational Objectives:
1. Develop preparation design skills and confidence using preparation reduction guides
2. Develop provisionalization methods to minimize problems and fabricate provisional veneers that look good
3. Learn a simplified technique for predictable bonded veneers

Betsy Bakeman, DDS
9:15 am – 12:15 pm
AGD Subject Code: 719
CE Units: 3.0P
### Thursday • May 3

#### MORNING HANDS-ON WORKSHOP

**LOCATION:** POTOMAC 3 – LEVEL 2  
**COURSE:** W254  
**TOPIC:** Adhesives  
**Predictable Cementation of Esthetic Restorations**  
Attendance limited to 50  
Supported by Ivoclar Vivadent, Inc.

<table>
<thead>
<tr>
<th>Michael Koczarski, DDS</th>
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Repeated Thursday, 2:30 pm – 5:30 pm · W263

**Educational Objectives:**
1. Identify the advantages and the limits of today’s cements  
2. Understand the principles of adhesion and how to select the ideal cement based on indication, prep design, and material type  
3. Learn hands-on, step-by-step procedures to delivering all-ceramic restorations with confidence and success

#### MORNING HANDS-ON WORKSHOP

**LOCATION:** CHESAPEAKE 6 – LEVEL 2  
**COURSE:** W255  
**TOPIC:** Adhesives  
**Adhesive Restorations – Hands-on Practicum**  
Attendance limited to 50  
Supported by Ultradent Products, Inc.

<table>
<thead>
<tr>
<th>John Kanca, III, DMD</th>
</tr>
</thead>
<tbody>
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</tr>
<tr>
<td>CE Units: 3.0P</td>
</tr>
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Repeated Thursday, 2:30 pm – 5:30 pm · W264

**Educational Objectives:**
1. Learn how to place a proper Class II contact  
2. Learn how to create anatomy efficiently  
3. Learn how to desensitize preparations

#### MORNING HANDS-ON WORKSHOP

**LOCATION:** NATIONAL HARBOR 6 – LEVEL 3  
**COURSE:** W257  
**TOPIC:** Lasers  
**The Clinical Application of Diode Lasers and Curing Lights in Principle-Based Patient Care**  
Attendance limited to 50  
Supported by Philips - Sonicare Zoom Whitening

<table>
<thead>
<tr>
<th>Michael Miyasaki, DDS</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
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<td>CE Units: 3.0P</td>
</tr>
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</table>

Repeated Thursday, 2:30 pm – 5:30 pm · W265

**Educational Objectives:**
1. Learn how to perform common laser procedures, laser-tissue interaction, laser efficacy, and principles for use of diode lasers  
2. Understand the value of lasers in a dental practice including the ROI, patient attraction, and retention  
3. Understand the science of curing lights and their use in successful adhesive techniques

---

Tune In to Support GBAS: Join Us at Bobby McKey’s at 8 p.m. for a GBAS Fundraiser!  
Tickets Available at Registration
### Morning Hands-On Workshop

**Location:** Chesapeake 4 – Level 2  
**Course:** W258  
**Topic – Composites**  
*Direct Composite Restorations Manufactured to Look Better and Last Longer*  
Attendance limited to 50  
Supported by Ultradent Products, Inc.

#### Nasser Barghi, DDS  
9:15 am – 12:15 pm  
AGD Subject Code: 254  
CE Units: 3.0P  
Repeated Thursday, 2:30 pm – 5:30 pm : W266

**Educational Objectives:**  
1. Achieve esthetics and function with direct composite resin by practicing minimally invasive dentistry  
2. Practice the concept of layering in anterior and posterior direct esthetic restorations  
3. Manage esthetic restorations and the art and science of intra-oral repair

### Afternoon Examination

**Location:** Potomac D – Level 2  
**Course:** A200 · A201  
**Topic – Accreditation**  
*Accreditation Written Examination*  
Attendance limited to dentists and laboratory technicians  
1:00 pm – 5:00 pm  
AGD Subject Code: 562

**Educational Objectives:**  
1. Applications must be submitted, with all applicable fees paid, prior to the application deadline and prior to taking the written examination:  
   1. Failure to pass the written examination indicates further education would be beneficial prior to attempting the clinical cases. The following requirement must be met to register for the written examination:  
      1. Pre-registration for the written examination is required. You may register on-site at AAD Registration; however, applications will NOT be accepted after 10:00 am Thursday morning. Please arrive early, as the written examination begins at 1:00 pm sharp.

### Afternoon Lecture

**Location:** National Harbor 3 – Level 3  
**Course:** L227  
**Topic – Composites**  
*Contemporary Composites in Clinical Practice*  
Ronald Jackson, DDS  
2:30 pm – 5:30 pm  
AGD Subject Code: 255  
CE Units: 3.0L

**Educational Objectives:**  
1. Understand the value of contemporary composites in clinical practice  
2. Learn a new practical, efficient posterior composite placement technique  
3. Appreciate the conservative, versatile, and esthetic possibilities when creating anterior restorations or cosmetic enhancements

---

**Note:**  
- Dentist  
- Laboratory Technician  
- Team  
- Spouse/Guest  
- Accreditation  
- Recorded course  
- Audio Recorded Course
**Thursday • May 3**

**Afternoon Hands-On Workshop**

**Location:** National Harbor 11 – Level 3

**Course:** WT229

**Topic – Photography**

*Digital Photography for the Dental Team*

**J.A. Reynolds, DDS**

2:30 pm – 5:30 pm  
AGD Subject Code: 138  
CE Units: 3.0P

**Educational Objectives:**

1. Understand the importance of digital photography and the equipment needed for success  
2. Learn what images to take and how to achieve consistent quality  
3. Become comfortable and confident with the digital camera  
   
   Participants are encouraged to bring their own SLR camera (loaner cameras will be available).

**Afternoon Lecture**

**Location:** National Harbor 10 – Level 3

**Course:** L231

**Topic – Social Media**

*Social Media Marketing: An Interactive Course to Get Started or Boost Your Existing Efforts*

**Rita Zamora**

2:30 pm – 5:30 pm  
AGD Subject Code: 557  
CE Units: 3.0L

**Educational Objectives:**

1. Leave with social media starters on your computer  
2. Understand the functionality of Facebook pages and Twitter  
3. Learn proven social media strategies to help grow your practice

---

**Afternoon Lecture**

**Location:** National Harbor 13 – Level 3

**Course:** L230

**Topic – Financial Planning**

*Annual Tax and Planning Update for Staff*

**Brian Hufford, CPA**

2:30 pm – 5:30 pm  
AGD Subject Code: 552  
CE Units: 3.0L

**Educational Objectives:**

1. Understand how to make a financial plan for your future  
2. Understand current trends and planning strategies  
3. Understand tax planning potential offered by major tax law changes in 2011 and 2012

---

**Afternoon Lecture**

**Location:** National Harbor 4 – Level 3

**Course:** L232

**Topic – Force Management**

*Force Management Through a Balanced Approach Supported by Tekscan, Inc.*

**Mark Montgomery, DMD**

2:30 pm – 5:30 pm  
AGD Subject Code: 730  
CE Units: 3.0L

**Educational Objectives:**

1. Gain insights into the latest understanding of the applied neurology and neuroplasticity of the dentomandibular sensorimotor system  
2. Learn the diagnostic red flags of abnormal forces within the dentomandibular complex and how to relate these red flags to the patient  
3. Understand the relationship between abnormal forces, dysfunction, and pain

---

Tune In to Support GBAS: Join Us at Bobby McKey’s at 8 p.m. for a GBAS Fundraiser!  
Tickets Available at Registration
**Thursday • May 3**

**AFTERNOON LECTURE**

**LOCATION:** NATIONAL HARBOR 5 – LEVEL 3  
**COURSE:** L233  
**TOPIC – ORTHODONTICS**  
Short-Term Orthodontics – A MUST for Every Cosmetic Dentist  
Supported by Six Month Smiles  

*Ryan Swain, DMD*  
2:30 pm – 5:30 pm  
AGD Subject Code: 370  
CE Units – 3.0L

### Educational Objectives:
1. Learn the differences between traditional orthodontics, short-term ortho, and aligner therapy  
2. Understand concepts around case selection for short-term ortho  
3. Understand how brackets and archwires function to obtain desired tooth movement

**AFTERNOON LECTURE**

**LOCATION:** POTOMAC 1 – LEVEL 2  
**COURSE:** L234  
**TOPIC – PRACTICE MARKETING**  
Prenew Preview®  
A Groundbreaking New Technology That Allows Your Patients to “Test Drive” Their New Smiles  
Supported by Jason J Kim Dental Aesthetics and DMG America  

*Jason Kim, CDT*  
2:30 pm – 5:30 pm  
AGD Subject Code: 770  
CE Units – 3.0L

### Educational Objectives:
1. Learn an easier more effective way to sell aesthetic cases for increased office revenue  
2. Learn team case sequencing to create efficiency and accuracy concerning complicated, occlusal rehabilitation cases

**AFTERNOON HANDS-ON WORKSHOP**

**LOCATION:** POTOMAC 2 – LEVEL 2  
**COURSE:** W260  
**TOPIC – COMPOSITES**  
Mastering Posterior and Anterior Techniques of Direct Composites  
Attendance limited to 30  
Supported by Kerr Corporation  

*Joyce Bassett, DDS*  
2:30 pm – 5:30 pm  
AGD Subject Code: 254  
CE Units – 3.0P

### Educational Objectives:
1. Understand current composite materials, bonding systems, and techniques for predictable outcomes  
2. Master the techniques of posterior composite placement  
3. Learn to restore and prepare a composite veneer

**AFTERNOON HANDS-ON WORKSHOP**

**LOCATION:** CHESAPEAKE 5 – LEVEL 2  
**COURSE:** W261  
**TOPIC – COMPOSITES**  
Class IV Composite Resin Workshop  
Attendance limited to 30  
Supported by Tokuyama Dental America, Inc.  

*James Peyton, DDS*  
2:30 pm – 5:30 pm  
AGD Subject Code: 255  
CE Credits: 3.0P

### Educational Objectives:
1. Learn to use a putty matrix to establish lingual and incisal edge position  
2. Learn how to layer composite resin to achieve a natural, life-like restoration  
3. Learn to predictably contour and polish a restoration to natural tooth contour
**Afternoon Hands-On Workshop**

**Location:** National Harbor 7 – Level 3  
**Course:** W262  
**Topic – Composites**  
Anterior Composite Bonding for Accreditation Level Results  
Attendance limited to 50  
Supported by Heraeus  

*John Weston, DDS*  
2:30 pm – 5:30 pm  
AGD Subject Code: 254  
CE Units: 3.0P  

Educational Objectives:
1. Learn simple methods for restoring anterior teeth chair side with direct materials and how accurate reduction guides can create aesthetic success
2. Understand the importance of intra-oral mock-ups as they relate to patient education and case design for beautiful and predictable composite reconstructions
3. Train your “esthetic eye” to see how the subtleties of polish, texture, anatomy, and outline form of natural teeth can be re-created in composite

**Afternoon Hands-On Workshop**

**Location:** Chesapeake 6 – Level 2  
**Course:** W264  
**Topic – Adhesives**  
Adhesive Restorations – Hands-on Practicum  
Attendance limited to 50  
Supported by Ultradent Products, Inc.  

*John Kanca, III, DMD*  
2:30 pm – 5:30 pm  
AGD Subject Code: 255  
CE Units: 3.0P  

Repeated Thursday, 9:15 am – 12:15 pm · W255

Educational Objectives:
1. Learn how to place a proper Class II contact
2. Learn how to create anatomy efficiently
3. Learn how to desensitize preparations

**Afternoon Hands-On Workshop**

**Location:** Potomac 3 – Level 2  
**Course:** W263  
**Topic – Adhesives**  
Predictable Cementation of Esthetic Restorations  
Attendance limited to 50  
Supported by Ivoclar Vivadent, Inc.  

*Michael Koczarski, DDS*  
2:30 pm – 5:30 pm  
AGD Subject Code: 785  
CE Units: 3.0P  

Repeated Thursday, 9:15 am – 12:15 pm · W254

Educational Objectives:
1. Identify the advantages and limits of today’s cements
2. Understand the principles of adhesion and how to select the ideal cement, based on indication, prep design, and material type
3. Learn hands-on, step-by-step procedures for delivering all-ceramic restorations with confidence and success

**Afternoon Hands-On Workshop**

**Location:** Chesapeake 6 – Level 2  
**Course:** W265  
**Topic – Lasers**  
The Clinical Application of Diode Lasers and Curing Lights in Principle-Based Patient Care  
Attendance limited to 50  
Supported by Philips · Sonicare Zoom Whitening  

*Michael Miyasaki, DDS*  
2:30 pm – 5:30 pm  
AGD Subject Code: 260  
CE Units: 3.0P  

Repeated Thursday, 9:15 am – 12:15 pm · W257

Educational Objectives:
1. Learn how to perform common laser procedures, laser-tissue interaction, laser efficacy, and principles for use of diode lasers
2. Understand the value of lasers in a dental practice including the ROI, patient attraction, and retention
3. Understand the science of curing lights and their use in successful adhesive techniques
### Afternoon Hands-On Workshop

**Location:** Chesapeake 4 – Level 2  
**Course:** W266  
**Topic – Composites**  
Direct Composite Resin Restorations Manufactured to Look Better and Last Longer  
Attendance limited to 50  
Supported by Ultradent Products, Inc.

**Nasser Barghi, DDS**  
2:30 pm – 5:30 pm  
AGD Subject Code: 254  
CE Units: 3.0P  

Repeated Thursday, 9:15 am – 12:15 pm · W258

**Educational Objectives:**  
1. Achieve esthetics and function with direct composite resin by practicing minimally invasive dentistry  
2. Practice the concept of layering in anterior and posterior direct esthetic restorations  
3. Manage esthetic restorations and the art and science of intra-oral repair

---

### Afternoon Hands-On Workshop

**Location:** Potomac 6 – Level 2  
**Course:** W268  
**Topic – Contouring**  
The Single Central – The Ultimate Esthetic Challenge  
Attendance limited to 50  
Supported by MicroDental Laboratories

**Lee Culp, CDT**  
**Ken Jones, CDT**  
2:30 pm – 5:30 pm  
AGD Subject Code: 780  
CE Units: 3.0P

**Educational Objectives:**  
1. Learn to analyze both shape and color to replicate a single central  
2. Learn the importance of surface texture and luster  
3. Learn simple stain and glaze techniques to enhance esthetics

---

### Afternoon Hands-On Workshop

**Location:** Potomac 4 – Level 2  
**Course:** W267  
**Topic – Composites**  
Classy Class IV Composites  
Attendance limited to 50  
Supported by Cosmedent, Inc.

