

 UTAH DENTAL ASSOCIATION

Convention

February 16-17, 2012

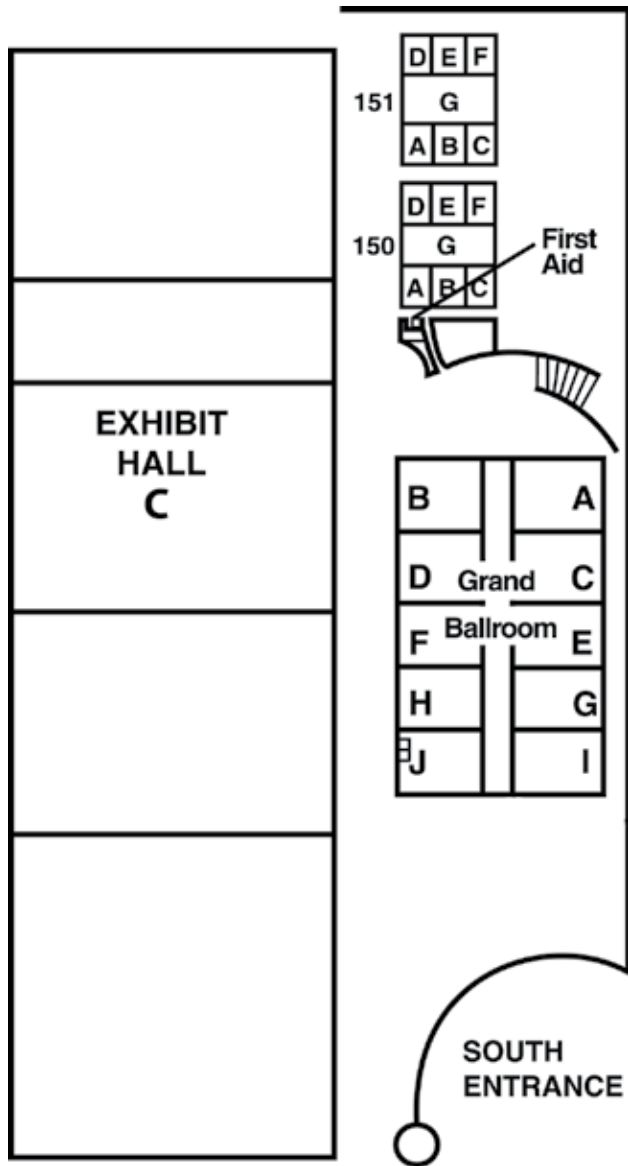
UNITY THROUGH PROFESSIONAL EXCELLENCE



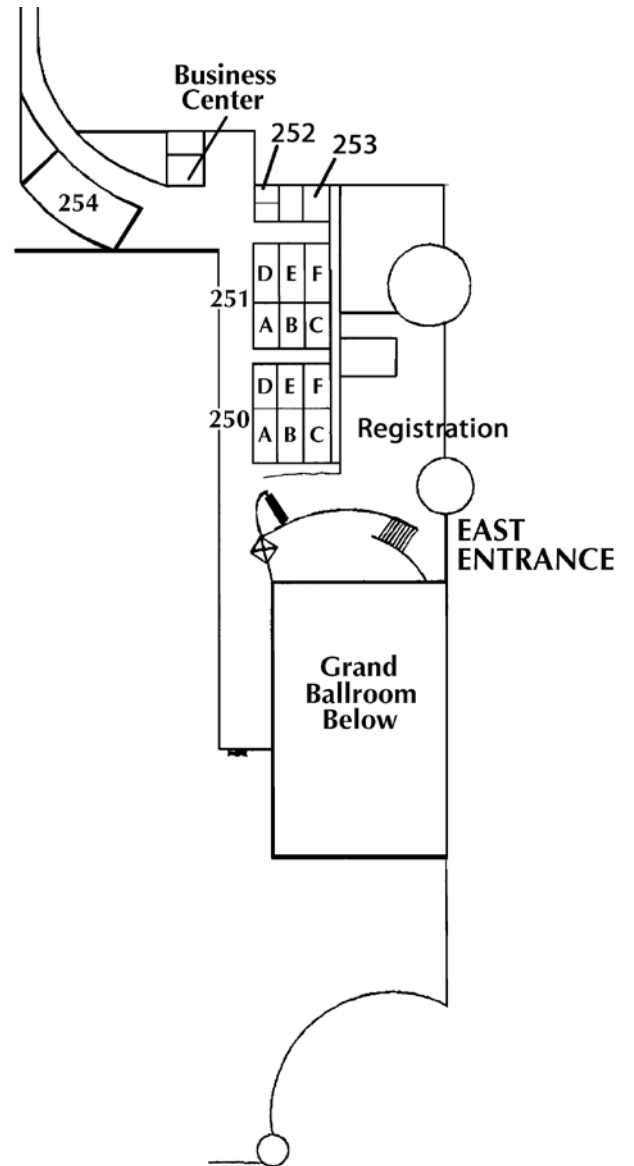
Salt Palace Convention Center 100 S. West Temple Salt Lake City, Utah

SALT PALACE MAP

LEVEL ONE



LEVEL TWO



NORTH

Registration

UDA Convention, February 16-17, 2012

Sorry, no refunds will be made. Staff and guests can register without a dentist.

Where to mail your name badges and tickets

Name _____ Phone (____) _____

Address _____

City _____ State _____ Zip _____

Contact _____ Email _____

Staff and guests do not need to register with a dentist.

After February 9 registration MUST occur at the Salt Palace at the higher fees.

