

Holiday Dental Conference

Is Pleased To Present

— FROM —

The Dawson Academy Faculty



Larry M. Guzzardo, BSBA



Joan S. Forrest, BA, MS



Kimberly D. Daxon, DDS



Glenn E. DuPont, DDS



JoAnne E. Schultz, RDH



Shannon L. Pace, CDA

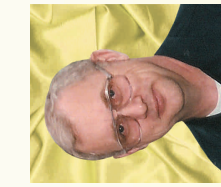


Henry Gremillion, DDS

— PLUS —



Laney Kay, JD



Robert "Crittter" Teague,
EMT



Samuel B. Low,
DDS, MS, M.Ed.



Sean Chappell, AA



Robert A. Lowe, DDS

Charlotte, NC ★ November 20 - 21, 2009
★★★ The Blake Hotel ★★

Friday, November 20, 2009

S1 TIMELESS PRINCIPLES FOR TODAY'S SUCCESS: DUPONT TO THE RESCUE

Glenn E. DuPont, DDS

8:30 AM - 5:00 PM

Intended Audience: D

For over 50 years Dr. Peter Dawson practiced and taught timeless principles that when practiced, lead to unrivaled success. These tested principles continue to serve as the foundation for a successful, happy practice. With today's patient population desiring esthetic options more than ever before, a thorough understanding of occlusion, complex treatment planning, sound aesthetically driven restorative procedures, the latest materials and rock solid management systems are a must if your practice is to thrive.

Learning Objectives:

- To understand what is happening in today's marketplace, and how to position your practice for success.
- To recognize the flaw in any smile, and how to recognize the patients who want to make a change.
- How to create a stable, minimal stress occlusion.
- How to know when to change a patient's occlusion, and when to leave it alone.
- How to choose the proper restorative material for every anterior restorative situation.
- How to choose the proper restorative material for every posterior restorative situation.
- How to communicate with your orthodontist, periodontist and maxillofacial surgeon during complex interdisciplinary case planning.
- The key management systems to build and monitor your practice.
- Great marketing techniques to attract patients who want the best.

S2 THE VALUE ADDED TEAM

Kimberly D. Daxon, DDS, Joan S. Forrest, BA, MS

8:30 AM - 4:30 PM

Intended Audience: All Team

A highly effective team is an essential ingredient in delivering complete care. To truly differentiate a practice today, all team members must have both the clinical and behavioral skills necessary to support the doctor in delivering complete care. Each team member will gain new understandings about his/her role in creating a happy, successful, profitable practice.

Attendees will learn:

- Each team member's role in implementing key management systems.
- The secret to providing extraordinary customer service.
- How the components of the masticatory system interact to create optimum health.
- Why a stable occlusion is critical to successful patient outcomes.
- How to answer patient's questions about occlusion and optimal health.
- How to handle the new patient phone call - especially for patients who say, "I only want my teeth cleaned".
- The skills for attracting the right patient - everyone has a role in internal marketing.
- The importance of a great team in patient satisfaction - and how to become a highly effective team.

S3 THE "NEW" PERIODONTAL DISEASE: INFLAMMATORY & RISKY

Samuel B. Low, DDS, MS, M.Ed.

8:00 AM - 11:30 AM

Intended Audience: D, H

Periodontitis has entered into a new frontier as a major chronic infection and a disease of inflammation. Determining who is at risk and the corresponding therapy is a significant component of effective treatment. Studies demonstrate the 'perio-systemic link' and patients are asking about the relationship! Move to a new level of understanding of chronic inflammation and develop successful outcomes by:

- Utilizing risk assessment to determine susceptibility
- Incorporating the paradigm: periodontal medicine into the practice
- Considering genetics, diet, and stress as variables in controlling disease
- Treating periodontitis as a major chronic inflammatory systemic disease

S4 INCORPORATING "QUALITY" PERIODONTICS INTO COMPREHENSIVE RESTORATIVE DENTISTRY

Samuel B. Low, DDS, MS, M.Ed.