**Danièle Larose, DMD**  
2:30 pm – 5:30 pm  
AGD Subject Code: 254  
CE Units: 3.0P

**Educational Objectives:**  
1. Learn which composites and instrumentation help to create the most natural looking restorations  
2. Learn conservative preparation for long-lasting, beautiful Class IV fillings, using layering techniques with microhybrids, microfills, opaquers, and tints  
3. Learn how Class IV restorations can be used to enhance the beauty of a smile and offer patients a conservative “smile-lift”

---

### Afternoon Hands-On Workshop

**Location:** Potomac 5 – Level 2  
**Course:** WA269  
**Topic – Direct Restorations**  
Restorative Options for the Dental Assistant  
Attendance limited to 34  
Supported by 3M ESPE Dental

**Shannon Brinker, CDA, CDD**  
2:30 pm – 5:30 pm  
AGD Subject Code: 551  
CE Units: 3.0P

**Educational Objectives:**  
1. Understand glass ionomers for Class V proper placement and sandwich technique  
2. Understand when and how to use materials  
3. Understand the matrix system
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**Contact Information**

www.protechdentalstudio.com
info@protechdentalstudio.com

1890 Preston White Drive
Suite 300
Reston, VA 20191

**Phone Number**

877-737-7883
<table>
<thead>
<tr>
<th>TOPIC</th>
<th>LOCATION</th>
<th>TIME</th>
<th>COURSE/SPEAKER/PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Session</td>
<td>Potomac A – Level 2</td>
<td>8:00 am - 9:00 am</td>
<td>General Session</td>
</tr>
<tr>
<td>Implants</td>
<td>Potomac C – Level 2</td>
<td>9:15 am - 5:30 pm</td>
<td>Course L310 • Misch • page 38</td>
</tr>
<tr>
<td>Minimally Invasive Dentistry</td>
<td>National Harbor 2 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L311 • Milicich • page 38</td>
</tr>
<tr>
<td>Materials</td>
<td>National Harbor 3 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L312 • Nathanson • page 39</td>
</tr>
<tr>
<td>Sleep Apnea</td>
<td>National Harbor 4 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L313 • Smith • page 39</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Potomac D – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L314 • Magnuson • page 39</td>
</tr>
<tr>
<td>Accreditation (Case Type II)</td>
<td>National Harbor 11 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L315 • Sesemann • page 39</td>
</tr>
<tr>
<td>Hygiene</td>
<td>National Harbor 10 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L316 • Lodding • page 40</td>
</tr>
<tr>
<td>Financial Verbal Skills</td>
<td>National Harbor 13 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L317 • Twigg • page 40</td>
</tr>
<tr>
<td>Practice Marketing</td>
<td>National Harbor 5 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L318 • Galley/Roman/Smith • page 40</td>
</tr>
<tr>
<td>Whitening</td>
<td>Chesapeake 4 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L319 • Ward • page 40</td>
</tr>
<tr>
<td>Case Acceptance</td>
<td>Chesapeake 5 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course L320 • Murphy • page 41</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Potomac 1 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course A300 • Rego • page 41</td>
</tr>
<tr>
<td>Accreditation</td>
<td>National Harbor 12 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course A301 • Olson • page 41</td>
</tr>
<tr>
<td>Overdenture Implants</td>
<td>National Harbor 6 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W350 • Leopardi • page 41</td>
</tr>
<tr>
<td>Temporization</td>
<td>Chesapeake 6 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W351 • Mechanic • page 42</td>
</tr>
<tr>
<td>Minimally Invasive Dentistry</td>
<td>National Harbor 7 – Level 3</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W352 • LeSage • page 42</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 3 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W353 • Jackson • page 42</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 5 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W354 • Weston • page 42</td>
</tr>
<tr>
<td>Glass Ionomers</td>
<td>Potomac 2 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course WL355 • Ramsey/Ritter • page 43</td>
</tr>
<tr>
<td>Diastema Closure</td>
<td>Potomac 4 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W356 • Peck • page 43</td>
</tr>
<tr>
<td>Adhesives</td>
<td>Potomac 6 – Level 2</td>
<td>9:15 am - 12:15 pm</td>
<td>Course W357 • Parker • page 43</td>
</tr>
</tbody>
</table>
Everything counts at the CAC

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Barbara W. Wojdan, CDT, AAACD
barbwarner@knightdentalgroup.com

Lonnie Lee, CDT, AAACD
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## AFTERNOON

<table>
<thead>
<tr>
<th>Topic</th>
<th>Location</th>
<th>Time</th>
<th>Course/Speaker/Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implants</td>
<td>Potomac C – Level 2</td>
<td>2:30 pm - 5:30 pm (cont.)</td>
<td>Course L310 • Misch • page 38</td>
</tr>
<tr>
<td>Minimally Invasive Dentistry</td>
<td>National Harbor 2 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L326 • Milicich • page 43</td>
</tr>
<tr>
<td>Smile Design</td>
<td>National Harbor 5 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L327 • Lowe • page 44</td>
</tr>
<tr>
<td>Accreditation • Case Type III</td>
<td>National Harbor 11 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L328 • Bakeman • page 44</td>
</tr>
<tr>
<td>Ceramic Selection</td>
<td>National Harbor 3 – Level 3</td>
<td>2:30 pm - 3:15 pm</td>
<td>Course L331 • Rego /Ritter • page 44</td>
</tr>
<tr>
<td>Restorations</td>
<td>National Harbor 3 – Level 3</td>
<td>3:30 pm - 4:15 pm</td>
<td>Course L330 • Bellerino /Malone • page 44</td>
</tr>
<tr>
<td>Porcelain Restorations</td>
<td>National Harbor 3 – Level 3</td>
<td>4:30 pm - 5:15 pm</td>
<td>Course L329 • Fondriest/Roberts • page 45</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Potomac D – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W332 • Magnuson • page 45</td>
</tr>
<tr>
<td>Patient Psychology</td>
<td>National Harbor 4 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L333 • Leite • page 45</td>
</tr>
<tr>
<td>Team Leadership</td>
<td>National Harbor 10 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L334 • Homoly • page 45</td>
</tr>
<tr>
<td>Financial Planning</td>
<td>National Harbor 13 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L335 • Hufford • page 46</td>
</tr>
<tr>
<td>Comprehensive Aesthetics</td>
<td>National Harbor 12 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L336 • Lerner • page 46</td>
</tr>
<tr>
<td>Practice Marketing</td>
<td>Chesapeake 4 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L337 • Blatchford • page 46</td>
</tr>
<tr>
<td>Facial Resurfacing</td>
<td>Chesapeake 5 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course L338 • Roberts • page 46</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Potomac 1 – Level 2</td>
<td>2:30 pm - 4:30 pm</td>
<td>Course A302 • LeSage • page 47</td>
</tr>
<tr>
<td>Accreditation</td>
<td>Potomac 1 – Level 2</td>
<td>4:30 pm - 5:30 pm</td>
<td>Course A303 • LeSage • page 47</td>
</tr>
<tr>
<td>Temporization</td>
<td>Chesapeake 6 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W1360 • Mechanic • page 47</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 3 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W361 • Jackson • page 47</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 5 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W362 • Weston • page 48</td>
</tr>
<tr>
<td>Provisionals</td>
<td>National Harbor 7 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course WA363 • Brinker • page 48</td>
</tr>
<tr>
<td>Overdenture Implants</td>
<td>National Harbor 6 – Level 3</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W364 • Leopardi • page 48</td>
</tr>
<tr>
<td>Veneers</td>
<td>Potomac 4 – Level 2</td>
<td>2:30 pm - 5:30 pm</td>
<td>Course W365 • Berland • page 48</td>
</tr>
</tbody>
</table>
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All Day

**LOCATION:** POTOMAC C – LEVEL 2

**Course - L310**

**Topic – Implants**

Esthetic Maxillary Anterior Implants

**Carl Misch, DDS**

9:15 am - 5:30 pm

AGD Subject Code: 690

CE Units: 6.0L

Course breaks for lunch 12:15 pm to 2:30 pm

<table>
<thead>
<tr>
<th>All Attendees</th>
<th>Intermediate</th>
<th>Clinical</th>
</tr>
</thead>
</table>

**Educational Objectives:**

1. Learn the indication and contraindications for a maxillary anterior single tooth implant
2. Understand how to use implants of proper size in the esthetic zone, based upon four factors
3. Understand the ideal implant position, mesio-distal, faceo-palatal, angulations, and depth
4. Learn the significant options for the soft-tissue drape around anterior implants

**Dr. Misch is a consultant with BioHorizon, Concise Vision, Great Lakes Orthodontics, Materialise, Salvin Dental, and DTI Laboratories.**

Morning

**LOCATION:** NATIONAL HARBOR 2 – LEVEL 3

**Course - L311**

**Topic – Minimally Invasive Dentistry**

Preventistry – Minimal Invasion, Maximum Intervention

**Graeme Milicich, BDS**

9:15 am – 12:15 pm

AGD Subject Code: 257

CE Units – 3.0L

<table>
<thead>
<tr>
<th>Dentist</th>
<th>Team</th>
<th>Intermediate</th>
<th>Clinical</th>
</tr>
</thead>
</table>

**Educational Objectives:**

1. Learn new and effective caries management concepts, strategies, and products based on pH modulation of the biofilm
2. Understand the biomechanical consequences of cavity designs – cut an occlusal and you can cause interproximal decay
3. Learn why sealants fail and how to place successful long-term sealants using appropriate technologies and materials

**Dr. Milicich is a consultant with GC and Triodent and a stock shareholder at Oral Biotech. He receives an honorarium from GCA, Triodent, Biolase, and D4D.**
MORNING  

LOCATION: NATIONAL HARBOR 3 – LEVEL 3  

COURSE – L312  

TOPIC – MATERIALS  

Effective Use of Modern Materials in a Cosmetic Dentistry Practice  

Dan Nathanson, DMD, MSD  
9:15 am – 12:15 pm  
AGD Subject Code: 017  
CE Units: 3.0L  

Educational Objectives:  
1. Become familiar with trends and use of new restorative material systems  
2. Select the appropriate system and procedure for optimal esthetic results and longevity  
3. Understand the specific indications and contraindications for use of new material systems  

MORNING  

LOCATION: NATIONAL HARBOR 4 – LEVEL 3  

COURSE - L313  

TOPIC – SLEEP APNEA  

Sleeping with the Enemy  

B. Kent Smith, DDS  
9:15 am – 12:15 pm  
AGD Subject Code: 160  
CE Units: 3.0L  

Educational Objectives:  
1. Learn the functions of sleep  
2. Discover the sequellae of disturbed sleep  
3. Realize the dentist’s role in providing better sleep

FRIDAY • MAY 4

MORNING  

LOCATION: POTOMAC D – LEVEL 2  

COURSE - W314  

TOPIC – ACCREDITATION  

Photography Hands-On Workshops for Accreditation Documentation  

Brett Magnuson, DMD  
9:15 am – 12:15 pm  
AGD Subject Code: 138  
CE Units: 3.0P  

This course is recommended for members in the Accreditation process.  
Recommended lecture - L215 - Thursday, 9:15 am – 12:15 pm  
Repeated Friday, 2:30 pm – 5:30 pm - W332  

Educational Objectives:  
1. Learn photography basics and equipment options  
2. Learn how to perfect images for the AACD Accreditation photography series  
3. Manage RAW images, conversion to JPEG, and create an AACD PowerPoint presentation for mentor communication

MORNING  

LOCATION: NATIONAL HARBOR 11 – LEVEL 3  

COURSE - L315  

TOPIC – ACCREDITATION (CASE TYPE II)  

Matching One or Two Indirect Restorations to Natural Dentition – A Focus of Accreditation Case Type II  

Michael R. Sesemann, DDS  
9:15 am – 12:15 pm  
AGD Subject Code: 250  
CE Units – 3.0L  

Educational Objectives:  
1. Learn restorative team clinical techniques and tips that promote success with this type of restorative challenge  
2. Identify and understand Accreditation Case Type II criteria  
3. Learn factors involved with producing Accreditation level results including case selection, choice of materials, photography, and dentist/laboratory technician communication whether for Accreditation or not  

Disclaimer: The American Board of Cosmetic Dentistry does not endorse any particular clinical technique or style, nor does it endorse particular products or materials. It is acknowledged that Accreditation success is not dependent on the technique or the materials used, but on the excellence of the final result.
**Friday • May 4**

**Morning Lecture**  
**Location:** National Harbor 10 – Level 3  
**Course:** L316  
**Topic:** Hygiene  
Lasers and Oral Fitness - Hygienists Waving Your Magic Wand

*Stephanie Lodding, RDH*  
9:15 am – 12:15 pm  
AGD Subject Code: 135  
CE Units: 3.0L

**Educational Objectives:**  
1. Understanding the benefits of laser therapy in health and wellness  
2. Know how to integrate lasers with guaranteed ROI  
3. Acquire communication tools to engage your own patients into health and wellness

Ms. Lodding receives an honorarium from Oral DNA Labs.

**Morning Lecture**  
**Location:** National Harbor 13 – Level 3  
**Course:** L317  
**Topic:** Financial Verbal Skills  
Better Verbal Skills: Blah, Blah, Blah Just Doesn't Cut it Anymore

*Tim Twigg*  
9:15 am – 12:15 pm  
AGD Subject Code: 550  
CE Units: 3.0L

**Educational Objectives:**  
1. Build trusting relationships and rapport to engage on an emotional level with your patients  
2. Present patient wants, diagnostic findings and proposed treatment, through linking  
3. Communicate affordability, quality, and value to reinforce what your patients really want

**Morning Lecture**  
**Location:** Chesapeake 4 – Level 2  
**Course:** L319  
**Topic:** Whitening  
Understanding Modern Advances in Professional Teeth Whitening

*Marilyn Ward, DDS*  
9:15 am – 12:15 pm  
AGD Subject Code: 781  
CE Units: 3.0L

**Educational Objectives:**  
1. Understand and treat tooth sensitivity during whitening  
2. Understand shade assessment and tooth whitening diagnosis  
3. Gain knowledge of scientific research advances on chemical vs. light activated peroxide

---

Don’t Miss Tonight’s Membership Meeting! Registration starts at 5:30 p.m. Meeting 6 p.m. to 8 p.m.
Morning Lecture
Location: Chesapeake 5 – Level 2
Course - L320
Topic – Case Acceptance
Evidence Based Practice Solutions: Improving Case Acceptance
Attendance limited to 50
Supported by MicroDental
Mark Murphy, DDS, BS
9:15 am – 12:15 pm
AGD Subject Code: 550
CE Units: 3.0L

Educational Objectives:
1. Create a co-discovery model for the new patient experience
2. Articulate the role of insurance to patients
3. Communicate the value proposition and benefits of comprehensive care

Morning Lecture
Location: Potomac 1 – Level 2
Course - A300
Topic – Accreditation
Laboratory Technician Accreditation Workshop
Nelson Rego, CDT
9:15 am – 12:15 pm
AGD Subject Code: 780
CE Units: 3.0L

Educational Objectives:
1. Become familiar with the AACD Accreditation protocol as it relates to laboratory technicians
2. See examples of successful and unsuccessful Accreditation cases
3. Understand why achieving a credential as a laboratory technician in cosmetic dentistry is desirable and why there is such a demand for it

Morning Lecture
Location: National Harbor 12 – Level 3
Course - A301
Topic – Accreditation
Examiner Calibration
Attendance limited to Accreditation Examiners
Nils Olson, DDS
9:15 am – 12:15 pm
AGD Subject Code: 780
CE Units: 3.0L

Educational Objectives:
1. Understand Accreditation standards to review and analyze submitted cases
2. Review the evolution of the Accreditation criteria and how to objectively utilize it in the examination process

Morning Hands-On Workshop
Location: National Harbor 6 – Level 3
Course - W350
Topic – Overdenture Implants
Complete Overdenture Implant Therapy: Treatment Planning and Clinical Techniques – Removable
Attendance limited to 50
Supported by Heraeus
Aldo Leopardi, DDS, BDS, MS
9:15 am – 12:15 pm
AGD Subject Code: 671
CE Units – 3.0P

Educational Objectives:
1. Understand treatment planning for the overdenture patient
2. Understand biomechanical principles in prosthetic design: stress broken vs. rigid design concepts
3. Learn impression techniques, use of appropriate implant prosthetic components, denture tooth selection, and overdenture occlusion
### Morning Hands-On Workshop

**Location:** Chesapeake 6 – Level 2  
**Course:** WL351  
**Topic – Temporization**  
*Artistic Smile Design: Facial Changes Through Temporization*  
Attendance limited to 30  
Supported by DMG America  

**Elliot Mechanic, DDS, BSc**  
9:15 am – 12:15 pm  
AGD Subject Code: 780  
CE Units: 3.0P  

Repeated Friday, 2:30 pm – 5:30 pm · WL360

**Educational Objectives:**  
1. Understand the principles of artistic smile design and the role of provisional restoration as a prototype  
2. Learn smile design alteration through artistic temporization and the modifications necessary to achieve desired facial changes  
3. Understand impression taking, bite registration, and bite adjustment

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**Location:** National Harbor 7 – Level 3  
**Course:** W352  
**Topic – Minimally Invasive Dentistry**  
*Composite Mirroring: Re-Creating A Natural Tooth*  
Attendance limited to 50  
Supported by Heraeus  

**Brian LeSage, DDS**  
9:15 am – 12:15 pm  
AGD Subject Code: 780  
CE Units: 3.0P  

**Educational Objectives:**  
1. Create an entire tooth form using dentin and enamel shades of dental composite restorative materials  
2. Create a seamless restoration using eight steps and unique layering techniques  
3. Mimic nature in both color and form; creating beautiful and undetectable restorations

---

**Location:** Potomac 3 – Level 2  
**Course:** W353  
**Topic – Composites**  
*Composite Artistry Workshop*  
Attendance limited to 50  
Supported by Ivoclar Vivadent, Inc.  

**Ronald Jackson, DDS**  
9:15 am – 12:15 pm  
AGD Subject Code: 780  
CE Units: 3.0P  

Repeated Friday, 2:30 pm – 5:30 pm · W361

**Educational Objectives:**  
1. Be able to achieve life-like restorations and cosmetic enhancements with composite resin  
2. Gain a practical understanding of opacity and translucency  
3. Accomplish finishing and polishing quickly and predictably

---

**Location:** Potomac 5 – Level 2  
**Course:** W354  
**Topic – Composites**  
*Accreditation Quality Direct Composite Restorations*  
Attendance limited to 34  
Supported by 3M ESPE Dental  

**John Weston, DDS**  
9:15 am – 12:15 pm  
AGD Subject Code: 250  
CE Units: 3.0P  

Repeated Friday, 2:30 pm – 5:30 pm · W362

**Educational Objectives:**  
1. Understand how new nano-composite materials help improve anterior restorative success  
2. See how to easily layer anterior composites and incorporate proper smile design into every case  
3. Learn the secrets to contouring, finishing and polishing for brilliant natural results
**Morning Hands-On Workshop**

**Location:** Potomac 2 – Level 2  
**Course:** WL355  
**Topic:** Glass Ionomers  
**Predictable Posterior Restorations**  
Attendance limited to 45  
Supported by GC America, Inc.