	Fees by Jan 12	Fees Jan 13 to Feb 8
UDA member dentist name _____		
ADA # _____ - _____ - _____	\$ 70 _____	\$ 85 _____
Out-of-state ADA member dentist name _____		
ADA # _____ - _____ - _____	\$165 _____	\$180 _____
Non-UDA/ADA dentist name _____	\$425 _____	\$440 _____
Spouse name _____	\$ 40 _____	\$ 55 _____
Fully retired dentist name _____		
ADA # _____ - _____ - _____	\$ 0 _____	\$ 0 _____
Fully retired spouse name _____	\$ 0 _____	\$ 0 _____
Student (all students) _____	x \$ 10 _____	x \$ 25 _____

Staff and guests do not need to register with a dentist. Use codes. Dentists cannot register here. Add another sheet for additional names and codes. Use codes: A-Assistant G-Guest H-Hygienist L-Lab technician O-Office staff

Code Name

___ 1. _____	5. _____	___ x \$40 _____	___ x \$55 _____
___ 2. _____	6. _____	___ x \$40 _____	___ x \$55 _____
___ 3. _____	7. _____	___ x \$40 _____	___ x \$55 _____
___ 4. _____	8. _____	___ x \$40 _____	___ x \$55 _____

The only way to register for the Friday limited endo workshop is to call UDA at 800-662-6500

Team luncheon, *Hired Guns* x \$22 _____

Gala dinner and entertainment, *Jenny Oaks Baker* x \$48 _____
 Number of each: ___filet of beef ___salmon

New dentists seminar breakfast. In practice 10 years or less x \$5 _____
 Names _____

Alliance luncheon (spouses of dentists) x \$20 _____
 Names _____

Hygienists luncheon x \$60 _____
 Names _____

Assistants luncheon. x \$40 _____
 Names _____

Radiology course. Attendees must register for the entire convention and pay a \$10 fee for this course _____ x \$10 _____

TOTAL \$ _____

Register at uda.org or fax 801-261-1235 or Utah Dental Association, 1151 E 3900 S Ste 160, SLC UT 84124-1255

_____ Visa _____ Mastercard _____ American Express _____ Discover

Name on card _____

Number _____ Expires ____ / ____

Signature _____

SPECIAL EVENTS

TEAM LUNCHEON

Noon–1:45 pm, Marriott Ballroom

Order tickets on the registration form

Groups must reserve together if they want to sit together

Hired Guns

Ridin' for the Brand—The Cowboy Course to Team Commitment and Customer Loyalty

We help you build strong teams by helping you build strong team members. We take you out of your everyday element, transporting you to a time when people worked hard for the brand that employed them; a time when values like integrity, hard work, and loyalty still meant something. We'll show the cowboy way to recognize and apply your unique talents and abilities to make *the* difference for your practice (and how to win in the process). We'll chat about leadership, communication, customer service, and dealing with tough issues, from a cowboy point of view. Tying in the time-honored values of the Code of the West while drawing on the wisdom of real working cowboys, *Ridin' for the Brand* will uplift and entertain!



Seating for the Team Luncheon is assigned when you register. Group tickets must be purchased together so you can be seated in the same area. Tickets with table numbers will be mailed along with your name badges. There are no refunds or changing of tables after tickets are mailed from the UDA office.

GALA DINNER AND ENTERTAINMENT

7:00 pm, Marriott Ballroom

Order tickets on the registration form

Jenny Oaks Baker

Jenny Oaks Baker is one of America's most accomplished violinists. When her music is experienced live, it is impossible to escape the magic of her artistry. You'll love this concert!

Jenny began playing the violin at age four, and made her solo debut in 1983 when she was only eight years old. Since then, she has thrilled audiences throughout Europe, Asia, and the United States with performances equally powerful in emotion and mastery.

She has soloed with the National Symphony, Jerusalem Symphony, San Diego Symphony, Utah Symphony, Orchestra at Temple Square, and the internationally acclaimed Mormon Tabernacle Choir. She has also been featured in television and radio broadcasts nationwide. Jenny Oaks Baker has released ten best-selling albums since 1998 as a Shadow Mountain Artist. Her inspirational album "Then Sings My Soul" hit No. 1 on the Billboard Classical Charts. Her latest album, "Wish Upon a Star" was arranged by emmy-award winning composer Kurt Bestor and celebrates the magical music of Disney.

For seven years Jenny performed as first violinist in the National Symphony Orchestra before resigning in 2007 to devote more time to her young family. She received her Master of Music degree from the renowned Juilliard School in New York City and earned her bachelor's degree in violin performance from the prestigious Curtis Institute of Music in Philadelphia.



To Register

After February 9 registration must be done onsite.

Online uda.org

Fax 801-261-1235

There is no telephone registration, except for the Friday limited endo workshop. Registration for this workshop can only occur by calling 800-662-6500.

Registration Hours

Thursday....7:00 am – 5:00 pm

Friday.....7:30 am – 5:00 pm

Registration is on level two at the east entrance of the Salt Palace.

Exhibit Hours

Thursday.....9:00 am – 5:30 pm

Friday.....9:00 am – 5:00 pm

Exhibits are on level one in Exhibit Hall C of the Salt Palace.

Audio Recordings

The seminars will not be recorded this year.

Children

Children under 8 years of age are not allowed at any seminars or at the Gala.

CE Forms for Dentists and Hygienists

Dentists and hygienists can get convention certificates at the kiosk in the registration area. Utah CE guidelines are available at uda.org.

Gala Dinner and Entertainment

See pages 4 and 11.

Handouts

Handouts will be at uda.org before and after the convention, but will not be provided onsite.

Information

uda@uda.org

Name Badges

All attendees must register. Name badges allow admittance to all seminars and exhibits, but not to the limited hands-on endo workshop. Replacement name badges are available at registration.

Open Seating in Seminars

Since some seminar rooms fill up, arrive early to get a seat. Salt Lake fire codes prohibit standing or sitting on the floors in rooms.

Parking

Parking validations are not available. Consider using TRAX. Parking is available in public parking lots.