1:00 PM - 4:30 PM

Intended Audience: D, H

The dental practitioner is continually challenged in periodontal care with customizing treatment for the restorative patient. Complicating the decision process is the influence of patient esthetic expectations and economic considerations.

Unravel the complexities by:

- Determining patient resistance/susceptibility patterns for predictable outcomes.
- Providing a "systems" approach to assessing prognosis for restorative abutments and when to extract with resulting implant therapy
- Enhancing esthetic results by manipulating gingivae.
- The role of laser therapy in periodontics including crown lengthening
- Creating true success by positive case acceptance and establishing long-term maintenance goals.
- Developing quality relationships with periodontists

By creating "hands-on" decision-making situations, participants will have the opportunity to engage in actual patient case history in formulating win-win techniques to the periodontal component of their practice.

The Dawson Academy faculty plus some others will provide dentists and team members with key ingredients to building a fun, predictable and profitable workplace; one that creates happy patients and allows team members to leave on time and have happy, balanced lives. Come spend a day or two with us and start your journey.

S5 THE ROLE OF THE DENTAL ASSISTANT - TECHNIQUES AND TECHNOLOGIES THAT HELP DELIVER "WORLD CLASS" DENTISTRY

Robert A. Lowe, DDS and Shannon L. Pace, CDA 8:00 AM - 12:00 Noon Intended Audience: A, D, H

The ideal chairside dental assistant must be current and knowledgeable in materials science and be proficient in the various step-by-step procedures that are now required to deliver state-of-the-art dentistry to the patient. Increase your artistic skill and satisfaction by learning about materials and techniques that can help deliver to the patient the best dentistry has to offer! This is one comprehensive course that every dental assistant needs to attend!

Come Discover:

- New Technologies In Dentistry That Can Be Utilized By The Dental Team: Cad Cam Dentistry, Digital Impressions, Computerized Shade Devices, Computerized Bite Analysis.
- Step-by-step procedural techniques to allow the practice to immediately increase the aesthetic and anatomic quality of restorations they create.
- How exquisite provisional restorations serve as an anatomic (functional) and esthetic blueprint for the laboratory and lab communications.
- What constitutes a perfect master impression: Hemostatic solutions, cord selection and laser.
- Cementation Techniques - Which cements for which materials? Single to multiple unit placement.

S6 BLOOD, SPIT & FEARS: A PAINLESS OSHA UPDATE

Laney Kay, JD 1:30 PM - 5:00 PM Intended Audience: All

Let's face it...most OSHA training courses are anything but fun. OSHA courses don't have to be horrible. Join us for a class that will change your mind forever. You'll satisfy your annual OSHA training requirements with the newest guidelines and disease information. We'll also review the American with Disabilities Act, HIPPA and other legal and regulatory developments that affect dentistry. It's fun, it's fast and it's informative. THIS COURSE WILL REPEAT ON SATURDAY AFTERNOON AS S12.

After Attending This Course, Participants Should Be Able To:

- Understand the importance of standard precautions and the use of PPE in the dental office.
- Recognize the importance of the CDC's infection control guidelines and training for the dental health care worker.
- Identify strategies that can prevent occupational exposures to blood and body fluids, ALL without being put to sleep!

P1 CPR RENEWAL FOR HEALTHCARE PROVIDERS

**Robert "Crittter" Teague, EMT and Deborah J. Baccus, EMT, IC 8:30 AM - 12:00 Noon
Intended Audience: All**

The course is designed to teach the skills of adult, child and infant CPR and relief of foreign body airway obstruction to participants who provide healthcare in a wide variety of settings. THIS COURSE WILL ALSO BE REPEATED AS P4 ON SATURDAY NOVEMBER 21ST.