*Christopher Ramsey, DMD  
Robert Ritter, DMD*

9:15 am – 12:15 pm  
AGD Subject Code: 255  
CE Units: 3.0P

**Educational Objectives:**  
1. Understand the role of glass ionomers and composites  
2. Understand the benefits of seventh generation adhesives  
3. Understand sectional matrix systems for predictable contacts and embrasures

**Morning Hands-On Workshop**

**Location:** Potomac 4 – Level 2  
**Course:** W356  
**Topic:** Diastema Closure  
**Diastema Closure – Closing the Gap by Recreating Nature**  
Attendance limited to 50  
Supported by Cosmedent, Inc.

*Fred Peck, DDS*

9:15 am – 12:15 pm  
AGD Subject Code: 254  
CE Units: 3.0P

**Educational Objectives:**  
1. Know how to determine when multiple teeth need diastema closure  
2. Know how to block out shadowing from the inside mouth  
3. Learn how to reproduce natural developmental lobes while matching the existing natural tooth

**Morning Hands-On Workshop**

**Location:** Potomac 6 – Level 2  
**Course:** W357  
**Topic:** Adhesives  
**Adhesive and Restorative Dentistry for Today’s Economic Environment**  
Attendance limited to 30  
Supported by Shofu Dental Corporation

*Scott Parker, DDS*

9:15 am – 12:15 pm  
AGD Subject Code: 250  
CE Units: 3.0P

**Educational Objectives:**  
1. Have a thorough understanding of adhesion and how to utilize today’s materials  
2. Learn to select materials for better caries resistance and how to avoid failure  
3. Learn how to make composite restorations that virtually disappear in the mouth

**Afternoon Lecture**

**Location:** National Harbor 2 – Level 3  
**Course:** L326  
**Topic:** Minimally Invasive Dentistry  
**Minimal Intervention Restorative Treatment Options**

*Graeme Milicich, BDS*

2:30 pm – 5:30 pm  
AGD Subject Code: 250  
CE Units – 3.0L

**Educational Objectives:**  
1. Learn effective treatment of deep caries to avoid an exposure and the restoration of the cavity utilizing silver diamine fluoride and the closed sandwich technique  
2. Learn some effective laser applications to take the stress out of your day  
3. Learn why adhesive ceramics, CAD/CAM or pressed, should be a major part of your treatment options

Dr. Milicich is a consultant with GC and Triodent and a stock shareholder at Oral Biotech. He receives an honorarium from GCA, Triodent, Biolase, and D4D.
Friday • May 4

**Afternoon Lecture**

**Location:** National Harbor 5 – Level 3

**Course - L327**

**Topic – Smile Design**

*Smile Design for the Dental Team*

Edward Lowe, DMD

2:30 pm – 5:30 pm
AGD Subject Code: 780
CE Units: 3.0L

**Educational Objectives:**
1. Develop a foundational knowledge of facial types, lip architecture, gingival elements, tooth arrangement, and tooth characteristics
2. Discover what questions to ask about a patient’s smile and develop a set of verbal skills to communicate with a patient what qualities make up an attractive smile
3. Learn how to systematically look at any smile and immediately assess its features for potential improvement or treatment possibilities

---

**Afternoon Lecture**

**Location:** National Harbor 3 – Level 3

**Course - L331**

**Topic – Ceramic Selection**

*Ceramic Selection in the Oral Environment*

Nelson Rego, CDT
Robert Ritter, DMD

2:30 pm – 3:15 pm
AGD Subject Code: 612
CE Units: 1.0L

**Educational Objectives:**
1. Understand the effect of prep shade on ingot selection
2. Know when to use zirconia and when to use lithium disilicate, or when to use both
3. Learn about cement selection for ease of use and consistent results

---

**Afternoon Lecture**

**Location:** National Harbor 3 – Level 3

**Course - L330**

**Topic – Restorations**

*Predictable Techniques for a Complete Ceramic Rehabilitation*

Michael Bellerino, CDT
Mike Malone, DDS

3:30 pm – 4:15 pm
AGD Subject Code: 610
CE Units: 1.0L

**Educational Objectives:**
1. Understand how to manage complex rehabilitations
2. Learn how to manage occlusion for complex esthetic treatment
3. Learn how to manage high-strength ceramics for maximum predictability

**Dr. Malone receives an honorarium from Dentsply and Ivoclar Vivadent.**
<table>
<thead>
<tr>
<th>Location: National Harbor 3 – Level 3</th>
<th>Lecture</th>
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<th>Lecture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course - L329</strong></td>
<td></td>
<td><strong>Course - L333</strong></td>
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<tr>
<td><strong>Topic – Porcelain Restorations</strong></td>
<td></td>
<td><strong>Topic – Patient Psychology</strong></td>
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<tr>
<td>Strategic Design of Anterior Porcelain Restorations in High Risk Occlusal Situations</td>
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<td>The Psychology of Dentistry</td>
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<td>James Fondriest, DDS</td>
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<td>John Leite, PhD</td>
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<td>Matthew Roberts, CDT</td>
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<td>4:30 pm – 5:15 pm</td>
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<td><strong>Educational Objectives:</strong></td>
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<td><strong>Educational Objectives:</strong></td>
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<tr>
<td>1. Learn veneering porcelain design strategies</td>
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<td>1. Understand how to address the needs of at-risk dental patients</td>
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<td>2. Learn planned design of coping and veneering porcelain</td>
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<td>2. Understand the psychological nature of domestic violence and gain an awareness of the signs, symptoms, injuries, and risk factors indicative of domestic violence</td>
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<td>3. Learn to identify and decrease forces on your restorations</td>
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<td>3. Understand and successfully work with the potential long-term emotional and behavioral effects of surviving domestic violence exhibited by patients enrolled in the Give Back A Smile program</td>
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<tr>
<th>Location: Potomac D – Level 2</th>
<th>Hands-On Workshop</th>
<th>Location: National Harbor 10 – Level 3</th>
<th>Lecture</th>
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<tr>
<td><strong>Course - W332</strong></td>
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<td><strong>Course - L334</strong></td>
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<tr>
<td><strong>Topic – Accreditation</strong></td>
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<td><strong>Topic – Team Leadership</strong></td>
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<td>Photography Hands-On Workshop for Accreditation Documentation</td>
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<td>Just Because You Are Right…Doesn’t Mean They Will Agree. Leadership and Influencing Skills for the Business Team.</td>
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<td>Attendance limited to 48</td>
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<tr>
<td>Brett Magnuson, DMD</td>
<td></td>
<td>Paul Homoly, DDS</td>
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<td>2:30 pm – 5:30 pm</td>
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<tr>
<td>1. Learn photography basics and equipment options</td>
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<td>1. Discover the four critical conversations for case acceptance</td>
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<td>2. Learn how to perfect images for the Aacd Accreditation photography series</td>
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<td>2. Learn how to manage patients not yet ready for care</td>
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<td>3. Manage RAW images, conversion to JPEG, and create an Aacd PowerPoint® presentation for mentor communication</td>
<td></td>
<td>Dr. Homoly is a consultant for CareCredit, Pacific Dental, Homoly Communications, Sirona Dental Systems, and Patterson Dental.</td>
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</table>
**Educational Objectives:**
1. Understand tax law changes made in 2011 and 2012
2. Plan capital expenditures for equipment and office improvements to take advantage of changing tax laws
3. Understand tax planning potential offered by major tax law changes in 2011 and 2012

---

**Educational Objectives:**
1. Learn how to increase net by including merging a practice merger and a solid marketing plan
2. Understand how solid sales skills are a must to maximize your marketing efforts
3. Learn how an office budget is not a diet but a MUST for gaining net return harmony

---

**Educational Objectives:**
1. Understand how lasers can enhance overall soft-tissue management and both extra-oral and intra-oral aesthetic outcomes
2. Understand clinical indications and patient selection for laser facial resurfacing
3. Understand how facial laser resurfacing integrates with smile design, Botox, and fillers to maximize facial rejuvenation
**Friday • May 4**

**Afternoon Lecture**

**Location:** Potomac 1 – Level 2

**Course:** A302

**Topic – Accreditation**

Fellowship Workshop for Accredited Members

Attendance limited to Accredited Members

_Brian LeSage, DDS_

2:30 pm – 4:30 pm
AGD Subject Code: 130
CE Units: 2.0L

**Educational Objectives:**
1. Understand Fellowship protocol
2. Examine successful and unsuccessful Fellowship cases

**Afternoon Lecture**

**Location:** Potomac 1 – Level 2

**Course:** A303

**Topic – Accreditation**

Fellowship Calibration for Fellowship Examiners

Attendance limited to Fellowship Examiners

_Brian LeSage, DDS_

4:30 pm – 5:30 pm
AGD Subject Code: 130
CE Units: 1.0L

**Educational Objectives:**
1. Inform, analyze and calibrate Fellowship Examiners to current standards
2. Evaluate and test Fellowship Examiners
3. Review the evolution of the Accreditation criteria and learn to objectively utilize this criteria in the examination process

**Afternoon Hands-On Workshop**

**Location:** Chesapeake 6 – Level 2

**Course:** WL360

**Topic – Temporization**

Artistic Smile Design: Facial Changes Through Temporization

Attendance limited to 30

_Supported by DMG America_

_Elliot Mechanic, DDS, BSc_

2:30 pm – 5:30 pm
AGD Subject Code: 780
CE Units – 3.0P

Repeate Friday, 9:15 am – 12:15 pm · WL351

**Educational Objectives:**
1. Understand the principles of artistic smile design and the role of provisional restoration as a prototype
2. Learn smile design alteration through artistic temporization and the modifications necessary to achieve desired facial changes
3. Understand impression taking, bite registration, and bite adjustment

**Afternoon Hands-On Workshop**

**Location:** Potomac 3 – Level 2

**Course:** W361

**Topic – Composites**

Composite Artistry Workshop

Attendance limited to 50

_Supported by Ivoclar Vivadent, Inc._

_Ronald Jackson, DDS_

2:30 pm – 5:30 pm
AGD Subject Code: 255
CE Units: 3.0P

Repeated Friday, 9:15 am – 12:15 pm · W353

**Educational Objectives:**
1. Be able to achieve life-like restorations and cosmetic enhancements with composite resin
2. Gain a practical understanding of opacity and translucency
3. Accomplish finishing and polishing quickly and predictably
Don’t Miss Tonight’s Membership Meeting! Registration starts at 5:30 p.m. Meeting 6 p.m. to 8 p.m.

**Afternoon Hands-On Workshop**

**Location: Potomac 5 – Level 2**

**Course - W362**

**Topic – Composites**

*Accreditation Quality Direct Composite Restorations*

Attendance limited to 34

Supported by 3M ESPE Dental

**John Weston, DDS**

2:30 pm – 5:30 pm  
AGD Subject Code: 254  
CE Units: 3.0P

Repeated Friday, 9:15 am – 12:15 pm · W354

**Educational Objectives:**

1. Understand how new nano-composite materials help improve anterior restorative success
2. See how to easily layer anterior composites and incorporate proper smile design into every case
3. Learn the secrets to contouring, finishing and polishing for brilliant natural results

**Afternoon Hands-On Workshop**

**Location: National Harbor 6 – Level 3**

**Course - W364**

**Topic – Overdenture Implants**

*Complete Overdenture Implant Therapy: Treatment Planning and Clinical Techniques – Advanced Fixed*

Attendance limited to 50

Supported by Heraeus

**Aldo Leopardi, DDS, BDS, MS**

2:30 pm – 5:30 pm  
AGD Subject Code: 690  
CE Units – 3.0P

**Educational Objectives:**

1. Understand treatment planning for the overdenture patient
2. Understand biomechanical principles in prosthetic design: stress broken vs. rigid design concepts
3. Learn impression techniques, use of appropriate implant prosthetic components, denture tooth selection, and overdenture occlusion

**Afternoon Hands-On Workshop**

**Location: National Harbor 7 – Level 3**

**Course - WA363**

**Topic – Provisionals**

*The Art of Exquisite Anterior, Posterior, Single, and Multiple Unit Provisionals*

Attendance limited to 50

Supported by Heraeus

**Shannon Brinker, CDA, CDD**

2:30 pm – 5:30 pm  
AGD Subject Code: 780  
CE Units: 3.0P

**Educational Objectives:**

1. Learn how to choose the right provisional materials for shade matching
2. Learn pre-op impression techniques for easy trimming
3. Learn how to replicate missing dentition and restore to proper contour and shape with provisionals

**Afternoon Hands-On Workshop**

**Location: Potomac 4 – Level 2**

**Course - W365**

**Topic – Veneers**

*Thin Is In – The No Fear Veneer to Create Predictable, Simple, Artistic, Exquisite, and Naturally Beautiful Smiles*

Attendance limited to 50

Supported by Cosmedent, Inc.

**Lorin Berland, DDS**

2:30 pm – 5:30 pm  
AGD Subject Code: 783  
CE Units: 3.0P

**Educational Objectives:**

1. Learn veneer indications, tooth preparation rationale, and how to analyze and determine what the patient wants/expects for the final result
2. Learn how to take accurate impressions and how best to temporize veneer and/or crown preparations followed by proper lab communication
3. Learn a simple try-in method to verify fit and color, followed by cementation techniques and how to select which materials to use to ensure marginal integrity, and finally, finishing the process so patients will be thrilled with the end result
Join us in Philadelphia this June to enjoy the freedom of earning an entire year’s worth of continuing education in one great location! This year’s educational program includes:

- “Key Implant Position and Implant Number: A Biomechanical Rationale to Treatment Planning,” Carl E. Misch, BS, DDS, MDS, PhD (hc)
- “BOTOX® and Dermal Fillers for Every Dental Practice: A Two-Day Course,” Louis J. Malcmacher, DDS, MAGD
- “What’s Hot and What’s Getting Hotter,” Howard S. Glazer, DDS, FAGD
- “The Occlusal Secrets You Should Have Learned in Kindergarten: Or, How to Take Your Practice to the Next Level,” Irwin Becker, DDS

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<table>
<thead>
<tr>
<th>TOPIC</th>
<th>LOCATION</th>
<th>TIME</th>
<th>COURSE/SPEAKER/PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Technologies and Trends</td>
<td>Potomac C – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course L410 • Child/Christensen • page 52</td>
</tr>
<tr>
<td>Edentulous Patients</td>
<td>National Harbor 2 – Level 3</td>
<td>8:30 am - 4:30pm</td>
<td>Course L411 • Priest • page 52</td>
</tr>
<tr>
<td>BOTOX®</td>
<td>National Harbor 3 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L412 • Roberts • page 52</td>
</tr>
<tr>
<td>Accreditation</td>
<td>National Harbor 12 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L413 • Peyton • page 52</td>
</tr>
<tr>
<td>Accreditation (Case Type I)</td>
<td>National Harbor 11 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L414 • LeSage • page 53</td>
</tr>
<tr>
<td>Photography</td>
<td>National Harbor 4 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L415 • Spoor • page 53</td>
</tr>
<tr>
<td>Practice Development</td>
<td>National Harbor 13 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L416 • Bernstein • page 53</td>
</tr>
<tr>
<td>Whitening</td>
<td>National Harbor 5 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L417 • Brinker • page 53</td>
</tr>
<tr>
<td>Hygiene</td>
<td>National Harbor 10 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course L418 • Wall • page 54</td>
</tr>
<tr>
<td>Shade Taking</td>
<td>Potomac 1 – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course L419 • Kahng • page 54</td>
</tr>
<tr>
<td>Veneers</td>
<td>Potomac 6 – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course L420 • Hahn • page 54</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 3 – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course W450 • Sesemann • page 54</td>
</tr>
<tr>
<td>Bonding</td>
<td>National Harbor 7 – Level 3</td>
<td>8:30 am - 11:30 am</td>
<td>Course W451 • Willhite • page 55</td>
</tr>
<tr>
<td>Veneers</td>
<td>Potomac 4 – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course W452 • Chan • page 55</td>
</tr>
<tr>
<td>Composites</td>
<td>Potomac 5 – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course W453 • Parker • page 55</td>
</tr>
<tr>
<td>Orthodontics</td>
<td>Potomac 2 – Level 2</td>
<td>8:30 am - 11:30 am</td>
<td>Course W454 • Cortes • page 55</td>
</tr>
</tbody>
</table>
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Volume 2, 2012 (4 issues)

<table>
<thead>
<tr>
<th></th>
<th>North America (USA, Canada, Mexico)</th>
<th>International—Surface Mail</th>
<th>International—Air Mail</th>
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*Verification of full-time student status must be presented.

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Stop by the Quintessence booth (#417) to learn more.

Editor-in-Chief: Richard J. Simonsen, DDS, MS

The American Journal of Esthetic Dentistry launched last year in the wake of an ever-growing demand by increasingly informed patients for high-quality esthetic dental treatment. Like its sister publication, The European Journal of Esthetic Dentistry, it presents clinical articles, beautifully designed and exquisitely produced, that will both educate and inspire readers. A distinguished editorial board has been entrusted with overseeing the quality of the articles and the validity of the techniques presented.