Registration Confirmation

If you list your email on the registration form we will confirm your registration.

Refunds

No refunds can be made for registration, meals or events.

Staff and Guest Registration

Staff and guests do not need to register with a dentist.

Table Clinics

There are no table clinics this year.

Team Luncheon

See pages 4 and 9.

Lodging

Mention the UDA block of rooms for these discounted prices.

Marriott Downtown

75 S West Temple

\$149

800-228-9290

Radisson

215 W South Temple

\$114 single

\$124 double

Includes full breakfast and reduced parking rate

800-333-3333

Shilo Inn

260 S West Temple

\$109

Includes breakfast and free parking

800-222-2244

Hilton SLC Center

255 S West Temple

\$139

877-776-4936

Best Western SLC Plaza

122 W South Temple

\$89

800-366-3684

Greetings Everyone!

The Utah Dental Association and its members proudly welcome you to our annual meeting. Over the past several years, this meeting has developed a reputation as one of the premier meetings in the country. With our number of attendees increasing exponentially, we have found that the UDA meeting is becoming a must stop for many speakers, exhibitors, clinicians and their teams.

All of us arrive at this meeting with different concerns and challenges facing our practices. If there is one thing that a meeting like this instills, it's the desire each of us has to improve our skills and our ability to deliver our services to our patients. **"Unity Through Professional Excellence"** is a standard that our profession, and more specifically the Utah Dental Association, has continually embraced. On behalf of the convention committee, I hope you will take advantage of the extensive list of speakers, exhibitors and activities in order to achieve that professional excellence we are all striving for.

Thank you for your attendance,

Keith N. Warr, DDS
Scientific Chair



Blake Nielsen
UDA President



Keith Warr
Scientific Chair



Bill Calnon
ADA President
New York



Gary Yonemoto
ADA District Trustee
Hawaii

Quickguide

SEMINARS

Thursday

Restorative, <i>Michael DiTolla</i>	7, 10
Implants, <i>Scott Froum</i>	7, 10
Sedation, <i>Ernest Luce</i>	7, 10
Endodontics, <i>Ali Nasseh</i>	7, 10
Practice success, <i>Gary Zelesky</i>	8, 10
Nutrition, <i>David Meinz</i>	8, 10
Financial planning, <i>Darrell Cain</i>	8
Practice management, <i>Rhonda Savage</i>	8, 10
Oral cancer primer, <i>Sandra Wilkie</i>	9
Pain medications, CSD, <i>Tom Harper</i>	9
Improving electronic claims, <i>UHIN</i>	9
Partnerships, transitions, <i>Darrell Cain</i>	11

Friday

Pediatrics, <i>Mark Cannon</i>	12, 15
Team restorative, <i>Bill Dorfman</i>	12, 15
Implants, <i>Marshall Fagin</i>	12, 15
Cosmetics, <i>Marty Zase</i>	13, 15
Improving memory, <i>Bob Gray</i>	13, 15
Hygiene protocols, <i>Kristie Bernie</i>	13, 16
Great assisting, <i>Tina Calloway</i>	13
Dental insurance, <i>Corey Creamer</i>	13, 15

Understanding CDT Codes, <i>Celeste Coggin</i>	14
Endodontics workshop, <i>Ali Nasseh</i>	14
Hospital dentistry, <i>Craige Olson, Marc Collman</i>	15
Practice management, <i>Tina Calloway</i>	16
Radiology certification, <i>Wilde</i>	16

FUNCTIONS

Thursday

Pierre Fauchard	7
Team luncheon, <i>Hired Guns</i>	4, 9
UDA reference committee	11
Gala dinner, entertainment, <i>Jenny Oaks Baker</i>	4, 11

Friday

New dentists seminar breakfast	12
International college	12
Periodontists	12
Orthodontists	7, 12
Orthodontists' staff	7, 12
Utah AGD	14
Assistants luncheon	14
Hygienists luncheon	14
Alliance luncheon	14
UDA house of delegates	16

Audience: D-dentist H-hygientist A-assistant O-office staff L-lab technician S-spouse

**Registration
Opens
7:00 am**

**Exhibits Open
9:00 am**

Pierre Fauchard Academy

7:00 am breakfast
Marriott Downtown, 75 S West Temple
Contact Dr. Richard Engar, 801-262-0200

**Rocky Mountain Society of
Orthodontists Annual Meeting**

Thursday and Friday, February 16-17, 2012
Room 225 A, B, C, E, F
Attendance requires a separate registration from the UDA registration. For more information: rmso.org, drCraigcoombsdds@coombssmiles.com or Dr. Craig Coombs 801-773-5836

The Modern Restorative Practice
Michael DiTolla, DDS
8:30 – 11:30 am (continues at 2:00)
Room 151 (capacity 700)
Audience: All
Host: Dr. Brent Curtis

Several new all-ceramic restorations have made serious in-roads into the number of pfm's being done every year. CAD/CAM technology in the dental laboratory has helped to make these restorations more consistent in terms of fit, contact and occlusion. Digital shade-taking has improved to the point where in addition to dentists using it, many labs quality control their restorations with it as well. Modern devices allow us to now deliver single tooth anesthesia to mandibular molars as well, avoiding lower blocks which are the most frequently missed injection.

Michael DiTolla graduated from UOP in 1988. He is the director of Clinical Education and Research for Glidewell Laboratories, and as an editor for the *Contemporary Esthetics and Restorative Practice Journal*. He also has a monthly column on restorative dentistry in *Dental Economics*.