THIS COURSE INCLUDES:

- Ventilation with a bag valve mask and oxygen
- Use of an automated external defibrillatory (AED)
- Relief of foreign body airway obstruction
- One rescuer CPR/AED
- Two rescuer CPR/AED
- Both a skills test and a written test

P2 THE ART OF EXQUISITE ANTERIOR, POSTERIOR, SINGLE AND MULTIPLE UNIT PROVISIONALS

Robert A. Lowe, DDS and Shannon L. Pace, CDA 1:30 PM - 5:00 PM Intended Audience: A, D, H

The role of dental restorations used for provisional and indirect restorative procedures has changed dramatically in the past several years. These restorations are no longer regarded as temporary restorations but rather as provisional restorations with distinct functions and purposes. Provisional restorations have become a vital diagnostic and assessment tool to evaluate function color, shape, contour, occlusion, periodontal response, implant healing, and overall esthetics. An accurate fit and margination is essential to insure and maintain pulpal health. With increased demands being placed on provisional restorations, new materials and techniques are being developed and some existing protocols are being refined to accomplish desired goals. This hands-on course is designed to report on current materials, techniques, and concepts in fabricating and maintaining long-term esthetic provisionals.

Attendees Will Learn:

- How to choose the Right Provisional Materials for Shade-Matching
- Pre-Op Impression Techniques for easy trimming
- Burr selection for fast and accurate trimming and polishing
- Carving techniques for realistic anatomy and ideal occlusion
- Single Tooth Provisional to Multiple Esthetic Veneers
- How to replicate missing dentition and restore to proper contour and shape with provisionals.

S7 SOLVING SEVERE ANTERIOR WEAR PROBLEMS

Glenn E. DuPont, DDS

8:30 AM - 12:00 Noon

Intended Audience: D, A, L

A beautiful esthetic result will not last long when restoring severe anterior wear problems UNLESS the position of the TMJs, the influence of the muscles, and the envelope of function are clearly understood, evaluated and communicated. Sound esthetic principles must be integrated with tried and true functional principles for results that will make the patient and the dentist smile. Dr. DuPont will share how he has successfully treated anterior wear cases for over 25 years and achieved predictable, stable, beautiful results. A step-by-step approach for success will be presented.

Objectives:

- Develop a clear understanding of tried and true functional principles.
- Develop a clear understanding of sound esthetic principles
- Develop confidence to solve difficult anterior wear problems

S8 DENTISTRY 2010: NEW VISTAS

Henry A. Gremillion, DDS

8:00 AM - 11:30 AM

Intended Audience: All

Dentistry and dental practice are truly in the midst of a Golden Age. Never before has the general population appreciated more that quality oral health is a significant component of quality overall health. Additionally, technological and technique related advances have greatly enhanced diagnostic and treatment outcomes. Based upon recent scientific evidence, today's dentist must become a physician of the masticatory system and beyond. This presentation will address new vistas for the dental practitioner of 2010.

Areas that will be highlighted include:

- Nutritional supplementation related to masticatory system health and function
- Movement disorders such as oromandibular dystonia
- The dentist's role in sleep disturbances
- Pharmacotherapeutic advances in the treatment of orofacial pain.

S9 THE HYGIENIST'S ROLE IN SUPPORTING COMPLETE DENTISTRY

Kimberly D. Daxon, DDS and JoAnne E. Schultz, RDH

8:00 AM - 1:00 PM

Intended Audience: H, D

Hygienists are uniquely positioned to help patients understand their functional problems. By learning to identify and explain the signs of instability and the implications for not treating them, hygienists will develop the confidence to dialogue with patients about their overall oral health.

Objectives:

- Learn that the key to long-term success of optimum health begins with a thorough understanding of the masticatory system and the use of centric relation.
- Learn the complete exam process; identify signs of occlusal instability and how they relate to patients' symptoms including periodontal disease.
- Develop the communication skills necessary to transition patients to a "complete" care dental philosophy.