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**AFTERNOON**

<table>
<thead>
<tr>
<th>TOPIC</th>
<th>LOCATION</th>
<th>TIME</th>
<th>COURSE/SPEAKER/PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edentulous Patients</td>
<td>National Harbor 2 – Level 3</td>
<td>1:30 pm - 4:30 pm (cont)</td>
<td>Course L411 • Priest • page 52</td>
</tr>
<tr>
<td>Treatment Planning</td>
<td>Potomac C – Level 2</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L425 • Goldstein • page 56</td>
</tr>
<tr>
<td>Treatment Planning</td>
<td>National Harbor 10 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L426 • Brady • page 56</td>
</tr>
<tr>
<td>Implants</td>
<td>National Harbor 3 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L427 • Shanelec • page 56</td>
</tr>
<tr>
<td>Sleep Apnea</td>
<td>National Harbor 11 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L428 • Smith • page 56</td>
</tr>
<tr>
<td>Accreditation (Case Type V)</td>
<td>National Harbor 12 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L429 • Arnold/Milnar • page 57</td>
</tr>
<tr>
<td>Accreditation (Case Type IV)</td>
<td>Chesapeake 6 – Level 2</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course W430 • Peyton • page 57</td>
</tr>
<tr>
<td>Implants</td>
<td>Potomac 1 – Level 2</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L431 • Hong • page 57</td>
</tr>
<tr>
<td>New Dentist</td>
<td>National Harbor 12 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L432 • Morgan • page 57</td>
</tr>
<tr>
<td>Marketing</td>
<td>National Harbor 13 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course L433 • DiFrisco • page 58</td>
</tr>
<tr>
<td>Removable Prosthodontics</td>
<td>Potomac 3 – Level 2</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course W460 • Nosti • page 58</td>
</tr>
<tr>
<td>Veneers</td>
<td>National Harbor 6 – Level 3</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course W461 • Hahn • page 58</td>
</tr>
<tr>
<td>Bonding</td>
<td>Chesapeake 4 – Level 2</td>
<td>1:30 pm - 4:30 pm</td>
<td>Course W462 • Griffin • page 58</td>
</tr>
</tbody>
</table>
Saturday • May 5

Morning Lecture

Location: Potomac C – Level 2
Course - L410

Topic – New Technologies and Trends
Controversies in New Technologies and Trends in Dentistry

Paul Child, DMD, CDT
Gordon Christensen, DDS, MSD, PhD

8:30 am – 11:30 am
AGD Subject Code: 780
CE Units: 3.0L

Educational Objectives:
1. Understand the differences between laboratory and chairside fabricated ceramic restorations and the indication for each
2. Describe current popular technologies in the profession and how to implement them into practice
3. Discuss the various aspects of implant placement and what technologies are mandatory vs. elective
4. Compare tried and trusted products and techniques to those claiming to be new and improved

Morning Lecture

Location: National Harbor 3 – Level 3
Course - L412

Topic – BOTOX®
BOTOX® 101 – Introduction to BOTOX in Dentistry: What’s the Buzz?

Warren Roberts, DMD

8:30 am – 11:30 am
AGD Subject Code: 780
CE Units: 3.0L

Educational Objectives:
1. Understand what BOTOX is and how it works
2. Understand the facial expression muscles
3. Understand how treating the facial expression muscles can impact smile design

Morning Lecture

Location: National Harbor 12 – Level 3
Course - L413

Topic – Accreditation
Accreditation Case Type IV Lecture

James Peyton, DDS

8:30 am – 11:30 am
AGD Subject Code: 254
CE Units – 3.0L

Educational Objectives:
1. Learn a step-by-step technique to layer a composite restoration
2. Acquire tips for practicing techniques on stone models and typodonts that allow the participant to practice the techniques prior to the clinical appointment
3. Explain a predictable technique to contour and polish a composite restoration that disappears into the natural tooth

Disclaimer: The American Board of Cosmetic Dentistry does not endorse any particular clinical technique or style, nor does it endorse particular products or materials. It is acknowledged that Accreditation success is not dependent on the technique or the materials used, but on the excellence of the final result.

Dr. Priest is a consultant for Biomet 3i and receives an honorarium from Ivoclar Vivadent.
**Morning Lecture**

**Location:** National Harbor 11 – Level 3  
**Course:** L414  
**Topic – Accreditation (Case Type I)**  
Accreditation Essential Case Type I: All-Ceramic Restorations in the Esthetic Zone  

*Brian LeSage, DDS*  
8:30 am – 11:30 am  
AGD Subject Code: 783  
CE Units: 3.0L

**Educational Objectives:**  
1. Learn Case Type I case selection principles  
2. Explore preparation design, prototypes, soft tissue health, impressions, and delivery of six or more all-ceramic restorations  
3. Understand how your laboratory may play a bigger factor in your Accreditation journey  

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**Morning Lecture**

**Location:** National Harbor 13 – Level 3  
**Course:** L416  
**Topic – Practice Development**  
Distinguished Practice Networking  

*Mickey Bernstein, DDS*  
8:30 am – 11:30 am  
AGD Subject Code: 550  
CE Units: 3.0L

**Educational Objectives:**  
1. Incorporate more cosmetic dentistry into private practice  
2. Understand a variety of proven business systems utilized in high-end practices  
3. Experience verbal and relationship skills utilized by AACD successful practices

*Dr. Bernstein is a consultant with Bernstein Dental Consulting.*

---

**Morning Lecture**

**Location:** National Harbor 4 – Level 3  
**Course:** L415  
**Topic – Photography**  
Portrait Photography for Dentists and Laboratory Technicians  

*Rhys Spoor, DDS*  
8:30 am – 11:30 am  
AGD Subject Code: 138  
CE Units: 3.0L

**Educational Objectives:**  
1. Learn why and how to take portraits for aesthetic dentistry  
2. Understand how to implement and use a simple studio in your office  
3. Explore different equipment options to best suit your needs

---

**Morning Hands-On Workshop**

**Location:** National Harbor 5 – Level 3  
**Course:** L417  
**Topic – Whitening**  
There’s No Such Thing as Too White - Live Patient Demonstration  

*Shannon Brinker, CDA, CDD*  
8:30 am – 11:30 am  
AGD Subject Code: 781  
CE Units – 3.0L

**Educational Objectives:**  
1. Learn how to take impressions for home whitening trays  
2. Learn how to pour and trim a model  
3. Learn to fabricate whitening trays
### Morning Lecture

#### Location: National Harbor 10 – Level 3

**Course: L418**  
**Topic: Hygiene**

**Benchmarks, Barriers, and Breakthroughs: Behind the Scenes Strategies for a Successful Hygiene Department**

Rachel Wall, RDH  
8:30 am – 11:30 am  
AGD Subject Code: 557  
CE Units: 3.0L

**Educational Objectives:**
1. Obtain benchmarks of a successful hygiene department  
2. Understand common hygiene success barriers and how to overcome them  
3. Acquire "take home" tips to implement immediately for increased hygiene profitability

*Ms. Wall receives an honorarium from Philips-Sonicare and Zoom Whitening and other financial or material support from Oxyfresh.*

### Morning Lecture

#### Location: Potomac 6 – Level 2

**Course: L420**  
**Topic: Veneers**

**Innovation in Anterior Composites Utilizing a New Pre-Fabricated Veneer System**

Christian Hahn, DDS  
8:30 am – 11:30 am  
AGD Subject Code: 783  
CE Units: 3.0L

**Educational Objectives:**
1. Understand a new category of pre-fabricated composite based veneers  
2. Learn the fundamentals of tooth color matching, layering technique, and veneer finishing  
3. Learn the clinical indications of direct composite veneers

*Dr. Hahn receives an honorarium from Coltene Whaledent.*

### Morning Hands-On Workshop

#### Location: Potomac 3 – Level 2

**Course: W450**  
**Topic: Composites**

**Direct Posterior Composites: Balancing Efficiency and Long-Term Performance**

Michael R. Sesemann, DDS  
8:30 am – 11:30 am  
AGD Subject Code: 255  
CE Units: 3.0P

**Educational Objectives:**
1. To understand proper adhesion protocol and application techniques  
2. To understand the spectrum of indications for bulk-fill resin composite materials  
3. To understand proper placement techniques to achieve optimum contacts and anatomy

---

**Saturday • May 5**

It’s Seattle Saturday! Register for next year’s Scientific Session (April 24-27, 2013) and receive $300 off!
### MORNING HANDS-ON WORKSHOP

#### LOCATION: NATIONAL HARBOR 7 – LEVEL 3

**Course - W451**

**Topic – Bonding**

Transitional Bonding: A Realistic Experience Treating a Common but Challenging Case Type

Attendance limited to 50

Supported by Heraeus

*Corky Willhite, DDS*

8:30 am – 11:30 am  
AGD Subject Code: 254  
CE Units: 3.0P

**Educational Objectives:**

1. Ability to add length to anterior teeth – for transitional and long-term success  
2. Understand how to handle combination porcelain and composite cases  
3. Learn a step-by-step technique to quickly rehab teeth with composite – transitional bonding

---

#### LOCATION: POTOMAC 5 – LEVEL 2

**Course - W453**

**Topic – Composites**

What Are the Emerging Options for Bulk Fill Today and Does Technology Play a Role?  

Attendance limited to 50

Supported by Kerr Corporation, SDI, and Triodent

*Scott Parker, DDS*

8:30 am – 11:30 am  
AGD Subject Code: 255  
CE Units: 3.0P

**Educational Objectives:**

1. Understand what is required of materials to be utilized for bulk fill and how to place them correctly  
2. Learn the mechanisms of bonding systems and how to control sensitivity  
3. Learn self-etching principles and how they are applied to composite resin

---

#### LOCATION: POTOMAC 4 – LEVEL 2

**Course - W452**

**Topic – Veneers**

The 3 C’s of Composite Veneers, Color+Contour+Creativity=Gorgeous Composite Veneers

Attendance limited to 50

Supported by Cosmedent, Inc.

*David Chan, DMD*

8:30 am – 11:30 am  
AGD Subject Code: 254  
CE Units: 3.0P

**Educational Objectives:**

1. Understand how to easily layer composite in anterior veneer cases  
2. Learn simple creative techniques to emulate natural incisal translucency  
3. Achieve predictable contouring, finishing and polishing techniques for optimal esthetics

---

#### LOCATION: POTOMAC 2 – LEVEL 2

**Course - W454**

**Topic – Orthodontics**

Enhancing Craniofacial Development Naturally Via Removable Orthodontic DNA Appliance™

Attendance limited to 20

Supported by Appliance Therapy Group

*Martha Cortes, DDS*

8:30 am – 11:30 am  
AGD Subject Code: 370  
CE Units: 3.0P

**Educational Objectives:**

1. Understand facial diagnostics using lateral cephalometric and sassouni analysis  
2. Learn to enhance craniofacial development of teeth, jaws, and face  
3. Understand the non-surgical treatment of airway, snoring, and obstructive sleep apnea
### Afternoon Lecture

**Location:** Potomac C – Level 2  
**Course:** L425  
**Topic:** Treatment Planning  
*Meeting Patient Expectations in a Tough Economy*

*Ronald Goldstein, DDS*

1:30 pm – 4:30 pm  
AGD Subject Code: 735  
CE Units: 3.0L

**Educational Objectives:**
1. Know when to bond, laminate, or crown  
2. Have an awareness of both ethical and evidence-based treatment options for patients  
3. Know how to best use the trial smile for more predictable results

*Dr. Goldstein is a consultant and involved in clinical research with numerous corporations.*

### Afternoon Lecture

**Location:** National Harbor 3 – Level 3  
**Course:** L427  
**Topic:** Implants  
*Dental Implant Microsurgery – Implant Rescue*

*Dennis Shanelec, DDS*

1:30 pm – 4:30 pm  
AGD Subject Code: 704  
CE Units: 3.0L

**Educational Objectives:**
1. Learn indications for dental implants and provisionals in maxillary anterior extraction sockets  
2. Learn how to avoid post-surgical recession around dental implants using preventive grafting  
3. Understand the differences in soft-tissue grafting around teeth and around dental implants

### Afternoon Lecture

**Location:** National Harbor 10 – Level 3  
**Course:** L426  
**Topic:** Treatment Planning  
*The Art of Treatment Planning and Case Presentation*

*Lee Ann Brady, DMD*

1:30 pm – 4:30 pm  
AGD Subject Code: 184  
CE Units: 3.0L

**Educational Objectives:**
1. Understand the treatment planning system  
2. Understand the aesthetic and functional exam and diagnosis  
3. Learn how to create a case presentation

### Afternoon Lecture

**Location:** National Harbor 11 – Level 3  
**Course:** L428  
**Topic:** Sleep Apnea  
*Snoring is NOT Benign*

*B. Kent Smith, DDS*

1:30 pm – 4:30 pm  
AGD Subject Code: 160  
CE Units: 3.0L

**Educational Objectives:**
1. Discover what snoring can mean to your patients  
2. Find out how your snoring patients can get diagnosed accurately  
3. Learn various solutions to help your snoring patients
**Afternoon Lecture**

**Location:** National Harbor 4 – Level 3  
**Course:** L429  
**Topic:** Accreditation (Case Type V)  
*Case Type V Accreditation Lecture – Elements of Responsible Esthetics*

Fred Arnold, III, DMD  
Frank Milnar, DDS  
1:30 pm – 4:30 pm  
AGD Subject Code: 254  
CE Units: 3.0L

**Educational Objectives:**
1. Understand smile design concepts that create natural esthetics  
2. Discuss and grasp the criteria of Case Type V essentials  
3. Review material management, anatomical layering, finishing, polishing, and proper surface texture principles

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Dr. Milnar receives an honorarium from Heraeus and Bisco.

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**Afternoon Hands-On Workshop**

**Location:** Chesapeake 6 – Level 2  
**Course:** W430  
**Topic:** Accreditation (Case Type IV)  
*Class IV Composite Resin Accreditation Workshop*

Materials supplied by Tokuyama Dental America, Inc.

James Peyton, DDS  
1:30 pm – 4:30 pm  
AGD Subject Code: 557  
CE Units: 3.0P

**Educational Objectives:**
1. Use a “putty matrix” to establish the lingual and incisal edge position  
2. Learn how to layer the composite resin for a natural, life-like restoration  
3. Learn to predictably contour and polish a restoration to natural tooth contour

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**Saturday • May 5**

**Afternoon Lecture**

**Location:** National Harbor 13 – Level 3  
**Course:** L433  
**Topic:** Marketing

*The No B.S. Course on Accountable Marketing for Your Dental Practice*

*Michael DiFrisco*

1:30 pm – 4:30 pm  
AGD Subject Code: 552  
CE Units: 3.0L

**Educational Objectives:**
1. Learn a proven formula you can use to set and meet growth objectives with your marketing dollars to make your spending more accountable  
2. Learn critical questions to ask local ad or media salespeople before you trust them with your money  
3. Learn secrets to integrating multiple channels — including social media — to ensure your advertising message has a chance of cutting through the clutter

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**Afternoon Hands-On Workshop**

**Location:** National Harbor 6 – Level 3  
**Course:** W461

**Topic:** Veneers

*Creating Direct Anterior Composites Utilizing a New Pre-Fabricated Veneer System*

*Christian Hahn, DDS*

1:30 pm – 4:30 pm  
AGD Subject Code: 254  
CE Units: 3.0P

**Educational Objectives:**
1. Experience complete reconstruction of the anterior region using a tooth model  
2. Individualize the shape and texture of your composite veneer restoration  
3. Complete your tooth preparation with final finishing

---

**Afternoon Hands-On Workshop**

**Location:** Potomac 3 – Level 2  
**Course:** W460

**Topic:** Removable Prosthodontics

*Esthetic Smile Design for Dentures*

*John Nosti, DMD*

1:30 pm – 4:30 pm  
AGD Subject Code: 670  
CE Units: 3.0P

**Educational Objectives:**
1. Use the smile design kit components to facilitate communication for proper positioning and selection of anterior teeth using patient specific criteria  
2. Experience hands-on positioning and characterization of the maxillary anterior denture teeth  
3. Define the various occlusal scheme options and their application to dentures, natural teeth and implant restorations

---

**Afternoon Hands-On Workshop**

**Location:** Chesapeake 4 – Level 2  
**Course:** W462

**Topic:** Bonding

*Let’s Stick Together…Simplifying Restoration Choice, Bonding, and Cementation*

*Jack Griffin, DMD*

1:30 pm – 4:30 pm  
AGD Subject Code: 254  
CE Units: 3.0P

**Educational Objectives:**
1. Understand materials and techniques for simplified, sensitivity free indirect bonding and cementation of newer materials like lithium disilicate and zirconium  
2. Learn to create a stable, long-term dental infrastructure by placing esthetic posts, dentin replacement, and dentin sealing for better bonds and less pain  
3. Learn efficient posterior direct composite placement — preparation, bonding, matrix selection, and bulk fill
Attendence extremely limited.
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Fred Arnold, III, DMD
earned his DMD degree from the University of Kentucky in 1984. He is an Accredited Fellow Member of the AACD. He is the owner of the Cosmetic Dentistry Center of Lexington located in Lexington, KY.

Betsy Bakeman, DDS
earned her DDS degree in 1983 from the University of Michigan. Betsy is an Accredited Fellow Member of the AACD. She is the owner of Elizabeth M. Bakeman, DDS, The Art of Dentistry, located in Grand Rapids, MI.