**Diagnosis, Prevention, and Treatment of
Implant Complications: A Hygienist's Role**
Scott Froum, DDS

8:30 – 11:30 am
Ballroom A, C, E (capacity 1200)
Audience: D, H
Host: Dr. Jeremy Manwaring

Dental implants have become a quickly growing facet of dentistry with purported good success rates. In order to obtain a successful esthetic result in implant dentistry, communication among the members of the implant team is crucial. The traditional members of the implant team



include the surgeon, restorative dentist, and the laboratory technician, with less mention of the hygienist as an integral member of this team. With proper training and education, the dental hygienist can become an essential member of the implant team and can often become a major reason why patients accept dental implant care. Similarly, the role of hygienists as first responders in implant complications is often diminished. Proper diagnosis, prevention, and treatment strategies are essential for hygienists to know in order to have a healthy and successful implant practice.

Scott Froum received his DDS from the State University of New York Stony Brook School of Dental Medicine. He continued his dental training in the post graduate periodontal department at the State University of New York Stony Brook School of Dental Medicine. He is a clinical associate professor at New York University in the Department of Periodontology and Implantology. He is involved with many ongoing research studies and webcast seminars, has lectured on the national and international level on implant therapy and periodontics, and he has a private practice in New York City and Port Jefferson, NY.
Co-sponsored by Osteohealth

Enteral Conscious Sedation Review
Ernest Luce, DDS

8:30 – 11:30 am (continues at 2:00)
Room 150 D, E, F, G (capacity 420)
Audience: D
Host: Dr. Lloyd Liu

Reviews several salient points in the administration of enteral conscious sedation including pertinent state rules, documentation, patient selection, pharmacology, monitoring, and recognition/management of sedation urgencies and emergencies. Significant time will be devoted to the topics of repeat dosing of sedatives and routes of administration of reversal agents.

Ernie Luce graduated from dental school in 1985 from University of Texas Houston. He completed a general practice residency at University of Texas San Antonio in 1986 and since then has been a faculty member in their department of general dentistry. For many years, his professional interests have come to focus on the education and practice of safe and effective sedation in the dental office. Currently, he maintains a private practice two days a week devoted primarily to providing conscious sedation.
Co-sponsored by Professional Insurance Exchange



New Dimensions in Endodontics

Ali Nasseh, DDS, MMSc
8:30 – 11:30 am (continues at 2:00)
Room 150 A, B, C (capacity 170)
Audience: D
Host: Dr. Brent Sonnenberg

Real World Endo—how to perform root canal therapy in such a manner that you actually enhance the long term prognosis of the tooth. A thorough discussion concerning access, non-surgical ultrasonic use, rotary file design, instrumentation techniques, and a new bioceramic obturation method. Particular emphasis will be placed on developing endodontic synchronicity between a machined preparation and a laser verified master bioceramic



coated cone. Additionally, a new obturation technique (synchronized hydraulic condensation) will be introduced and all participants will have the opportunity to validate these concepts at a limited attendance endo workshop the following day.

Ali Nasseh received his DDS in 1994 from Northwestern, and his masters in medical sciences degree and certificate in endodontics from Harvard in 1997. He maintains a private endodontic practice in Boston and holds a staff position at Harvard's postdoctoral endodontic program. He has done research in the areas of bone biochemistry and has lectured extensively on endodontic diagnosis, anesthesia and sedation, treatment planning, efficiency of care, and microsurgery.

Co-sponsored by Real World Endo

The Passion-Centered Practice

Gary Zelesky

8:30 – 11:30 am (continues at 2:00)

Ballroom B, D, F (capacity 1200)

Audience: All

Host: Dr. Scott Updyke

This seminar speaks to the heart of the dental office. How can you maintain high levels of energy, commitment and team unity in the mundane of simply doing your job every day? Learn keys, skills and tools that create a pleasurable work environment, help work be passion-centered rather than problem-driven, and become productive rather than simply looking busy. You'll love this seminar!

Gary Zelesky is exciting, enthusiastic and shares explosive humor. He connects with the audience in a way that makes him popular with organizations such as Boeing, Hilton, MasterCard, and the California Dental Association.



32 Teeth and 100 Birthdays

David Meinz, MS, RD

8:30 – 11:30 am (continues at 2:00)

Room 251 (capacity 900)

Audience: All

Host: Beth Adamson

Nutritionist David Meinz presents his all-new *32 Teeth and 100 Birthdays* program. David shows you how to add years to your life and life to your years. You'll discover the *Seven Steps to Longevity*, the latest on vitamin supplements, the truth about omega-3's, and brand new information on cholesterol that even your physician probably doesn't know! Discover how you and your patients can power-up your health in today's fast-paced lifestyle. It's not what you eat between Christmas and New Year's that matters, but rather, what you eat between New Year's and Christmas!

David has a master's degree in human nutrition from U of Missouri, is a registered dietitian and fellow in the American Dietetic Association, and is a contributing author of the audio learning series *Health Dentistry*. He speaks nationally to dental groups and is a contributing editor for the *Journal of the Academy of General Dentistry*. Oh, and he's funny too!



Wealth Accumulation and Tax Strategies for Dentists

Darrell Cain, CPA, MPA

8:30 – 11:30 am

Room 250 D, E, F (capacity 330)

Audience: D, S

Host: Dr. Dave Roberts

This lecture topic reflects the Cain Watters motto of accumulating, preserving, and perpetuating wealth by illuminating the three distinct phases of your financial life cycle. It will help you identify where you stand on the path to financial freedom, while being able to recognize new opportunities. We will cover the proven math behind wealth accumulation, which tax strategies will further your plan, what the most beneficial investment environments are, and how to maximize your cash flow. We will update you on the current pension laws, tax strategies for a dentist, and how to come up with the money to fund your retirement.

Darrell Cain is president of *Cain, Watters & Associates* a *fee only* CPA firm in Dallas TX. In 1985, with one dental client and after national speaking exposure to dentists, Mr. Cain founded the current firm. He has since provided personalized and comprehensive financial plans for approximately 1,400 individuals in the dental community. He received his master's in professional accounting from Baylor University.