S10 NOW WHAT DO I SAY? PROFESSIONAL TELEPHONE AND DIRECT PATIENT COMMUNICATION SKILLS

Larry M. Guzzardo, BSBA

8:30 AM - 12:00 Noon

Intended Audience: All

Savvy professionals know how to make every conversation count in their favor. They realize objections can be overcome because smart communicators understand that "No" is often really "Yes" in disguise. Learn the skills that lead to more scheduled appointments, fewer last minute appointment changes, and increases patient referrals. Join in to master techniques that will help you uncover what patients really want and need despite what they "say" they need.

This session will enable you to:

- Deal with emergencies
- Minimize last minute cancellations
- Converse with the "I only want to get my teeth cleaned" patient
- Create value for the "price shopping" patient
- Perfect reminder/confirmation calls
- Confidently know what to say to the "You don't take my insurance?" patient
- Recognize and classify the six (6) types of objections
- Learn the best time to respond to an objection
- Learn five (5) different response types

The Dawson Academy faculty plus some others will provide dentists and team members with key ingredients to building a fun, predictable and profitable workplace; one that creates happy patients and allows team members to leave on time and have happy, balanced lives. Come spend a day or two with us and start your journey.

S11 TIME IS MONEY! ELIMINATE THOSE BA'S AND CA'S

Larry M. Guzzardo, BSBA

1:30 PM - 4:30 PM

Intended Audience: All

Broken appointments (BA's) and changed appointments (CA's) are an expensive drain on the practice. Understanding "why" they occur is an essential first step in reducing and possibly, eliminating them. The second step is to learn how to prevent them and the third is to re-educate your existing patients to exhibit greater respect and responsibility toward their reserved time. Finally, to ensure your progress, it is important to track your practice results to see how well your new system is working. Overcoming this practice handicap results in less stress and increased satisfaction for the entire team.

S12 POTPOURRI OF OROFACIAL PAIN: CASE DISCUSSIONS

Henry Gremillion, DDS

1:00 PM - 4:30 PM

Intended Audience: D, H, A

Differential diagnosis of orofacial pain is an extremely challenging aspect of dental practice. The complexity of neural networks involving the craniocervical area establishes an environment for much diagnostic confusion. Additionally, a number of conditions exist which share common symptoms or may mimic odontogenic pain. Appropriate treatment and/or referral is dependent upon accurate identification of these diseases, syndromes, or clinical conditions. Discussion will include pain of non-odontogenic origin to include: disorders of salivary glands, neurologic sources of craniofacial pain, various headache subgroups, and craniofacial pain of musculoskeletal origin. Key management consideration will be discussed. Additionally, key dental considerations in sleep-related breathing disorders will be presented.

S13 BLOOD, SPIT & FEARS: A PAINLESS OSHA UPDATE

Laney Kay, JD

1:30 PM - 4:30 PM

Intended Audience: All

Let's face it....most OSHA training courses are anything but fun. OSHA courses don't have to be horrible. Join us for a class that will change your mind forever. You'll satisfy your annual OSHA training requirements with the newest guidelines and disease information. We'll also review the American with Disabilities Act, HIPPA and other legal and regulatory developments that affect dentistry. It's fun, it's fast and it's informative. THIS COURSE IS A REPEAT OF S5 ON FRIDAY AFTERNOON.

Objectives:

- Understand the importance of standard precautions and the use of PPE in the dental office.
- Recognize the importance of the CDC's infection control guidelines and training for the dental health care worker.
- Identify strategies that can prevent occupational exposures to blood and body fluids, ALL without being put to sleep!

P3 THE ART OF CLINICAL PHOTOGRAPHY: A PICTURE IS WORTH A THOUSAND WORDS

Shannon L. Pace, CDA and Sean Chappell, AA

8:30 AM - 12:30 PM

Intended Audience: All

A picture is worth a thousand words is a proverb that refers to the idea that complex stories can be described with just a single still image, or that an image may be more influential than a substantial amount of text. Clinical Digital Photography is probably the most important tool for communication in the dental office. Digital photography allows the dental team to educate the patient without having to hold a mirror and try to explain what is being changed or enhanced. Digital photography can be fun and exciting. Everything from patient education to laboratory communication can be expedited with the click of a button. Excellent photography will elevate patient's records to an entirely new level. Want help with your own camera? Bring it.