Nasser Barghi, DDS
earned his DDS degree in 1967 from the University of Tehran. He is currently a professor and head of the Division of Esthetic Dentistry at the University of Texas Health Sciences Center at San Antonio, in San Antonio, TX.

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earned his laboratory technician certificate in 1979 from Louisiana State University School of Dentistry. Michael is an Accredited member of AACD. He is the owner of Trodontal Lab located in Metairie, LA.

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earned his DDS degree in 1981 from Loyola University School of Dentistry. He maintains a private practice located in Dallas, TX.

Diane Bernstein
became a registered radiology technologist in 1974 from the Baptist Hospital School of Radiology Technology. Diane is a Partner and Coach in Bernstein Consulting.

Mickey Bernstein, DDS
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William Blatchford, DDS
earned his DDS degree in 1970 from Loyola University of Chicago. He is president and coach at Blatchford Solutions located in Bend, OR.

Lee Ann Brady, DMD
earned her DMD degree in 1988 from the University of Florida. She is the owner of Lee Ann Brady, LLC, located in Phoenix, AZ.

Shannon Brinker, CDA, CDD
earned her Certified Dental Assistant degree in 2008. She is the owner of Contemporary Product Solutions.

David Chan, DMD
earned his DMD degree in 1989 from Oregon Health Sciences University. He maintains a full-time practice focused on cosmetic and comprehensive dentistry located in Vancouver, WA.

Paul Child, DMD, CDT
earned his DMD degree in 2005 from Case School of Medicine and his certified dental technician certificate in 2008 from LSU School of Dentistry. He is CEO of the CR Foundation located in Provo, UT.

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earned his DDS degree in 1960 from USC, his MSD degree from the University of Washington, and his PhD from the University of Colorado. He is the owner/director of Practical Clinical Courses located in Provo, UT.

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earned his DDS degree in 2002 from Dentistry University of Sâo Paulo, Brazil and received his laboratory technician certificate in 1995 through dental technology specialization training. He is the owner and a partner of Well Clinic Dental office located in Sâo Paulo, Brazil. He is a consultant for Ivoclar Vivadent, Inc.

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earned her DDS degree in 1985 from the University of New York at Buffalo School of Dental Medicine. She maintains a private practice in New York, NY.

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Lee Culp, CDT
is the Chief Technology Officer for Dental Technologies Inc. (DT) and Director of the Institute for Oral Art and Design.

Peter Dawson, DDS
earned his DDS degree from Emory University. He is founder, partner, and director of The Dawson Academy located in St. Petersburg, FL.

Michael DiFrisco
has more than 20 years experience in marketing. He is the founder of How-to-Branding.com and developer of BrandXcellence DIY Brand Strategy Workshop.

Scott Finlay, DDS
earned his DDS degree in 1986 from the University of Maryland, Baltimore College of Dental Surgery. Scott is an Accredited Fellow Member of the AACD. He is the owner of Scott Finlay, DDS & Associates, PA located in Arnold, MD.

James Fondriest, DDS
earned his DDS in 1981 from the University of Illinois. He maintains a private practice located in Lake Forest, IL.

Karen Galley
is the president of Patient News Publishing located in Niagara Falls, NY.

David Garber, DDS
earned his DMD degree in 1981 from the University of Pennsylvania. He is a partner at Goldstein, Garber, & Salama located in Atlanta, GA.

Ronald Goldstein, DDS
earned his DDS degree in 1957 from Emory University School of Dentistry. He is a partner at Goldstein, Garber, & Salama located in Atlanta, GA.

Jack Griffin, DMD
is an Accredited Member of the AACD. He maintains a private practice located in Eureka, MO.

Christian Hahn, DDS
earned his DDS degree in 1998 from the University of Southern California School of Dentistry. Christian is an Accredited Member of the AACD. He is the owner of his practice located in Pros- pect, KY.

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earned her DDS degree in 1987 from Osaka University School of Dentistry. She is an Associate Professor at Osaka University Graduate School of Dentistry located in Suita, Japan.

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earned his DDS degree in 1975 from the University of Illinois College of Dentistry. Paul is the president of Homoly Communications Institute located in Charlotte, NC.

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earned his DDS degree in 1996 from Yonsei University College of Dentistry and his MSD degree in 1999 from the Graduate School of Yonsei University. He maintains a private practice located in Seoul, Korea.

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earned his Bachelor of Science degree in 1974 from Indiana University. He is the owner of Hufford Financial Advisors, LLC, located in Indianapolis, IN.

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earned his DDS degree in 1972 from West Virginia University School of Dentistry. Dr. Jackson is an Accredited Fellow Member of the AACD. He is an associate dentist and lecturer for Jackson Professional Services located in Middleburg, VA.

Ken Jones, CDT
maintains his certification in crown and bridge as well as ceramics from the National Board of Certification. He is currently a technician at Micro-Dental Laboratories located in Dublin, CA.
Luke Kahng, CDT
is a certified dental technician. He is the owner of LSKti Oral Prosthetics located in Naperville, IL.

John Kanca, III, DMD
earned his DMD degree in 1978 from the University of Connecticut. Dr. Kanca is an Accredited Fellow Member of the AADC. He is a consultant for Apex Dental Materials and maintains a private practice in Lake Zurich, IL.

Jay Lerner, PhD
earned his PhD degree in 1979 from Virginia Tech. He is the owner of Cordova Psychological Associates, P.L.C. located in Cordova, TN.

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earned his DDS degree in 1985 from the University of Detroit, his BDS degree in 1993 from the University of Adelaide, South Australia, and his MS degree in 1997 from the University of North Carolina at Chapel Hill. He maintains his prosthodontics practice located in Greenwood Village, CO.

Brett Magnuson, DMD
earned his DMD degree in 1978 from Southern Illinois University. Brett is an Accredited Member of the AADC. He is the owner of a private practice limited to cosmetic and implant dentistry located in Kalamazoo, MI.

Mike Malone, DDS
earned his DDS degree in 1976 from LSU. Dr. Malone is an Accredited Member and past president of the AADC. He is the owner of Mike Malone, DDS & Assoc., located in Lafayette, LA.

Robert Margeas, DDS
earned his DDS degree in 1986 from the University of Iowa. He is a practicing member of the Iowa Dental Group located in Des Moines, IA.

Elliott Mechanic, DDS, BS
earned his DDS degree in 1979 from McGill University. He maintains a private practice in Montreal, QC, Canada.

Graeme Milicich, BDS
earned his BDS degree in 1976 from the University of Otago, New Zealand. He is the owner of Angelsea Clinic Dental Care located in Hamilton, New Zealand.

Frank Milnar, DDS
earned his DDS degree in 1976 from the University of Minnesota. Frank is an Accredited Member of the AADC. He is the owner of Killian and Milnar located in St. Paul, MN.

Carl Misch, DDS
earned his DDS degree in 1973 from the University of Detroit Dental School. He maintains a private practice in Beverly Hills, MI.

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earned his PhD degree in 1988 from Asahi University. He is the owner of Senri Perio Implant Center located in Toyonaka, Osaka, Japan.

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earned his DDS degree in 1987 from the University of Southern California. He is VP of International Operations for LVI Global located in Las Vegas, NV.

Mark Montgomery, DMD
earned his DMD degree in 1980 from Oregon Health Sciences University. He is Chief Dental Officer with Dental Resource Systems located in Ft. Lauderdale, FL.

Amy Morgan, BA
is the CEO of Pride Institute located in Norato, CA and Bethesda, MD.

Mark Murphy, DDS, BS
earned his DDS degree in 1981 from the University of Detroit Mercy. He is VP of Clinical Education at DTI – MicroDental located in Dublin, CA.

Danile Larose, DMD
earned her DMD degree in 1997 from the University of Montreal. She maintains a private practice located in Montreal, Canada.

John Leite, PhD
earned his PhD degree in 1979 from Virginia Tech. He is the owner of Cordova Psychological Associates, P.L.C. located in Cordova, TN.

Michael Koczarski, DDS
earned his DDS degree in 1989 from the University of Pittsburgh. Michael is an Accredited Member of the AADC. He maintains a full-time practice outside Seattle, WA.

Danièle Larose, DMD
earned her DMD degree in 1991 from the University of Montreal. She maintains a private practice located in Montreal, Canada.

John Kanca, III, DMD
earned his DMD degree in 1978 from the University of Connecticut. Dr. Kanca is an Accredited Fellow Member of the AADC. He is a consultant for Apex Dental Materials and maintains a private practice in Lake Zurich, IL.

Mark Murphy, DDS, BS
earned his DDS degree in 1981 from the University of Detroit Mercy. He is VP of Clinical Education at DTI – MicroDental located in Dublin, CA.

John Leite, PhD
earned his PhD degree in 1979 from Virginia Tech. He is the owner of Cordova Psychological Associates, P.L.C. located in Cordova, TN.

Aldo Leopardi, DDS, BDS, MS
earned his DDS degree in 1985 from the University of Detroit, his BDS degree in 1993 from the University of Adelaide, South Australia, and his MS degree in 1997 from the University of North Carolina at Chapel Hill. He maintains his prosthodontics practice located in Greenwood Village, CO.

Jay Lerner, DDS
earned his DDS degree in 1982 from Columbia University. He is a partner at Lerner & Lemongello Dentistry located in Palm Beach Gardens, FL.

Brian LeSage, DDS
earned his DDS degree in 1983 from the University of Maryland. Brian is an Accredited Fellow Member of the AADC. He is the owner of Beverly Hills Institute of Dental Esthetics, located in Beverly Hills, CA.

Stephanie Lodding, RDH
earned her associate degree in Dental Hygiene in 1992 from MATC Madison. She is the owner of Now to Wow, LLC located in Elgin, IL.

Edward Lowe, DMD
earned his DMD degree in 1986 from the University of British Columbia’s Faculty of Dentistry. Ed is an Accredited Member of the AADC. He maintains a private practice located in Vancouver, BC.

Nelson Rego, CDT
is an Accredited Member of the AADC. He is the owner of Smile Designs by Rego located in Santa Fe Springs, CA.

Mike Malone, DDS
earned his DDS degree in 1976 from LSU. Dr. Malone is an Accredited Member and past president of the AADC. He is the owner of Mike Malone, DDS & Assoc., located in Lafayette, LA.

Robert Margeas, DDS
earned his DDS degree in 1986 from the University of Iowa. He is a practicing member of the Iowa Dental Group located in Des Moines, IA.

Elliott Mechanic, DDS, BS
earned his DDS degree in 1979 from McGill University. He maintains a private practice in Montreal, QC, Canada.

Graeme Milicich, BDS
earned his BDS degree in 1976 from the University of Otago, New Zealand. He is the owner of Angelsea Clinic Dental Care located in Hamilton, New Zealand.

Frank Milnar, DDS
earned his DDS degree in 1976 from the University of Minnesota. Frank is an Accredited Member of the AADC. He is the owner of Killian and Milnar located in St. Paul, MN.

Carl Misch, DDS
earned his DDS degree in 1973 from the University of Detroit Dental School. He maintains a private practice in Beverly Hills, MI.

Morhiro Miyamae, PhD
earned his PhD degree in 1988 from Asahi University. He is the owner of Senri Perio Implant Center located in Toyonaka, Osaka, Japan.

Michael Miyasahi, DDS
earned his DDS degree in 1987 from the University of Southern California. He is VP of International Operations for LVI Global located in Las Vegas, NV.

Mark Montgomery, DMD
earned his DMD degree in 1980 from Oregon Health Sciences University. He is Chief Dental Officer with Dental Resource Systems located in Ft. Lauderdale, FL.

Amy Morgan, BA
is the CEO of Pride Institute located in Norato, CA and Bethesda, MD.

Mark Murphy, DDS, BS
earned his DDS degree in 1981 from the University of Detroit Mercy. He is VP of Clinical Education at DTI – MicroDental located in Dublin, CA.
J. A. Reynolds, DDS
earned his DDS degree in 1981 from the University of Tennessee. JA is an Accredited Member of the AACD. He is the owner of Franklin Smiles located in Franklin, TN.

Robert Ritter, DMD
earned his DMD degree in 1994 from the Medical University of South Carolina College of Dental Medicine in Charleston, SC. He is a partner of Ritter and Ramsey General and Cosmetic Dentistry located in Jupiter, FL.

Matthew Roberts, CDT
is an Accredited Member of the AACD. He is the owner of CMR Dental Lab located in Idaho Falls, ID.

Warren Roberts, DMD
earned his DMD degree in 1977 from the University of British Columbia. He is a dentist, lecturer, and trainer at the Pacific Training Institute for Facial Aesthetics located in Coal Harbour, Vancouver, BC, Canada.

Ernan Roman
is the president of Ernan Roman Direct Marketing located in Douglas Manor, NY.

Michael R. Sesemann, DDS
earned his DDS degree in 1981 from the University of Nebraska Medical College School of Dentistry. Michael is an Accredited Fellow Member of the AACD. He is the founder and owner of the Nebraska Institute of Comprehensive Dentistry located in Omaha, NE.

Dennis Shanelec, DDS
earned his DDS degree in 1969 from UCLA. He is the owner and director of Microsurgery Training Institute located in Santa Barbara, CA.

B. Kent Smith, DDS
earned his DDS degree in 1985 from Baylor College of Dentistry. He is a partner at 21st Century Dental located in Irving, TX.

Jaynie Smith
is the founder and CEO of Smart Advantage, Inc. located in Fort Lauderdale, FL.

Rhys Spoor, DDS
earned his DDS degree in 1983 from the University of Washington. Dr. Spoor is an Accredited Member of the AACD.

Ryan Swain, DMD
earned his DMD degree in 2002 from the University of Florida College of Dentistry. He is CEO and Clinical Director of Six Month Smiles, Inc. located in Scottsdale, NY.

Tim Twigg
earned his Bachelor of Science degree in 1972 from the University of Oregon. He is the president and owner of Bent Erickson & Associates located in Eugene, OR.

Eric Van Dooren, DDS
earned his BDS degree in 1982 from the Katholieke Universiteit Leuven (Belgium). He maintains a private practice focused on periodontics, fixed prosthodontics, and implants in Antwerp, Belgium.

Rachel Wall, RDH, BS
earned her RDH degree in 1991 from the University of North Carolina Charlotte and her Bachelor of Science degree in 1996. She is the owner of Inspired Hygiene, Inc. located in Charlotte, NC.

Marilyn Ward, DDS
earned her DDS degree in 1984 from the UTHSC at SA Dental School. She maintains a private practice located in Houston, TX.

Dennis Wells, DDS
earned his DDS degree in 1983 from the University of Tennessee. Dennis is an Accredited Member of the AACD. He is the owner of the Nashville Center for Aesthetic Dentistry located in Brentwood, TN.

John Weston, DDS
earned his DDS degree in 1989 from the University of Oklahoma. John is an Accredited Fellow Member of the AACD. He is the owner of Scripps Center for Dental Care located in La Jolla, CA.

Corky Willhite, DDS
became an Accredited Fellow Member of the AACD in 1997. He is an Assistant Clinical Professor in the Department of Prosthodontics at LSU School of Dentistry and maintains a private practice located in Metairie, LA.