Essentials to a Successful Practice

Rhonda Savage, DDS

8:30 – 11:30 am (continues at 2:00)

Ballroom H, J (capacity 800)

Audience: All

Host: Jann Thomas

Some dental practices thrive year after year with a limited amount of stress. Others struggle with day to day patient management, budget and overhead control, and most of all... personnel issues. This lively session outlines what Linda Miles Global finds as a common thread among their top clients who have the finest care along with a happy, productive work environment. But most of all, they also have a healthy bottom line. It's great to go home "happy tired" verses "stressed-out tired".

Rhonda Savage began her career in dentistry as a dental assistant in 1976. Dr. Savage graduated from the University of Washington School of Dentistry. She was then active duty as a dental officer in the U.S. Navy during Desert Shield/ Desert Storm, and was in private practice for 16 years. She has authored many published peer reviewed articles and has lectured internationally. She is active in organized dentistry and is a past President of the Washington State Dental Association.

Co-sponsored by: Care Credit



Mini-Clinic

Oral Cancer, Certainly Not Gone, But Frequently Forgotten

Sandra Wilkie, RDH, BS

8:30 – 9:45 am

Room 250 A, B, C (capacity 360)

Audience: All

Host: Becky Weller

A presentation of current oral cancer facts and a review of early detection procedures.

Sandra has over 32 years' experience in the field of dental hygiene. Since graduation in dental hygiene from the University of Alberta, Canada, she has practiced in both the public and private sectors of society. While pursuing her BS degree in Health Promotion and Education she completed an internship with the Utah Department of Health's Cancer Control Program. Sandra has a passion regarding the early detection of head and neck cancers and can attest to the fact that oral cancer screening saves lives.

Mini-Clinic

Pill-shoppers 101, Prescription Drug Abuse and the Controlled Substance Database

Tom Harper

10:00 – 11:30 am

Room 250 A, B, C (capacity 360)

Audience: D

Host: Sandy Mair

Class participants will: 1) gain a greater understanding of prescription drug abuse, 2) gain insight into the pill shopping community, and 3) receive an in-depth tutorial on using the Controlled Substance Database (CSD). Participants will learn how to access patient records on the CSD within 30 seconds and have an opportunity to create a CSD account or customize an existing account.

Tom Harper is manager of Training, Education and Outreach for the Utah Commerce Department - DOPL. His job is to increase usage of the Controlled Substance Database, by making website easier to use and marketing it to prescribers and pharmacists. Use of the website has more than quadrupled over the past 2 years, in part due to the efforts of his team.

Team Luncheon

Noon – 1:45 pm, Marriott Ballroom

Admission by ticket only

Groups must reserve together in order to sit together.

There are 10 seats per table.

Hired Guns

Hired Guns was founded in 2009 to promote the values of the Code of the West. With their Ridin' for the Brand presentation, they mix a healthy dose of entertainment with the wit and wisdom of the West, bringing a cowboy twist to such subjects as teamwork, leadership, customer service, and turning challenges into opportunities.



Seating for the Team

Luncheon is assigned when you register. Group tickets

must be purchased together so you can be seated in the same area. Tickets with table numbers will be mailed along with your name badges. There are no refunds or changing of tables after tickets are mailed from UDA office.

Mini-Clinic

Faster Payments, Lower Accounts Receivable, Greater Efficiency!

UHIN Dental Workgroup Panel

2:00 – 3:30 pm

Room 250 A, B, C (capacity 360)

Audience: D, O

Host: Allison Garza

Learn about the latest on Health Information Technology. This session will discuss the latest information on electronic claims, payments and eligibility. The panel will be able to answer your questions regarding coordination of benefits, accidental claims and common rejections. Panel representatives will include experts from the major dental insurers-payers providing information on how to get your claim submitted correctly the first time.

UHIN is a state initiated coalition with the mission to reduce administrative costs while increasing quality. UHIN members include the UDA, dentists, Utah dental insurer-payers, and the Utah Department of Health including Medicaid.

The Modern Restorative Practice

Michael DiTolla, DDS
2:00 – 4:00 pm (continued from morning)
Room 151 (capacity 700)
Audience: All
Host: Dr. Brent Curtis



New Dimensions in Endodontics

Ali Nasseh, DDS, MMSc
2:00 – 4:00 pm (continued from morning)
Room 150 A, B, C (capacity 170)
Audience: D
Host: Dr. Brent Sonnenberg



Avoiding Complications by Treatment Planning for the Optimal Esthetic Result

Scott Froum, DDS
2:00 – 4:00 pm
Ballroom A, C, E (capacity 1200)
Audience: D, H
Host: Dr. Jeremy Manwaring



The Passion-Centered Practice

Gary Zelesky
2:00 – 4:00 pm (continued from morning)
Ballroom B, D, F (capacity 1200)
Audience: All
Host: Dr. Scott Updyke



Implant placement has become a routine surgical procedure utilized by surgical specialists as well as general practitioners. Although implant survival (osseointegration) can be achieved with a high degree of predictability, the most challenging area of treatment continues to be achieving a successful result, especially in the anterior esthetic zone. A distinction must be made between implant survival and implant success. Achieving long term esthetics and function can only be accomplished by proper communication between the surgical and restorative disciplines. This type of communication allows for prosthetically driven implant placement; knowing the desired restorative result prior to any surgical treatment. The etiology of a substantial portion of prosthetic complications and implant failure is implant malposition.

Complications of poor implant treatment planning include implant/prosthetic failure, peri-implantitis, unesthetic restorations, and patient dissatisfaction. Results of improper implant treatment planning will be discussed. Surgical and prosthetic solutions for poor implant placement will be shown.