Objectives:

- Selecting a camera that's right for you
- Parts of the camera
- Retractors and Mirrors for easy placement
- Basics of positioning and framing of the subject
- Image capture, transfer, storage, & resizing
- Using digital images for enhanced laboratory communication

P4 CPR RENEWAL FOR HEALTHCARE PROVIDERS

Robert "Crittter" Teague, EMT and Deborah J. Baccus, EMT, IC

8:30 AM - 12:00 Noon

Intended Audience: All

The course is designed to teach the skills of adult, child and infant CPR and relief of foreign body airway obstruction to participants who provide healthcare in a wide variety of settings. THIS COURSE IS A REPEAT OF P1 ON FRIDAY NOVEMBER 20TH.



The Dawson Academy Faculty

Dawson Academy founder, Peter E. Dawson, has assembled a faculty of practicing dentists, technicians, assistants and hygienists who have implemented *the concept of complete dentistry (the understanding and exploring of the complete masticatory system)* in their own practices and bring that real world experience back to the class-room. The academy is dedicated to providing scientifically grounded, clinically proven training to the dental profession, while continuously studying, researching and practicing what they teach.

Hotel Information

The Holiday Dental Conference has made special arrangements for Holiday Dental Conference overnight attendees with the following hotel at special rates.

All rates are single/double: \$109.00 if you use special rates code 1921.

The Blake Hotel

555 S. McDowell Street

Charlotte, NC 28024

Reservations: 1-704-372-4100

Visit www.theblakehotel.net to make reservations online

The Blake Hotel has been designated as the official 2009 Holiday Dental Conference Headquarters.

Hotel reservations must be made with the hotel - be certain to specify that you are attending the Holiday Dental Conference to ensure that you receive the special Conference room rate.

Do not contact the Holiday Dental Conference Information number to make hotel reservations.

PARKING

On site parking will be available.



Continuing Education Information

"The Holiday Dental Conference Foundation is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Holiday Dental Conference designates this activity for various continuing education credits." The effective dates of recognition are from May 2006 to June 2010.



The Holiday Dental Conference Foundation is designated as an Approved PACE Program Provider by the Academy of General Dentistry. The formal continuing education programs of this program provider are accepted by the Academy of General Dentistry for Fellowship, Mastership and membership maintenance credit. Approval does not imply acceptance by a state or provincial board of dentistry or Academy of General Dentistry." The current term of approval extends from June 1, 2008 to May 31, 2012.