Rita Zamora
earned her Bachelor’s degree at the University of Colorado. She is a consultant at Rita Zamora Connections.
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arnold, III J. Fred</td>
<td>57</td>
</tr>
<tr>
<td>Bakeman, Betsy</td>
<td>21, 29, 44</td>
</tr>
<tr>
<td>Barghi, Nasser</td>
<td>31, 35</td>
</tr>
<tr>
<td>Bassett, Joyce</td>
<td>29, 33</td>
</tr>
<tr>
<td>Bellerino, Michael</td>
<td>44</td>
</tr>
<tr>
<td>Berland, Lorin</td>
<td>48</td>
</tr>
<tr>
<td>Bernstein, Diane</td>
<td>21</td>
</tr>
<tr>
<td>Bernstein, Mickey</td>
<td>53</td>
</tr>
<tr>
<td>Blatchford, William</td>
<td>46</td>
</tr>
<tr>
<td>Brady, Lee Ann</td>
<td>56</td>
</tr>
<tr>
<td>Brinker, Shannon</td>
<td>28, 35, 48, 53</td>
</tr>
<tr>
<td>Chan, David</td>
<td>55</td>
</tr>
<tr>
<td>Child, Paul</td>
<td>52</td>
</tr>
<tr>
<td>Christensen, Gordon</td>
<td>52</td>
</tr>
<tr>
<td>Coachman, Christian</td>
<td>22, 26</td>
</tr>
<tr>
<td>Cortes, Martha</td>
<td>55</td>
</tr>
<tr>
<td>Cranham, John</td>
<td>26</td>
</tr>
<tr>
<td>Culp, Lee</td>
<td>30, 35</td>
</tr>
<tr>
<td>Dawson, Peter</td>
<td>26</td>
</tr>
<tr>
<td>DiFrisco, Michael</td>
<td>58</td>
</tr>
<tr>
<td>Finlay, Scott</td>
<td>21, 26</td>
</tr>
<tr>
<td>Fondriest, James</td>
<td>45</td>
</tr>
<tr>
<td>Galley, Karen</td>
<td>40</td>
</tr>
<tr>
<td>Garber, David</td>
<td>22</td>
</tr>
<tr>
<td>Goldstein, Ronald</td>
<td>56</td>
</tr>
<tr>
<td>Griffin, Jack</td>
<td>58</td>
</tr>
<tr>
<td>Hahn, Christian</td>
<td>54, 58</td>
</tr>
<tr>
<td>Hayashi, Mikako</td>
<td>27</td>
</tr>
<tr>
<td>Homoly, Paul</td>
<td>28, 45</td>
</tr>
<tr>
<td>Hong, Alex</td>
<td>57</td>
</tr>
<tr>
<td>Hufford, Brian</td>
<td>32, 46</td>
</tr>
<tr>
<td>Jackson, Ronald</td>
<td>29, 31, 42, 47</td>
</tr>
<tr>
<td>Jones, Ken</td>
<td>30, 35</td>
</tr>
<tr>
<td>Kahng, Luke</td>
<td>54</td>
</tr>
<tr>
<td>Kanca III, John</td>
<td>30, 34</td>
</tr>
<tr>
<td>Kim, Jason</td>
<td>33</td>
</tr>
<tr>
<td>Koczarski, Michael</td>
<td>30, 34</td>
</tr>
<tr>
<td>Larose, Daniele</td>
<td>35</td>
</tr>
<tr>
<td>Leite, John</td>
<td>45</td>
</tr>
<tr>
<td>Leopardi, Aldo</td>
<td>41, 48</td>
</tr>
<tr>
<td>Lerner, Jay</td>
<td>46</td>
</tr>
<tr>
<td>LeSage, Brian</td>
<td>27, 42, 47, 53</td>
</tr>
<tr>
<td>Lodding, Stephanie</td>
<td>28, 40</td>
</tr>
<tr>
<td>Lowe, Edward</td>
<td>44</td>
</tr>
<tr>
<td>Magnuson, Brett</td>
<td>27, 39, 45</td>
</tr>
<tr>
<td>Malone, Mike</td>
<td>44</td>
</tr>
<tr>
<td>Margeas, Robert</td>
<td>27</td>
</tr>
<tr>
<td>Mechanic, Elliot</td>
<td>42, 47</td>
</tr>
<tr>
<td>Milicich, Graeme</td>
<td>38, 43</td>
</tr>
<tr>
<td>Milnar, Frank</td>
<td>27, 57</td>
</tr>
<tr>
<td>Misch, Carl</td>
<td>38</td>
</tr>
<tr>
<td>Miyamae, Morihiro</td>
<td>27</td>
</tr>
<tr>
<td>Miyasaki, Michael</td>
<td>30, 34</td>
</tr>
<tr>
<td>Montgomery, Mark</td>
<td>32</td>
</tr>
<tr>
<td>Morgan, Amy</td>
<td>57</td>
</tr>
<tr>
<td>Murphy, Mark</td>
<td>41</td>
</tr>
<tr>
<td>Nathanson, Dan</td>
<td>39</td>
</tr>
<tr>
<td>Nosti, John</td>
<td>58</td>
</tr>
<tr>
<td>Okuda, Wynn</td>
<td>28</td>
</tr>
<tr>
<td>Olson, Bradley J</td>
<td>21</td>
</tr>
<tr>
<td>Olson, Nils</td>
<td>21, 41</td>
</tr>
<tr>
<td>Parker, Scott</td>
<td>43, 55</td>
</tr>
<tr>
<td>Peck, Fred</td>
<td>43</td>
</tr>
<tr>
<td>Peyton, James</td>
<td>29, 33, 52, 57</td>
</tr>
<tr>
<td>Priest, George</td>
<td>52</td>
</tr>
<tr>
<td>Ramsey, Christopher</td>
<td>43</td>
</tr>
<tr>
<td>Rego, Nelson</td>
<td>21, 41, 44</td>
</tr>
<tr>
<td>Reynolds, J.A.</td>
<td>32</td>
</tr>
<tr>
<td>Ritter, Robert</td>
<td>43, 44</td>
</tr>
<tr>
<td>Roberts, Matthew</td>
<td>45</td>
</tr>
<tr>
<td>Roberts, Warren</td>
<td>46, 52</td>
</tr>
<tr>
<td>Roman, Ernan</td>
<td>40</td>
</tr>
<tr>
<td>Sesemann, Michael R</td>
<td>39, 54</td>
</tr>
<tr>
<td>Shanelec, Dennis</td>
<td>56</td>
</tr>
<tr>
<td>Smith, B. Kent</td>
<td>39, 56</td>
</tr>
<tr>
<td>Smith, Jaynie</td>
<td>40</td>
</tr>
<tr>
<td>Spoor, Rhys</td>
<td>53</td>
</tr>
<tr>
<td>Swain, Ryan</td>
<td>33</td>
</tr>
<tr>
<td>Twigg, Tim</td>
<td>40</td>
</tr>
<tr>
<td>Van Dooren, Eric</td>
<td>22, 26</td>
</tr>
<tr>
<td>Wall, Rachel</td>
<td>54</td>
</tr>
<tr>
<td>Ward, Marilyn</td>
<td>40</td>
</tr>
<tr>
<td>Wells, Dennis</td>
<td>22</td>
</tr>
<tr>
<td>Weston, John</td>
<td>34, 42, 48</td>
</tr>
<tr>
<td>Willhite, Corky</td>
<td>31, 55</td>
</tr>
<tr>
<td>Zamora, Rita</td>
<td>32</td>
</tr>
</tbody>
</table>
NEW BOOKS
FROM QUINTESSENCE!

Interdisciplinary Treatment Planning, Volume II: Comprehensive Case Studies
Edited by Michael Cohen

Volume I of Interdisciplinary Treatment Planning paved the way to a higher level of proficiency in case planning by introducing and illustrating essential principles employed by master clinicians in their quest for predictability and excellence. This second volume takes readers to the next important step: learning by repetition through the presentation of additional cases treated by master clinicians from every specialty. Each is introduced by the clinician, who provides the rationale for choosing the particular case, a suggested focus in treatment plan design, key elements to consider when planning the case, and what the reader can expect to learn from the process. The case presentations follow the format established in the first volume: Diagnostic findings and pretreatment images are presented first to allow the reader to develop a treatment plan, then the master clinician’s proposed treatment plan and account of actual treatment provided are detailed, accompanied by treatment and posttreatment images. Continuing the innovative educational approach of the best-selling first volume, this book provides the opportunity to learn through the experience of developing comprehensive treatment plans under the guidance of master clinicians.

536 pp; 1,226 color illus; ISBN 978-0-86715-501-3 (B5013); US $378

Dental Photography: Theory and Techniques in Modern Documentation
Pasquale Loiaccono and Luca Pascoletti

Whether they are used for patient communication, consultation with a laboratory or colleague, diagnosis, clinical or legal records, or scientific presentation or publication, images are a much more powerful means of communication in the field of dentistry than the spoken or written word. However, dental photography is lacking set standards that would allow the continuity and reproducibility essential to clinical and scientific documentation. To address this need, this book presents guidelines for photographic documentation that will enable practitioners to produce images that faithfully convey clinical data. Precise instructions, including the positions of the patient, assistant, and practitioner; camera settings and flash positions; aiming and focal points; and the types and positions of required accessories are detailed in text and images, and an example of the desired final image is provided.

336 pp; 847 color illus; ISBN 978-88-7492-169-0 (B9516); US $160

Quintessence of Dental Technology 2012
35th Anniversary Issue!
Editor: Silas Duarte, Jr.

The 35th anniversary issue of QDT is an impressive compilation of original articles by some of the masters in esthetic dentistry on the newest concepts, laboratory techniques, and materials for restorative dentists and dental technicians. Ultraconservative esthetic treatment and nature-inspired restorations are a main focus of this year’s issue, which also includes special articles on digital smile design as a tool for treatment planning and the prosthodontic connection in treating an ankylosed central incisor. This beautifully produced 35th anniversary issue will not only educate but will also inspire readers to excellence.

200 pp (approx); 850 color illus (approx); ISBN 978-0-86715-562-4 (J0623); US $118

World of Anterior Ceramic Restorations
Yeojoon Koh

This beautifully designed and visually stunning clinical atlas offers myriad clinical situations in which anterior ceramic restorations can be used to correct esthetic problems. Each section presents one case that focuses on a distinct set of esthetic and dental conditions that necessitate restoration, such as fracture, crowding, rotation, asymmetry, discoloration, contour, caries, or implant considerations, among others. The case presentation begins with views of the definitive esthetic result alongside a succinct, multilingual (English, German, Japanese, and Korean) description of the initial conditions and the procedure used, and ends with the clinical images illustrating the procedure, step-by-step. With its inviting presentation and its emphasis on the visual component, this book is intended as a communication tool between the dentist, the ceramist, and the patient: It functions as a guide to various approaches for the dentist, a tool for understanding tooth shape and conditions for the ceramist, and a preview of the esthetic result for the patient. Because communication and cooperation between these three parties are essential for a successful esthetic outcome, this book is an indispensable resource for any esthetic dentist.

216 pp; 614 color illus; ISBN 978-89-5741-207-7 (BC997); US $120

Stop by the Quintessence booth (#417) to learn more.
### Exhibit Hall CE Schedule

**Location:** Exhibit Hall C, D, E

**Thursday, May 3**

<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taking Your Practice to the Laser Level</td>
<td>Mike Koceja, DDS</td>
<td>11:30 am – 12:15 pm</td>
</tr>
<tr>
<td>CAD/CAM &amp; Cone Beam Integration</td>
<td>Patterson Dental</td>
<td>12:30 pm – 1:15 pm</td>
</tr>
<tr>
<td>Zero Sensitivity Bleaching</td>
<td>Marty Zase, DMD</td>
<td>1:30 pm – 2:15 pm</td>
</tr>
<tr>
<td>Single Centrals I Have Known</td>
<td>C. Lee Wyant, DDS</td>
<td>2:30 pm – 3:15 pm</td>
</tr>
<tr>
<td>Gummy Smiles You Won’t Believe</td>
<td>Paul Jacobs, DDS</td>
<td>3:30 pm – 4:15 pm</td>
</tr>
<tr>
<td>Provisionals for Minimal Preparations</td>
<td>Susan Hollar, DDS</td>
<td>4:30 pm – 5:15 pm</td>
</tr>
<tr>
<td>Apple and the AACD Dentist</td>
<td>Mark Whitefield, DDS</td>
<td>5:30 pm – 6:15 pm</td>
</tr>
</tbody>
</table>

**Friday, May 4**

<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice Success – utilizing the “On Track” Business Intelligence System</td>
<td>Patterson Dental</td>
<td>11:30 am – 12:15 pm</td>
</tr>
<tr>
<td>Digital Restoration Solutions</td>
<td>Ed Suh, DDS</td>
<td>12:30 pm – 1:15 pm</td>
</tr>
<tr>
<td>Rescuing Incompletely Seated Crowns on Implant Abutments</td>
<td>Dennis Hartlieb, DDS</td>
<td>1:30 pm – 2:15 pm</td>
</tr>
<tr>
<td>Multidisciplinary Treatment Plans in the Adult Patient – Step-by-Step and Rationale</td>
<td>Farhan Durrani, BDS</td>
<td>2:30 pm – 3:15 pm</td>
</tr>
<tr>
<td>Anterior Aesthetics: Space Management: A Multi-disciplined Approach</td>
<td>John Calamia, DDS</td>
<td>3:30 pm – 4:15 pm</td>
</tr>
<tr>
<td>Restorative Design 2012</td>
<td>Jeff Lineberry, DDS</td>
<td>4:30 pm – 5:15 pm</td>
</tr>
<tr>
<td>Synergizing Function with Beauty in Esthetic “High Risk” Patients</td>
<td>Alisger Tunkiwala, BDA</td>
<td>5:30 pm – 6:15 pm</td>
</tr>
</tbody>
</table>

**Saturday, May 5**

<table>
<thead>
<tr>
<th>Title</th>
<th>Speaker</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Artist Within: How to Create Exception Looking Provisionals</td>
<td>Jay Lerner, DDS</td>
<td>11:30 am – 1:15 pm</td>
</tr>
<tr>
<td>CAD CAM Technology Can Change Your Practice</td>
<td>Sabiha Bunek, DDS</td>
<td>1:30 pm – 2:15 pm</td>
</tr>
<tr>
<td>Getting and Giving More Than You Expected</td>
<td>Steven Andreaus, DDS</td>
<td>2:30 pm – 3:15 pm</td>
</tr>
<tr>
<td>Pearls: The Top 10 List of What I Didn’t Learn in Dental School</td>
<td>Danine Fresch, DDS</td>
<td>3:30 pm – 4:15 pm</td>
</tr>
<tr>
<td>8 Profit Care Driven® Management Activators to “Trigger” NOW!</td>
<td>Rhonda Mullins</td>
<td>4:30 pm – 5:15 pm</td>
</tr>
</tbody>
</table>
It’s in the Exhibit Hall

Aside from learning new skills and techniques at this year’s conference, you’ll also want to learn about the latest in dental technology. That’s why you’ll want to make a visit to the exhibit hall one of your top priorities! This year’s exhibit hall is your one-stop shop for great deals on supplies, new technologies, and even ways to give back to the AACD Charitable Foundation.

New this year to the exhibit hall is an educational theater, “Member Pearls,” where several AACD Members will present white papers on selected dental topics. Stop by and learn something new!

Want to see the future of dentistry? Visit the Operatory of the Future, which will have two full operatories featuring the latest in innovations and dentistry supplied by Henry Schein, Patterson Dental and Midmark Corporation.

For the latest in dental products, check out AACD Product Premiere, presented by Dentalcompare. Also, look in your conference tote bag for a coupon book you can use to nab the best deals on supplies for your practice.

Giving back has never been so easy—all you need is a winning bid! The AACD Charitable Foundation will host the silent auction in the exhibit hall, giving you an opportunity to take home a great gift to remember DC—and help survivors of domestic violence! An iPad 2 is among this year’s big ticket items! Bid early and often to support the foundation!

Exhibit Hall Schedule

Location: Exhibit Hall C, D, E

Thursday, May 3
Exhibit Hall hours .......................11:00 am - 7:00 pm
AACDCF Silent Auction hours ........11:00 am - 7:00 pm
Exhibit Hall lunch .......................12:00 pm - 2:30 pm
Exhibit Hall Social ......................5:30 pm - 7:00 pm

Friday, May 4
Exhibit Hall hours .......................11:00 am - 7:00 pm
AACDCF Silent Auction hours ........11:00 am - 7:00 pm
Exhibit Hall lunch .......................12:00 pm - 2:30 pm
Exhibit Hall Social ......................5:30 pm - 7:00 pm

Saturday, May 5
Exhibit Hall hours .......................11:00 am - 6:00 pm
AACDCF Silent Auction hours ........11:00 am - 1:00 pm
Exhibit Hall lunch .......................11:00 am - 1:30 pm
AACDCF Silent Auction pick-up ......4:00 pm - 6:00 pm
Exhibit Hall Social ......................4:30 pm - 6:00 pm
Our new 3D design is the top matrix system.

Composi-Tight 3D™ represents our 15 years of leadership advancing the art of posterior composites. The result for your practice is the ultimate in predictable, tight and anatomically accurate contacts.