Enteral Conscious Sedation Review

Ernest Luce, DDS
2:00 – 4:00 pm (continued from morning)
Room 150 D, E, F, G (capacity 420)
Audience: D
Host: Dr. Lloyd Liu



32 Teeth and 100 Birthdays

David Meinz, MS, RD
2:00 – 4:00 pm (continued from morning)
Room 251 (capacity 900)
Audience: All
Host: Beth Adamson



Essentials to a Successful Practice

Rhonda Savage, DDS
2:00 – 4:00 pm (continued from morning)
Ballroom H, J (capacity 800)
Audience: All
Host: Jann Thomas



**Successful Dental Partnerships:
A Step-By-Step Process to
Practice Transitions**
Darrell Cain, CPA, MPA
2:00 – 4:00 pm
Room 250 D, E, F (capacity 330)
Audience: D
Host: Dr. Dave Roberts



Preparing to enter a partnership and to transition a dental practice is a wonderful financial opportunity for both the buyer and the seller. However, partnership/transition opportunities are not just about dollars and cents. In fact, creating a perfect partnership structure and taking into account intangibles like goodwill and dedication are of utmost importance. Failure to accomplish this leads to a large number of failed partnerships and to associates who never become partners. Darrell will cover the Cain Watters methodology to create a successful partnership that is fair and equitable to both parties. In addition, he will show how the transition will have significant tax advantages for both the buyer and the seller, creating a win-win transition.

Darrell Cain is president of *Cain, Watters & Associates*, a *fee only* certified public accounting firm located in Dallas, Texas. In 1985, with one dental client and after national speaking exposure to dentists, Mr. Cain founded the current firm. He has since provided personalized and comprehensive financial plans for approximately 1,400 individuals in the dental community. Mr. Cain received his Bachelor of Business Administration and his master's in professional accounting from Baylor University in Waco, Texas.

UDA Reference Committee

4:30 - 5:30 pm
Room 250 A, B, C

**Registration
Closes
5:00 pm**

**Exhibits Close
5:30 pm**

Gala Dinner and Entertainment

7:00 pm, Marriott Ballroom
Admission by ticket only

Jenny Oaks Baker

Jenny Oaks Baker is one of America's most accomplished classical violinists. She began playing the violin at age four, and made her solo orchestral debut in 1983 when she was only eight years old. She received her Master of Music degree from the renowned Juilliard School in New York City and her bachelor's degree in violin performance from the Curtis Institute of Music in Philadelphia. She has performed as a soloist at Carnegie Hall, Lincoln Center, Strathmore Hall, the Library of Congress and as a guest soloist with the Jerusalem Symphony, the San Diego Symphony, the Utah Symphony, the Orchestra at Temple Square, and the internationally acclaimed Mormon Tabernacle Choir. Ms. Baker has also soloed with the National Symphony Orchestra, at the Kennedy Center under the direction of Marvin Hamlisch. Ms. Baker performed as a first violinist with the National Symphony Orchestra for seven years before resigning in 2007 to devote more time to her young family. She has released ten albums since 1998. They have sold more than 150,000 copies, charted on Billboard, and garnered numerous Pearl Awards from the Faith Centered Music Association including Song, Album, and Artist of the Year. Ms. Baker, her husband Matthew, and their four children reside outside of Washington D.C.



Audience: D-dentist H-hygientist A-assistant O-office staff L-lab technician S-spouse

Registration Opens
7:30 am

Exhibits Open
9:00 am

New Dentists Seminar Breakfast
(dentists who graduated in the last 10 years)
7:00 am breakfast
Room 251 A, B, C

International College of Dentists
7:00 am breakfast
Marriott Downtown, 75 S West Temple
Contact Dr. Dan Poulson, 801-278-8481

Intermountain Society of Periodontists
Etiology, Prevention, and Treatment of Implant Complications
Scott Froum, DDS
8:30 am – 4:00 pm Salt Palace, Room 251 D, E, F
Contact Dr. Dan Thunell, 801-783-6249

Rocky Mountain Society of Orthodontists Annual Meeting
Thursday and Friday, February 16-17, 2012
Room 225 A, B, C, E, F
Attendance requires a separate registration from the UDA registration. For more information: rmso.org, drccraigcoombsdds@coombssmiles.com or Dr. Craig Coombs 801-773-5836

Update in Minimally Invasive Pediatric Dentistry
Mark Cannon, DDS, MS
8:30 – 11:30 am (continues at 2:00)
Room 150 D, E, F (capacity 170)
Audience: All
Host: Dr. Ralph Olgvie



Discussion will include adhesives, benefits and limitations of new liners and bases with calcium silicates, preventive dentistry, changes in concepts of infant oral health, remineralization therapy, success of hydrophilic sealants, role of probiotic therapy along with the use of resin infiltrants. Other topics include compomers, resin modified glass ionomers, anterior restorations with attention to the appropriateness of procedures and case selection, and research into new pulpal therapy techniques.

Mark received his DDS from Nebraska and then attended Northwestern for his masters of pediatric dentistry. He completed his residency at Children's Memorial Hospital and received his diplomate status by the American Board of Pediatric Dentistry. He is a past president of the Illinois Society of Dentistry for Children,

an associate professor of pediatric dentistry at Northwestern and a member of the International Association of Pediatric Dentistry. In addition to maintaining a large private practice in the suburbs of Chicago, he is actively involved in the research program at Children's Memorial Hospital, where the graduate students complete clinical studies of dental materials.

Success for the Whole Team Through Innovation in Practice Management and Esthetics

Bill Dorfman, DDS
8:30 – 11:30 am (continues at 2:00)
Ballroom B, D, F (capacity 1200)
Audience: All
Host: Dr. David Chamberlain



An enlightening and entertaining multimedia presentation for the whole team covering some of the latest techniques in dental makeovers and customer service. On the practice-building front, we will focus on customer service, innovative uses of social media, and other avenues to grow your client base. Dental topics will cover updates in whitening, lasers, gum bleaching, smile design, porcelain veneers, and implant esthetics.