Academy of General Dentistry



Program Approval for Continuing Education

FAGD/MAGD Approved

Contacting The Holiday Dental Conference

497 North Wendover Road • Charlotte, NC 28211-1064

Email: information@holidaydentalconference.com

Website: www.holidaydentalconference.com

Phone: 704-366-8092 • **Fax:** 704-364-9390

Toll Free: 1-800-517-7436

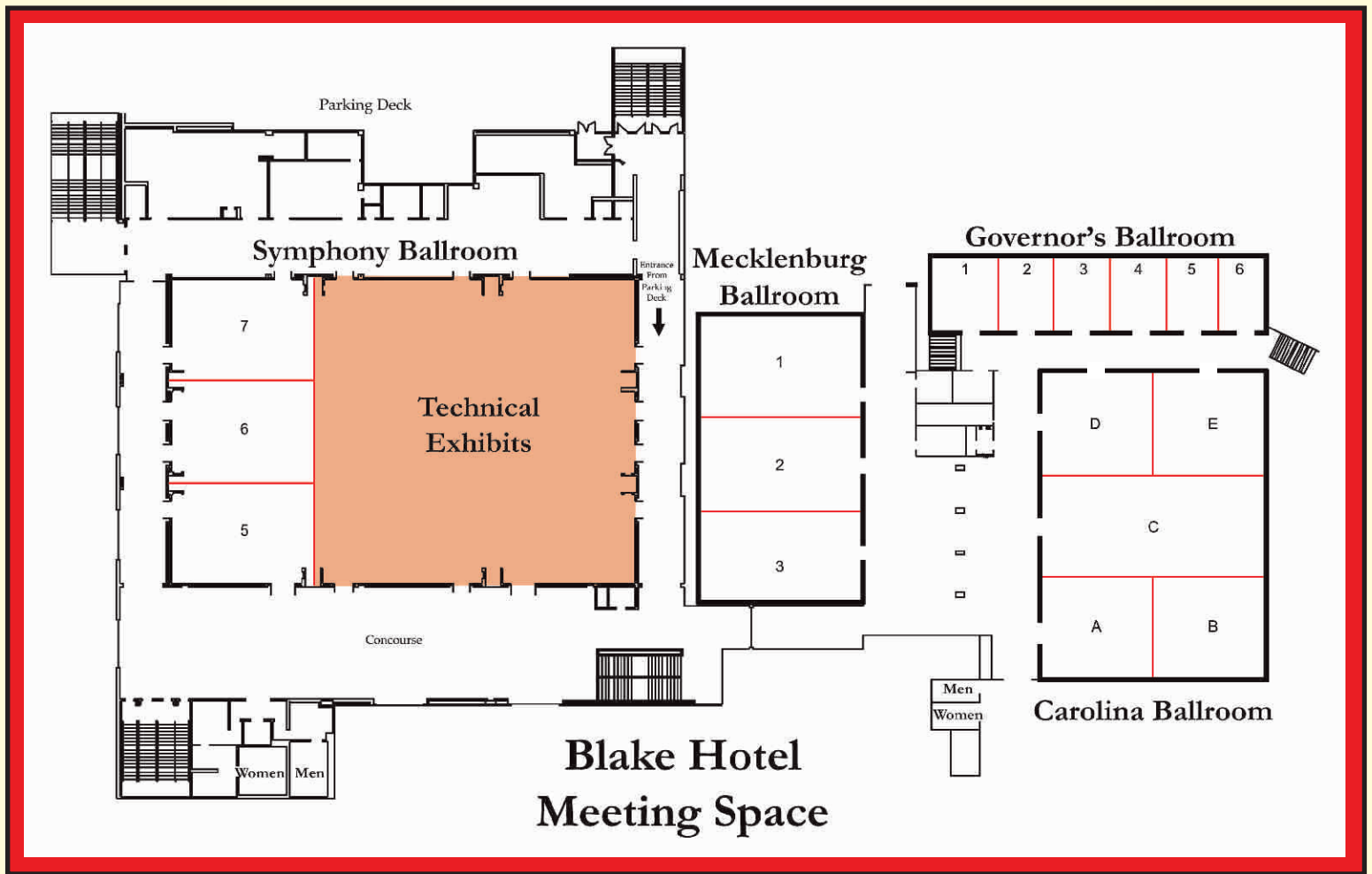
Please see registration information on insert.

*Additional registration forms may be printed online at:
www.holidaydentalconference.com*

Holiday Happy Hour

Friday, November 20th, from 5:00pm to 6:30pm in the Exhibit Area. Beverages and hor d'oeuvres, camaraderie and some surprises.