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**Exhibitor Black Friday Specials**

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Mix and Match 3, Get 1 Free!
Clinician’s Choice Dental Products, Inc. ........... 700
With the purchase of every MPa Maximum Performance Adhesive Kit receive a free 5ml refill bottle of MPa (value of $69.95)
ContacEZ ..................................................... 603
ContacEZ Restorative Strip System & IPR Strip System - Buy Two Boxes at regular price, Get One Free.
Crème della Crème Copywriting & Communication ........................................... 127
Schedule your NEW dental article writing or editing—or NEW public relations/marketing writing and design—project of $500.00 (five hundred dollars) or more on Friday and take $150.00 (one hundred and fifty dollars) off the fee. Not applicable to previously scheduled article writing/editing or PR/Marketing projects.
Demandforce .............................................. 823
Get Demandforce Facebook Apps for FREE!
Dental Arts Laboratories, Inc. ......................... 223
Receive a Free Great White Z Ceramic/Zirconia Finishing Kit with your first Zeno FC zirconia case with DAI! Stop by our booth to learn more about Zeno FC zirconia restorations and to pick up a voucher to include with your first case!
Dental Marketers ........................................... 218
Giving-away a $250.00 gift card for our services for each day.
DMG America, LLC ........................................ 212
Buy 3 Luxatemp or Luxatemp Ultra Automix Refill kits Get 1 FREE!
edoctors/dentalfind.com ................................ 902
Free Practice Consultation discount.
Ellman International, Inc. ............................... 619
Dento Surg RL3 – High Frequency/Low Temperature Radiosurgical Technology – Save $500+ at AACD!!
GC America, Inc. ......................................... 732
Flo Refills, Get 1 FREE! - promo code 1716
MI Varnish™ with RECALDENT™ (CPP-ACP) - Buy 2 MI Varnish™ Packages, Get 1 FREE Best Buy, Target or Amazon E-Gift Card FREE! - promo 1666
Golden Proportions Marketing ......................... 505
PATIENT REFERRAL PROGRAM WITH TWO-SIDED CARDS—Normally $499, Aacd Promotional Rate $350, Just mention AACD2012 to receive the discount.
(Includes – Four displays with posters and attached card rack, 2,500 referral business cards)
Heraus ......................................................... 210
Purchase 4 Venus Diamond Refills* + Venus Temp Cartridges + 6 Venus White Pro Patient Kits, Receive a Kindle Fire FREE! (Call customer service at 800-431-785 for redemption information)
Campaign # 1000803846
Keating Dental Arts ........................................ 134
25% off your first case (up to 3 units)
Knight Dental Group ...................................... 227
FREE smile design diagnostic white wax.
Kuwata Pan Dent Laboratory ........................... 614
New customers visiting the booth on Friday will receive a coupon for a complementary diagnostic wax up.
LK Dental Studio ........................................... 822
One complimentary 6 unit Diagnostic Wax-up case by LK Dental Studio. Wax-up to be credited back upon final completion of ceramics.
Offer not to be combined. One per customer. Exp 7/31/12.
Michaelangelo Dental Studio ......................... 106
20 Vouchers good for 10 units each. The cost of this voucher will be $1500.00 it will cover, our Award Winning Feldspatic Veneers or Crowns, Implant crowns, e-max, PFM’s, Lava Zirconia.
MUD/TopDocs.com ......................................... 634
25% OFF Website Design + 25% OFF DVDs
25% OFF TopDocs.com
Osteogenics Biomedical .................................. 541
Free 2nd Day Shipping on all orders placed at the meeting.
Buy 4, get 1 FREE* on all products except Cytoplast® PTFE suture.
Osteogenics Biomedical (cont.) ....................... 541
FREE Sterile Suture Sample with each box of Cytoplast® PTFE suture ordered.
*Matching and matching different products is permitted; the least expensive product will be credited as free.
Panadent ...................................................... 610
15% OFF any Panadent Articulator System or Module.
RGP Dental ................................................... 606
Purchase any two stools and receive a 20% discount plus FREE shipping on the 2nd stool!
Roadside Multimedia .................................... 542
Get a Roadside FastTrak Dental Website for $1500 (a $4500 value) when you sign up for 12 months of SEO and Marketing! Your FastTrak Website includes:
- 16 page FastTrak Dental Website ($2500 value)
- Initial SEO Optimization ($1000 value)
- Copy-written content by the Roadside Copywriting Team ($1000 value)
SDI (North America), Inc. ............................... 728
Raddi Cal LED Curing Light - $399 ($150 savings)
Shofu Dental Corporation ............................... 601
Buy one BeautiBond & Beautifil Flow Plus Combo Kit and receive a FREE SuperSnap Rainbow Kit
Six Month Smiles ........................................... 604
$300 off any Two Day Hands On Course
SNAP Imaging Systems .................................. 547
Come to the SNAP booth, where ‘Black Friday’ is every day, and every dentist that watches a live SNAP demo will be entered into a raffle for an iPad 2. (Team Members can enter a separate drawing for an iPod nano). Meeting Special: FREE Canon Selphy CP800 Photo Printer with purchase of SNAP.
The Ladder .................................................... 327
Additional 10% off the meeting price for a single Ladder system
Triodont Corporation ..................................... 623
Visit booth 623 for a free hands on demonstration of the SuperCurve non-stick matrices, and you can purchase the intro pack for the low price of only $99.
VELscope LED Dental ...................................... 637
VELscope System Bundle Promotion – Save 95%! Vident, a VITA Company .......................... 445
15% Off of all Shade Guides
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Kuwata Pan Dent Laboratory
Michaelangelo Dental Studios
Micro Advanced Cosmetics by MicroDental Laboratories
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Septodont
Springstone Patient Financing
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Kerr Corporation
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SDI North America Inc.
Shofu Dental Corporation
Six Month Smiles
Tekscan
Tokuyama Dental America, Inc.
Triodent Corporation
Ultradent Products, Inc.
### 2012 Exhibitors

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Website</th>
<th>Booth Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>3M ESPE Dental Products</td>
<td><a href="http://www.3mespe.com">www.3mespe.com</a></td>
<td>600</td>
</tr>
<tr>
<td>Academy of General Dentistry</td>
<td><a href="http://www.agd.org">www.agd.org</a></td>
<td>925</td>
</tr>
<tr>
<td>Ads Next</td>
<td><a href="http://www.adsnext.com">www.adsnext.com</a></td>
<td>939</td>
</tr>
<tr>
<td>American Academy of Implant Dentistry</td>
<td><a href="http://www.aaid.com">www.aaid.com</a></td>
<td>447</td>
</tr>
<tr>
<td>American HealthCare Lending</td>
<td><a href="http://www.americanhealthcarelending.com">www.americanhealthcarelending.com</a></td>
<td>718</td>
</tr>
<tr>
<td>AMD Lasers, a DENTSPLY International Company</td>
<td><a href="http://www.amdlasers.com">www.amdlasers.com</a></td>
<td>736</td>
</tr>
<tr>
<td>Appliance Therapy Group</td>
<td><a href="http://www.appliancetherapy.com">www.appliancetherapy.com</a></td>
<td>923</td>
</tr>
<tr>
<td>Aurum Ceramic Dental Laboratories</td>
<td><a href="http://www.aurnigroup.com">www.aurnigroup.com</a></td>
<td>801</td>
</tr>
<tr>
<td>Bay View Dental Lab</td>
<td><a href="http://www.bvl.com">www.bvl.com</a></td>
<td>911</td>
</tr>
<tr>
<td>Benco Dental</td>
<td><a href="http://www.benco.com">www.benco.com</a></td>
<td>727</td>
</tr>
<tr>
<td>BioHorizons</td>
<td><a href="http://www.biohorizons.com">www.biohorizons.com</a></td>
<td>913</td>
</tr>
<tr>
<td>Biomet 3i</td>
<td><a href="http://www.biomet3i.com">www.biomet3i.com</a></td>
<td>110</td>
</tr>
<tr>
<td>Bisco Dental Products</td>
<td><a href="http://www.bisco.com">www.bisco.com</a></td>
<td>511</td>
</tr>
<tr>
<td>Blatchford Solutions</td>
<td><a href="http://www.blatchford.com">www.blatchford.com</a></td>
<td>639</td>
</tr>
<tr>
<td>BonaDent Dental Laboratories</td>
<td><a href="http://www.bonadent.com">www.bonadent.com</a></td>
<td>112</td>
</tr>
<tr>
<td>Brasseler USA</td>
<td><a href="http://www.brasselerusa.com">www.brasselerusa.com</a></td>
<td>129</td>
</tr>
<tr>
<td>Burbank Dental Laboratory</td>
<td><a href="http://www.burbankdental.com">www.burbankdental.com</a></td>
<td>518</td>
</tr>
<tr>
<td>CareCredit</td>
<td><a href="http://www.carecredit.com">www.carecredit.com</a></td>
<td>917</td>
</tr>
<tr>
<td>Carestream Dental / Kodak Dental Systems</td>
<td><a href="http://www.carestreamdental.com">www.carestreamdental.com</a></td>
<td>633</td>
</tr>
<tr>
<td>CariFree</td>
<td><a href="http://www.carifree.com">www.carifree.com</a></td>
<td>116</td>
</tr>
<tr>
<td>Chesapeake Dental Education Center</td>
<td><a href="http://www.chesapeakeedentaleducation.com">www.chesapeakeedentaleducation.com</a></td>
<td>104</td>
</tr>
<tr>
<td>Clinician’s Choice Dental Products, Inc</td>
<td><a href="http://www.clinicianschoice.com">www.clinicianschoice.com</a></td>
<td>700</td>
</tr>
<tr>
<td>Coltene</td>
<td><a href="http://www.coltenewhaledent.com">www.coltenewhaledent.com</a></td>
<td>928</td>
</tr>
<tr>
<td>ContacEZ, the Ultimate Proximal Contact Solution</td>
<td><a href="http://www.contacez.com">www.contacez.com</a></td>
<td>603</td>
</tr>
<tr>
<td>Cosmedent</td>
<td><a href="http://www.cosmedent.com">www.cosmedent.com</a></td>
<td>301</td>
</tr>
<tr>
<td>Crème della Crème Copywriting &amp; Communication</td>
<td><a href="http://www.cremedelacr%C3%A8me.org">www.cremedelacrème.org</a></td>
<td>127</td>
</tr>
<tr>
<td>Crystal Tip &amp; Liquid Smile</td>
<td><a href="http://www.crystaltip.com">www.crystaltip.com</a></td>
<td>135</td>
</tr>
<tr>
<td>da Vinci Dental Studios</td>
<td><a href="http://www.davincilab.com">www.davincilab.com</a></td>
<td>322</td>
</tr>
<tr>
<td>Dear Doctor</td>
<td><a href="http://www.deardoctor.com">www.deardoctor.com</a></td>
<td>627</td>
</tr>
<tr>
<td>Demandforce</td>
<td><a href="http://www.dental.demandforce.com">www.dental.demandforce.com</a></td>
<td>823</td>
</tr>
<tr>
<td>Den-Mat Holdings</td>
<td><a href="http://www.denmat.com">www.denmat.com</a></td>
<td>900</td>
</tr>
<tr>
<td>Dental Arts Laboratories, Inc</td>
<td><a href="http://www.dentalartslab.com">www.dentalartslab.com</a></td>
<td>223</td>
</tr>
<tr>
<td>Dental GPS</td>
<td><a href="http://www.dentalgps.com">www.dentalgps.com</a></td>
<td>706</td>
</tr>
<tr>
<td>Dental Marketers</td>
<td><a href="http://www.dentalmarketers.com">www.dentalmarketers.com</a></td>
<td>218</td>
</tr>
<tr>
<td>Dental Savings Club</td>
<td><a href="http://www.dentalsavingsclub.com">www.dentalsavingsclub.com</a></td>
<td>516</td>
</tr>
<tr>
<td>Dental Tribune America</td>
<td><a href="http://www.dentaltribune.com">www.dentaltribune.com</a></td>
<td>641</td>
</tr>
<tr>
<td>Dental USA</td>
<td><a href="http://www.mydentalusa.com">www.mydentalusa.com</a></td>
<td>537</td>
</tr>
<tr>
<td>DentalXP</td>
<td><a href="http://www.dentalxp.com">www.dentalxp.com</a></td>
<td>108</td>
</tr>
<tr>
<td>DENTSPLY International</td>
<td><a href="http://www.dentsply.com">www.dentsply.com</a></td>
<td>710</td>
</tr>
<tr>
<td>Design Group MD</td>
<td><a href="http://www.desingngroumd.com">www.desingngroumd.com</a></td>
<td>240</td>
</tr>
<tr>
<td>Designs for Vision, Inc</td>
<td><a href="http://www.designsforvision.com">www.designsforvision.com</a></td>
<td>122</td>
</tr>
<tr>
<td>District of Columbia Dental Society</td>
<td><a href="http://www.dcdental.org">www.dcdental.org</a></td>
<td>543</td>
</tr>
<tr>
<td>DMG America</td>
<td><a href="http://www.dmg-america.com">www.dmg-america.com</a></td>
<td>212</td>
</tr>
<tr>
<td>DSG Americas</td>
<td><a href="http://www.dentsaldservices.net">www.dentsaldservices.net</a></td>
<td>222</td>
</tr>
<tr>
<td>eDoctors/Dentalfind</td>
<td><a href="http://www.dentalfind.com">www.dentalfind.com</a></td>
<td>902</td>
</tr>
<tr>
<td>e Dental Laboratories, Inc</td>
<td><a href="http://www.e-dentallabs.com">www.e-dentallabs.com</a></td>
<td>535</td>
</tr>
<tr>
<td>Ellman International</td>
<td><a href="http://www.ellman.com">www.ellman.com</a></td>
<td>619</td>
</tr>
<tr>
<td>Evolve Dental Technologies</td>
<td><a href="http://www.evolvedental.com">www.evolvedental.com</a></td>
<td>519</td>
</tr>
<tr>
<td>Garrison Dental Solutions</td>
<td><a href="http://www.garrisondental.com">www.garrisondental.com</a></td>
<td>703</td>
</tr>
<tr>
<td>GC Advanced Technologies, Inc</td>
<td><a href="http://www.gc-at.com">www.gc-at.com</a></td>
<td>734</td>
</tr>
<tr>
<td>Golden Proportions Marketing</td>
<td><a href="http://www.goldenproportions.com">www.goldenproportions.com</a></td>
<td>505</td>
</tr>
<tr>
<td>GPT Dental</td>
<td><a href="http://www.gptdental.com">www.gptdental.com</a></td>
<td>903</td>
</tr>
<tr>
<td>Great Lakes Prosthodontics</td>
<td><a href="http://www.greatlakesortho.com">www.greatlakesortho.com</a></td>
<td>824</td>
</tr>
<tr>
<td>HDIQ Dental</td>
<td><a href="http://www.hdiqdental.com">www.hdiqdental.com</a></td>
<td>118</td>
</tr>
<tr>
<td>Henry Schein</td>
<td><a href="http://www.henryschein.com">www.henryschein.com</a></td>
<td>616</td>
</tr>
<tr>
<td>Heraeus</td>
<td><a href="http://www.heraeusdentalusa.com">www.heraeusdentalusa.com</a></td>
<td>210</td>
</tr>
<tr>
<td>Hy-Fryed</td>
<td><a href="http://www.h-fried.com">www.h-fried.com</a></td>
<td>234</td>
</tr>
<tr>
<td>Hydrafacial MD - Edge Systems Corp</td>
<td><a href="http://www.edgeforlife.com">www.edgeforlife.com</a></td>
<td>611</td>
</tr>
<tr>
<td>IDEA - Interdisciplinary Dental Education Academy</td>
<td><a href="http://www.ideausa.net">www.ideausa.net</a></td>
<td>325</td>
</tr>
<tr>
<td>InsidersCircle.com</td>
<td><a href="http://www.insiderscircle.com">www.insiderscircle.com</a></td>
<td>740</td>
</tr>
</tbody>
</table>
2012 Exhibitors

Invisalign ........................................ 517
www.invisalign.com
Isolite Systems .................................. 636
www.isolitesystems.com
Ivoclar Vivadent, Inc ......................... 201
www.ivoclarvivadent.com
Keating Dental Arts ............................. 134
www.keatingdentalarts.com
Kerr Corporation ................................ 501
www.kerrdental.com
Kettenbach ....................................... 102
www.kettenbach.com
Knight Dental Group .......................... 227
www.knighdtalgroup.com
Komet USA ....................................... 113
www.komet-usa.com
Kuraray America, Inc ......................... 642
www.kuraraydental.com
Kuwata Pan Dent ............................... 614
www.kuwatapandent.com
Leica Microsystems ............................. 126
www.leica-microsystems.com
Lips, Inc ......................................... 724
www.lipsinc.com
LK Dental Studio ............................... 822
www.lkdentalstudio.com
LocateADoc / Practice Dock ................. 428
www.locateadoc.com
Medical Justice ............................... 828
www.medicaljustice.com
Medical Protective ............................ 927
www.medpro.com
Micerium S.P.A. / Synca Direct ............. 644
www.enahri.com
Michaelangelo Dental Studios .......... 106
www.michaelangelostudio.com
MicroDental Laboratories ................. 411
www.microdentaldublin.com
Misch Implant Institute ..................... 238
www.misch.com
MJD Patient Communications / TOPDOCS.com .... 634
www.mjdp.com
My Social Practice ........................... 226
www.mysocialpractice.com
Nadia International ............................. 323
www.ronadro.com
NewBeauty Magazine ........................ 935
www.newbeauty.com
Nobel Biocare USA ......................... 605
www.nobelbiocare.com
Now Media Group, Inc ........................ 714
www.nowmediagroup.tv
Nu-Life Long Island ........................... 449
www.nulifei.com
OrangeSoda .................................... 124
www.orangesoda.com
Orascoptic ...................................... 111
www.orascoptic.com
Osteogenics Biomedical ..................... 541
www.osteogenics.com
Pacific Training Institute - Botox ......... 905
www.ptifa.com
Panadent ....................................... 610
www.panadent.com
Paragon Management Associates, Inc ... 544
www.theparagonprogram.com
Patient News ................................... 422
www.patientnews.com
Patterson Dental .............................. 424
www.pattersondental.com
PeriOptix, Inc ................................... 515
www.perioptix.com
Philips – Sonicare and Zoom Whitening ... 101
www.discusdental.com
PhotoMed ...................................... 100
www.photomed.net
PNC Bank ...................................... 826
www.pnc.com
Postcard Mania ............................... 640
www.postcardmania.com
Professional Protector Plan ............... 901
www.protectorplan.com
ProSites ........................................ 617
www.prosites.com
Protech Dental Studio ....................... 723
www.protecdentalstudio.com
Pulpdent Corporation ....................... 228
www.pulpdent.com
Quintessence Publishing Co. Inc ....... 417
www.quintpub.com
Re-Creations Dental Studios .......... 329
www.recreations.com
RGP, Inc ........................................ 606
www.rgp.com
Roadside Multimedia ....................... 542
www.roadsidemultimedia.com
Rose Micro Solutions ..................... 729
www.rosemicrosolutions.com
Rosemont Media ............................. 800
www.rosemontmedia.com
SDI (North America), Inc ................. 728
www.sdi.com.au
Septodont ...................................... 612
www.septodontusa.com
Sharper Practice ............................. 443
www.sharperpractice.com
Shofu Dental Corp ........................... 601
www.shofu.com
Six Month Smiles ......................... 604
www.sixmonthsmiles.com
Sky Factory .................................... 929
www.skyfactory.com
Smile Reminder .............................. 433
www.smilereminder.com
SNAP Cosmetic Simulation Software ... 547
www.snapdental.com
Springstone Patient Financing ............. 326
www.springstoneplan.com
SurgiTel/General Scientific Corp .... 119
www.surgitel.com
Tekscan ....................................... 829
www.tekscan.com
TeleVox ........................................ 123
www.televox.com
The Dawson Academy ..................... 701
www.thedawsonacademy.com
The Dental Advisor ......................... 738
www.dentaladvisor.com
The Ladder .................................... 327
www.theoladder.com
Tokuyama Dental America, Inc ......... 613
www.tokuyama-us.com