Bill Dorfman graduated from UOP in 1983, and since then has maintained successful esthetic dental practice in the Beverly Hills area. He has helped develop useful innovations in dentistry, such as NiteWhite, DayWhite, BriteSmile, Zoom! And Breath Rx. He is a well-known lecturer and author of top-selling cosmetic dentistry books *The Smile Guide* and *Billion Dollar Smile*. He has been on TV shows such as *Extreme Makeover*, *The Doctors*, *Larry King Live*, *Oprah*, and *Access Hollywood*.

Nuts and Bolts of Implant Treatment Planning with Techniques and New Technologies Critical for Success
Marshall Fagin, DDS
8:30 – 11:30 am (continues at 2:00)
Room 151 (capacity 700)
Audience: All
Host: Dr. Rod Gleave



Utilizing the principles and technologies that contribute greatly to long-term success in implant treatment, you can alleviate a great deal of stress while contributing to significantly increased practice profitability. Bring your entire team and get them on-board to maximize results. Leave with new insights and confidence in creating long term implant success.

Marshall Fagin received his dental degree from the State University of New York at Buffalo School of Dental Medicine in 1970 and his certificate in prosthodontics in 1972 from Boston University. An international lecturer and educator for almost 35 years, Dr. Fagin frequently updates his colleagues on the most recent advances in cosmetic, implant and reconstructive dentistry. He is currently a part-time Associate Professor in the Dept. of Graduate Prosthodontics at SUNY at Buffalo School of Dental Medicine.

Cosmetic Pearls for the General Practitioner

Marty Zase, DMD

8:30 – 11:30 am (continues at 2:00)

Room 150 A, B, C, G (capacity 420)

Audience: D, A

Host: Dr. Mat Noorda



This course is designed to help those dentists who are in the process of converting their practices to include more cosmetic dentistry procedures, giving many tips on how to do cosmetic dentistry better and more efficient. Often we defer doing cosmetic procedures because we don't know how to fix potential problems, so many suggestions have been included on what to do when things go wrong. This high quality presentation begins with basic adhesive dentistry techniques including a unique method of microdentistry, and then builds to more complex subjects, including the mini-prep, posterior composites, invisibly restoring fractured incisors, zero sensitivity whitening utilizing pre-whiteners, porcelain onlays, crowns, and veneers, smile design, aesthetic bridges, patient communication, and other pearls for your practice.

Marty Zase received his D.M.D. from Tufts University School of Dental Medicine. He has a mastership from the Academy of General Dentistry and an accreditation in cosmetics from the American Academy of Cosmetic Dentistry. He practices in the Colchester Dental Group and resides in Glastonbury, CN.

I'm No Good With Names...But I Never Forget A Face!

Bob Gray, CSP

8:30 – 11:30 am (repeats at 2:00)

Ballroom A, C (capacity 800)

Audience: All

Host: Dr. Greg Muse



Always thought you had a bad memory? Guinness world record holder Bob Gray will prove there is no such thing, only an untrained one. He will turbocharge your brain and un-tap your incredible memory potential. A trained memory is a business asset attainable by everyone. This seminar's empowering systems and their many applications in the dental world give participants immediate 'walk away' value. This fun, interactive course will give participants the ability to increase their memory by developing strategies for improving and maximizing their brainpower.

Bob is an internationally recognized authority on memory systems. For over 25 years he has travelled the globe teaching and entertaining many fortune 500 companies such as DuPont, Johnson & Johnson, Ford, GM, GE, FedEx, Boeing and many more. He has been invited to the ADA seven times. He is a certified speaking professional and speaking hall of fame inductee, and has demonstrated his incredible memory many times on national TV including the Today Show, Ripley's Believe It Or Not, and Regis Philbin.

Paradigms vs. Reality: Implementing Emerging Preventive and Therapeutic Protocols into Practice

Kristie Menage Bernie, RDH, BS

8:30 – 11:30 am

Ballroom E, G, I (capacity 1200)

Audience: D, H

Host: Alyson Warburton



The practice of dental hygiene and preventive practice has changed over the past years. Emerging sciences have led to key understanding of new methods to prevent and treat both caries and periodontal disease. This session will overview the ever changing paradigms surrounding the practice of dental hygiene with emphasis on evolving preventive and therapeutic protocols.

Kristy Menage Bernie graduated from Maryland with a BS in dental hygiene and is director of Educational Designs, a national corporate consulting company in San Ramon, CA. She is an international speaker on a variety of topics and a facilitator of workshops for educators in dentistry. She has been featured on *RDH Under One Roof* as well as major dental conventions, and is known for facilitating interactive, fast-paced sessions based on the latest technologies and research.

Keeping the Flame Alive

Tina Calloway, CDA

8:30 – 11:30 am

Ballroom H, J (capacity 800)

Audience: A, O

Host: Jenn Montoya



How many times have you heard "I am just an assistant"? One of the greatest assets in the field of dentistry is the dental assistant. Where would we be as a profession without these leading clinicians? Assisting is no longer limited to sitting idly by with the suction in hand. Today's assistant requires leadership, knowledge of dental science and exceptional communication skills. Assistants will leave this program with a rejuvenated sense of talent, opportunity and worth.

Tina Calloway is a Texas native who served in the U.S. Navy in 1992 and received her dental assisting training in Marietta GA. She has worked in dentistry for fifteen years as a full time dental assistant and a clinical assisting coach. She is an advisory board member of *Dental Assisting Digest* and *Inside Dental Assisting* magazines with published articles.

The "Right" Fee and the "Right" Insurance Relationship

Corey Creamer

8:30 – 11:30 am (repeats at 2:00)

Room 250 D, E, F (capacity 330)

Audience: D, S

Host: Dr. Mark Blaisdell



What is the "right" fee for the practice and what is the "right" relationship to have with dental insurance companies? The "right" answers will vary with each practice, but come prepared to discuss key principles which should help you to answer these important questions for your practice.