2009 Exhibitors

ADS South (PPC, Ltd.)
 Bank of America Practice Solutions
 Benco Dental
 Brasseler USA
 Creative Computers
 Carolina Dental Solutions
 Dental Staffing of the Carolinas
 Dentsply
 Designs for Vision
 Diversified Dental Staffing
 DMG America
 Doral Refining Corp.
 Drake Precision Dental Lab
 Henry Schein Dental

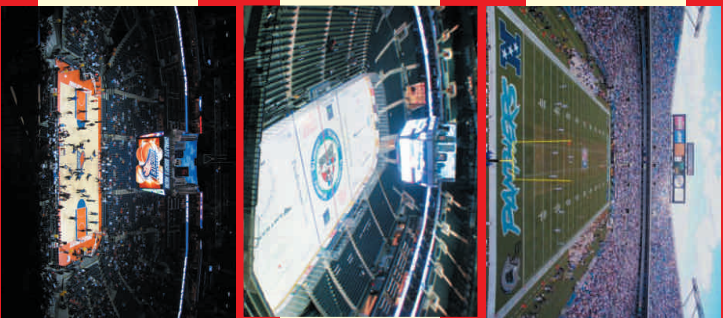
Medical Security
 Orascoptic-Kerr
 Patterson Dental
 PracticeWorks, Inc. (Kodak DS)
 Professional Protector Plan
 Regal Finance Inc.
 RGP Dental
 Rose Micro Solutions
 SolutionStart
 Sybron Endo
 TeleVox
 Ultradent Products, Inc.
 Voco America Inc.
 Zoll Dental (B. Morse)

2009 Exhibitors as of publication. Check website for 2008 Exhibitors and 2009 additions.

Student Table Clinics

For the 16th year, the Holiday Dental Conference is privileged to have Senior Dental Hygiene Students from York Technical Institute (Rock Hill, SC) present table clinics which will later be entered into State competition, and the best of which will enter Regional and perhaps National competition. Don't miss this exciting opportunity of Friday from 11:30am to 12:00pm, to see student ideas and viewpoints, earn CE credits and possibly win a door prize of \$200. The Table Clinics will be located in or near the Exhibit area.





Panthers
VS
Dolphins
November 19, 2009
8:20pm

Checkers
VS
Johnstown
November 21, 2009
7:00pm

Bobcats
VS
Milwaukee
November 22, 2009

Holiday Dental Conference
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— FROM —
The Dawson Academy Faculty
— PLUS —

 KEVIN J. ANDERSON, DDS	 MARK S. GRAVEL, DMD	 ANTHONY D. DAVENPORT, DDS	 GLENN E. DOHERTY, DDS	 JAMES E. SCHAEFER, DDS	 SHANNON L. HOAD, DDS	 MATTHEW J. PELTZ, DDS
 LARRY PYLE, DMD	 ROBERT J. FOGARTY, DDS	 DOUGLAS M. FELTZ, DDS	 SCOTT CAMPBELL, DMD	 ROBERT A. LAMM, DDS		

Charlotte, NC ★ November 20 - 21, 2009
★ ★ ★ ★ ★
The Blake Hotel ★ ★ ★ ★ ★



Welcome to the 20th Annual Holiday Dental Conference

The great traditions set by the Holiday Dental Conference for the last 20 years will continue in 2009 but in a modified form because of the economic uncertainties that everyone may continue to face this year.

The Board of Directors has chosen to move the Holiday Dental Conference back to downtown Charlotte - this time at the newly refurbished Blake Hotel (formerly Adam's Mark). The 2009 Holiday Dental Conference will be a condensed 2-day version on Friday and Saturday featuring The Dawson Academy faculty. There are also some other important faculty members.

CONFERENCE HOURS:

Registration Desk
Friday, November 20 & Saturday, November 21 - 7:30 AM - 5:30 PM

Technical Exhibits
Friday, November 20th - 9:00 PM - 6:30 PM
Friday, November 21st - 9:00 AM - 3:00 PM

Scientific Programs
Friday, November 20 & Saturday, November 21 - 8:00 AM - 5:30 PM

Table Clinics
Friday, November 20 - 11:30 AM - 2:00 PM



Holiday Dental Conference
497 North Wendover Road
Charlotte, NC 28211