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Please stop by and thank these vendors for their efforts on behalf of the Academy to add value to your membership:

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• DentalXP, Booth #108
• Dear Doctor, Booth #627
• HDiQ Dental, Booth #118

Promotional Partners
• Academy of General Dentistry, Booth #925
• Dental Tribune America, Booth #641
• My Social Practice, Booth #226
• NewBeauty Magazine, Booth #935
• The Dental Advisor, Booth #738

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# 2012 Exhibitors Product Categories

## Abrasives
- ContacEZ, the Ultimate Proximal Contact Solution
- Shofu Dental Corp

## Adhesion
- 3M ESPE Dental Products
- Bisco Dental Products
- Kuraray America, Inc.

## Advertising
- Crème della Crème
- Copywriting & Communication
- eDoctors/Dentalfind
- Golden Proportions Marketing
- Lips, Inc.
- My Social Practice
- Now Media Group, Inc.
- OrangeSoda

## Alloys
- DENTSPLY International

## Anesthetic
- Septodent

## Appointment Reminder System
- Smile Reminder
- Tel-A-Patient
- TeleVox
- Trisynergy Media

## Articulators
- Great Lakes Prosthodontics
- Panadent
- Whip Mix Corporation

## Association
- Academy of General Dentistry
- American Academy of Implant Dentistry
- District of Columbia Dental Society

## Bleaching
- Evolve Dental Technologies, Inc.
- SDI North America, Inc.

## Bonding
- Bisco Dental Products
- Cosmedent

## Bonding (cont.)
- Clinician’s Choice Dental Products Inc.
- DENTSPLY International
- Heraeus
- Kerr Corporation
- Shofu Dental Corp
- Tokuyama Dental America, Inc.

## Botox
- Pacific Training Institute-Botox

## Burs
- AXIS Dental
- Brasseler USA
- Coltene
- Komet USA

## Cad/Cam
- Biomet 3i
- GC Advanced Technologies, Inc.
- Henry Schein
- Hiossen
- Invisalign
- Ivoclar Vivadent, Inc.
- Nobel Biocare
- Patterson Dental Supply, Inc.
- Vident, a VITA Company
- Whip Mix Corporation

## Cameras
- PhotoMed International
- SurgiTel / General Scientific Corp

## Cameras – Extra Oral Digital
- PhotoMed International
- VELscope - LED Dental, Inc.

## Cameras – IntrOral
- Benco Dental
- Carestream Dental / Kodak Dental Systems
- PhotoMed International
- Sharper Practice

## Cements
- Bisco Dental Products
- Cosmedent

## Cements (cont.)
- DENTSPLY International
- GC America, Inc.
- Ivoclar Vivadent, Inc.
- Kerr Corporation
- Kuraray America, Inc.
- Pulpdent Corporation
- SDI North America, Inc.

## Composites
- 3M ESPE Dental Products
- Bisco Dental Products
- Coltene
- Cosmedent
- Henry Schein
- IDEA - Interdisciplinary Dental Education Academy
- Ivoclar Vivadent, Inc.
- Kerr Corporation
- Kuraray America, Inc.
- Micerium S.P.A. / Synca Direct
- Pulpdent Corporation
- SDI North America, Inc.
- Septodent
- Shofu Dental Corp
- Tokuyama Dental America, Inc.
- Ultradent Products, Inc.

## Computer Imaging
- Patterson Dental
- Re-Creations Dental Studios, Inc.
- SNAP Cosmetic Simulation Software

## Computer Software
- BioHorizons
- Demandforce
- Quintessence Publishing Co, Inc.
- Smile Reminder
- SNAP Cosmetic Simulation Software
- Tekscan, Inc.

## Continuing Education
- Academy of General Dentistry
- Chesapeake Dental Education Center
2012 Exhibitors Product Categories Continued

Curing Lights
Henry Schein
SDI North America, Inc.
SurgiTel / General Scientific Corp
Ultradent Products, Inc.

Dental Laboratory
Appliance Therapy Group
Aurum Ceramic Dental Laboratories
Bay View Dental Lab
BonaDent Dental Laboratories
Burbank Dental Laboratory
da Vinci Dental Studios
Dental Arts Laboratories, Inc.
DSG Americas
Evolve Dental Technologies, Inc.
Gold Dust Dental Laboratory
Invisalign
Keating Dental Arts
Knight Dental Group
Kuwata Pan Dent Laboratory
LK Dental Studio
Michaelangelo Dental Studios
MicroDental Laboratories
Nu-Life Long Island
Protech Dental Studio
Re-Creations Dental Studios, Inc.
Six Month Smiles
Valley Dental Arts
YES! Dental Laboratory, Inc.

Dermal Fillers
Pacific Training Institute-Botox

Diagnostics
Appliance Therapy Group

Digital Radiography
Carestream Dental / Kodak Dental Systems
Patterson Dental Supply, Inc.

Digital Photography
Chesapeake Dental Education Center

Direct Mail
Postcard Mania

Education/Training
American Academy of Implant Dentistry
BioHorizons
Blatchford Solutions
DentalXP
Dental GPS
District of Columbia Dental Society
Gold Dust Dental Lab
HDIQ Dental
Hiossen
IDEA - Interdisciplinary Dental Education Academy
LK Dental Studio
Misch Implant Institute
Pacific Training Institute – Botox
Quintessence Publishing Co, Inc.
Six Month Smiles
Tel-A-Patient
The Dawson Academy
The Dental Advisor

Financial Services
Bank of America Practice Solutions
Springstone Patient Financing
PNC Bank

Handpieces
Brasseler USA
Ellman International

Health Banking
PNC Bank

Hygiene Products
DMG America

Implants
American Academy of Implant Dentistry
BioHorizons
Biomet 3i
Dental USA
Hiossen
IDEA - Interdisciplinary Dental Education Academy
LK Dental Studio
Nobel Biocare
YES! Dental Laboratory, Inc.

Impression Materials
3M ESPE Dental Products
Clinician’s Choice Dental Products, Inc.
DENTSPLY International
DMG America
Evolve Dental Technologies, Inc.
GC America, Inc.
Heraeus
Kerr Corporation
Kettenbach LP

Infection Control
Garrison Dental Solutions
Hu-Friedy

Instruments
Benco Dental
Dental Savings Club
Dental USA
Ellman International
Garrison Dental Solutions
Hiossen
Hu-Friedy
Isolite Systems
Misch Implant Institute
Triodent Corporation
Zoll-Dental

Insurance
Professional Protector Plan
INTERNET MARKETING
Demandforce
Dental Marketers
eDoctors/Dentalfind
Golden Proportions Marketing
Medical Justice
My Social Practice
Now Media Group
OrangeSoda
Page 1 Solutions
ProSites
Roadside Multimedia, Inc.
Rosemont Media
Yodle

LABORATORY INSTRUMENTS
Invisalign
Panadent
RGP, Inc.
Six Month Smiles

LASERS
AMD Lasers, a DENTSPLY International Company
Den-Mat Holdings
GPT Dental
Great Lakes Prosthodontics
Henry Schein
Ivoclar Vivadent, Inc.

LIGHTS
Designs for Vision, Inc.
Isolite Systems
Orascoptic
PeriOptix, Inc.
Rose Micro Solutions
Sky Factory
SurgiTel / General Scientific Corp
Ultralight Optics
Velscope - LED Dental, Inc.

LOUPES
Brasseler USA
Designs for Vision, Inc.

LOUPES (cont.)
High Q Dental
Orascoptic
PeriOptix, Inc.
Rose Micro Solutions
SurgiTel / General Scientific Corp

MALPRACTICE INSURANCE
Medical Protective

MARKETING
Postcard Mania

MICROSCOPES
Global Surgical Corp
Leica Microsystems
Rose Micro Solutions

OCCLUSION
Chesapeake Dental Education Center
Kettenbach LP
Tekscan, Inc.
Whip Mix Corporation

OFFICE SUPPLIES/DESIGN
Design Group MD
Nadia International, Inc.
RGP, Inc.

OPTICAL AIDS
PeriOptix, Inc.

ORAL CANCER SCREENING
Velscope - LED Dental, Inc.

ORTHODONTICS
Appliance Therapy Group
Dental USA
GC America, Inc.
Great Lakes Prosthodontics
Invisalign
Six Month Smiles

OTHER – ALGINATE ALTERNATIVES
Kettenbach LP

OTHER – ART
Sky Factory

OTHER – BONE REGENERATION
Osteogenics Biomedical

OTHER – COSMETIC IMAGING SOFTWARE
Dental GPS

OTHER – CARIES CONTROL
CariFree

OTHER – DENTAL DISTRIBUTOR
Benco Dental

OTHER – DISCS, MODELS
Komet USA

OTHER – CAMBRA PROGRAM
CariFree

OTHER – CRYSTAL TIP
Crystal Tip & Liquid Smile

OTHER – E.MAX
Nobel Biocare USA

OTHER – ERGONOMIC SEATING
RGP, Inc.

OTHER – LEGAL RISK DETERRENCE
Medical Justice

OTHER – LIQUID SMILE
Crystal Tip & Liquid Smile

OTHER - ONLINE DENTAL EDUCATION
DentalXP
HDiQ Dental

OTHER – PATIENT ENGAGEMENT
TeleVox

OTHER – pH ELEVATED PRODUCTS
CariFree

OTHER – PREVENTATIVE
DMG America
Oragenics

OTHER – RADIOSURGICAL EQUIPMENT
Ellman International

OTHER – SECTIONAL MATRIX SYSTEM
Triodent Corporation
OTHER – SKIN CARE
HydraFacial MD - Edge Systems Corp

OTHER – SOCIAL MEDIA
My Social Practice

OTHER – TEMPORARY CROWN & BRIDGE
DMG America

OTHER – TEMPORARY MATERIALS & ACCESSORIES
Clinician’s Choice Dental Products, Inc.

OTHER – VIRTUAL WINDOWS/SKYLIGHTS
Sky Factory

OTHER: WRITING & EDITING
Créme della Crème Copywriting & Communication

OTHER – XYLITOL
CariFree

PATIENT EDUCATION
Biomet 3i
Dear Doctor, Inc.

MJD Patient Communications / TOPDOCS.com

Now Media Group, Inc.
Patient News Publishing
Prosites
SNAP Cosmetic Simulation Software

PATIENT FINANCING
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Dental GPS
Pacific Training Institute – Botox
PhotoMed International
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POLISHERS
Brasseler USA
ContacEZ, the Ultimate Proximal Contact Solution
Komet USA
Whip Mix Corporation

POLISHING SYSTEMS
Clinician’s Choice Dental Products, Inc.
ContacEZ, the Ultimate Proximal Contact Solution
Cosmedent
Micerium S.P.A. / Synca Direct

PORCELAINS
Shofu Dental Corp
Vident, a VITA Company

PORTABLE LED LIGHT
Designs for Vision, Inc.
PeriOptix, Inc
VELscope - LED Dental, Inc.

POSTS
Coltene
Komet USA

PRACTICE MANAGEMENT
Blatchford Solutions
Carestream Dental / Kodak Dental Systems
Dental Marketers
Medical Justice
Page 1 Solutions
Smile Reminder
Tel-A-Patient

PRACTICE MARKETING
Ads Next
da Vinci Dental Studios
Dear Doctor, Inc.
Dental Marketers
Demandforce
Gold Proportions Marketing
Lips, Inc.
LocateADoc.com powered by PracticeDock
Medical Justice

PRACTICE MARKETING (cont.)
MJD Patient Communications / TOPDOCS.com
OrangeSoda
Patient News Publishing
Page 1 Solutions
Postcard Mania
Prosites
Roadside Multimedia, Inc.
Smile Reminder
SNAP Cosmetic Simulation Software
Tel-A-Patient
TeleVox

PRINTING SERVICES
Postcard Mania

PROFESSIONAL MANAGEMENT
Blatchford Solutions
Dental Marketers
Paragon Management Associates, Inc.

PROMOTIONAL PRODUCT
Lips, Inc.

PROSTHODONTIC AIDS
ContacEZ, the Ultimate Proximal Contact Solution
Great Lakes Prosthodontics

PUBLICATIONS
Créme della Crème Copywriting & Communication
Dear Doctor, Inc.
Dental Tribune America
NewBeauty Magazine
Quintessence Publishing Co, Inc.
The Dental Advisor
The Ladder

PUBLISHER
Patient News

RESINS
Micerium S.P.A. / Synca Direct
Pulpdent Corporation
2012 Exhibitors Product Categories Continued

RESTORATIVE MATERIALS
3M ESPE Dental Products
BioHorizons
Biomet 3i
Garrison Dental Solutions
GC America, Inc.
Heraeus
Hu-Friedy
Micerium S.P.A. / Synca Direct
Nobel Biocare
Pulpdent Corporation
Septodont
Triodent Corporation
Ultradent Products, Inc.

SHADE GUIDES
The Ladder
Vident, a VITA Company

SPECIALTY PRODUCTS
Appliance Therapy Group
The Ladder

SUPPLY
Patterson Dental Supply, Inc.

TEETH
Vident, a VITA Company

VENEERS
Coltene
da Vinci Dental Studios
IDEA - Interdisciplinary Dental Education Academy
LK Dental Studio
Triodent Corporation
YES! Dental Laboratory, Inc.

WEBSITES
Ads Next
Dear Doctor, Inc.
DentalXP
eDoctors/Dentalfind
Golden Proportions Marketing
MJD Patient Communications / TOPDOCS.com
Now Media Group, Inc.
Page 1 Solutions
Prosites
Roadside Multimedia, Inc.
Rosemont Media
TeleVox

WHITENING
Dental GPS
Evolve Dental Technologies, Inc.
Heraeus
Ultradent Products, Inc.

X-RAY EQUIPMENT
Benco Dental
Carestream Dental / Kodak Dental Systems

ZIRCONIA
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27, 31, 39, 41, 44, 45, 47, 52, 53, 57
Adhesives ........................................... 30, 34, 43
Bonding ............................................. 55, 58
Botox® .................................................. 52
Business Staff Communication .......... 28
Case Acceptance ................................. 41
Ceramic Selection ................................. 44
Composites ................................. 29, 31, 33, 34, 35, 42, 47, 48, 54, 55
Comprehensive Aesthetics ................. 46
Contouring ........................................... 35
Cosmetic Dentistry Principles .......... 26
Diastema Closure ................................. 43
Direct Restorations ............................... 35
Edentulous Patients ............................... 52
Facial Resurfacing ................................. 46
Financial Planning ............................... 32, 46
Financial Verbal Skills .......................... 40
Force Management .............................. 32
Glass Ionomers .................................... 43
Hygiene ............................................. 28, 40, 54
Implants ............................................. 26, 38, 56, 57
Lasers ................................................. 30, 34
Marketing ........................................... 58
Materials ........................................... 28, 39
Minimally Invasive Dentistry .............. 38, 42, 43
New Dentist ........................................ 57
New Technologies and Trends .......... 52
Orthodontics ....................................... 33, 55
Overdenture Implants ......................... 41, 48
Patient Psychology ............................... 45
Photography ........................................ 32, 53
Porcelain Restorations ....................... 45
Practice Development ......................... 53
Practice Marketing ......................... 33, 40, 46
Preparation Design ......................... 29
Provisionals .......................................... 48
Removable Prosthodontics ................. 58
Restorations ......................................... 27, 44
Shade Taking ....................................... 54
Sleep Apnea ......................................... 39, 56
Smile Design ...................................... 1, 22, 28, 30, 44
Social Media ....................................... 32
Spouse Forum ....................................... 21
Team Leadership .................................... 45
Temporization ...................................... 42, 47
Treatment Planning ......................... 56
Veneers ............................................. 29, 48, 54, 55, 58
Wear .................................................. 27
Whitening ........................................... 40, 53
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