Corey Creamer is a dental consultant for Creamer & Associates, P.C., an accounting and consulting firm in Salem, Oregon. For the past 34 years, his firm has emphasized financial and retirement planning, dental transitions, practice enhancement, wealth creation, tax savings and all related accounting and consulting services needed to maintain an efficient and profitable dental practice. He specializes in analyzing the business side of dental practices, consults with dentists regarding fee setting, rebalancing, insurance participation and revenue optimization to keep the dentists competitive in their market, and helps them improve their profitability.

Optimizing Your Practice: Understanding the Code

Celeste Coggin, MS, DMD

8:30 – 11:30 am

Room 250 A, B, C (capacity 360)

Audience: D, O

Host: Jill Wright



Accurate and consistent procedure reporting on claim forms or patient records are hallmarks of a successful practice. On August 17, 2000, the Code on Dental Procedures and Nomenclature (Code) was named as the HIPAA standard code set. Any claim submitted on a HIPAA standard electronic dental claim must use a dental procedure code from the current version of the Code in effect at the time of date of service. Since the Code is periodically reviewed and revised to reflect the dynamic changes in procedures, familiarity with the current Code enables you to properly document dental services, as well as recognize claim adjudication errors.

Celeste Coggin graduated from the University of Alabama School of Dentistry. She also maintains a private general dentistry practice in Atlanta. She serves on the ADA Council on Dental Benefit Programs' Code on Dental Procedures and Nomenclature (CDT) Revision Committee. As a part of her commitment to the use and understanding of CDT terminology and procedures, she lectures on the CDT and its dynamic impact on dental practices.

Hands-on Workshop limited to 50 participants. You can only register by calling UDA 800-662-6500.

Cost: \$150

Participants are required to complete previous day's lecture program and are encouraged to bring two to four accessed extracted teeth

New Dimensions in Endodontics

Ali Nasseh, DDS

8:30 – 11:30 am

Room 253 A, B

Host: Dr. Brent Sonnenberg

This hands-on session provides the participants the opportunity to use "Real World" techniques. Time will also be dedicated to preventing separation of rotary files, piezo electric ultrasonics, straight-line access, precision-based machined endo, importance of conserving radicular dentin, benefits of "endodontic synchronicity" between machined preparation and a master cone, "synchronized hydraulic condensation", and how to best restore an endodontically treated tooth. **Co-sponsored by Brasseler**



Utah Academy of General Dentistry Luncheon

Noon – 1:45 pm

Joseph Smith Memorial Building

Contact Dr. Robert Boyer, 801-969-8200

Utah Dental Assistants Association Luncheon

Noon – 1:30 pm

Marriott Downtown

Sports Dentistry: Exploring the Dental Teams Role for Injury Prevention

Myles Preble, DMD

All dental assistants are invited

Contact Heidi Denson 801-627-8444

Utah Dental Hygienists Association Lunch-n-Learn

Noon – 1:45

Dental Marketing Tips For The New or Experienced Hygienist. Learn To Market Yourself To Patients and Employers

Keverly Sugden, RDH

See udhaonline.org Contact Michaele Green 801-810-7117, udhaonline@gmail.com

Alliance to UDA Luncheon

11:45 – 1:45 pm

The Lion House

(Validate parking at Joseph Smith Memorial Building, enter westbound on South Temple)

Past, Present and Future...Honor the past, make a difference now, build a better future.

Reagan Leadbetter

Host of *Good Things Utah*, channel 4.

Contact Becky Richards, 801-450-5998,

uptownendo@hotmail.com,

www.utahdentalalliance.blogspot.com

Dental Health Service Project and door prizes.

Spouses of the dentists, but anyone is welcome to attend.

Help Women's & Children's shelters across Utah.

Drop off new socks, toothpaste, toothbrushes or old cell phones and chargers at the convention Alliance table and receive a thank you gift.

Hospital Dentistry 101

Craige Olson, DDS and Marc Collman, DDS

2:00 – 4:00 pm

Room 251 A, B, C

Audience: D

Host: Dr. Pete Moore

An introduction to hospital dentistry for those that have not previously experienced that type of opportunity, and a chance to share best practices for those who have.

The course will include funding opportunities, history and physical approaches, working with the anesthesiologist, and treatment planning approaches.

Craige Olson graduated 1976 with a DDS from West Virginia University. He was a private practice dentist from 1977 – 2007 in Bountiful. He has served as the director of the dental general practice residency program at the University of Utah Health Sciences Center, Salt Lake City, Utah from 2001. Dr. Olson helped develop the hospital protocols for dentistry under general anesthesia for the University of Utah Dental General Practice Residency.

Marc Collman is in general practice of dentistry in North Ogden with special interests in hospital dentistry and academic dentistry. He is an attending dentist teaching at the University of Utah, School of Medicine, GPR program for hospital dentistry. He received his DDS from the University of the Pacific.



Update in Minimally Invasive Pediatric Dentistry

Mark Cannon, DDS, MS

2:00 – 4:00 pm (continued from morning)

Room 150 D, E, F (capacity 170)

Audience: All

Host: Dr. Ralph Olgivie



Success for the Whole Team Through Innovation in Practice Management and Esthetics

Bill Dorfman, DDS

2:00 – 4:00 pm (continued from morning)

Ballroom B, D, F (capacity 1200)

Audience: All

Host: Dr. David Chamberlain



Nuts and Bolts of Implant Treatment Planning with Techniques and New Technologies Critical for Success

Marshall Fagin, DDS

2:00 – 4:00 pm (continued from morning)

Room 151 (capacity 700)

Audience: All

Host: Dr. Rod Gleave



Cosmetic Pearls for the General Practitioner

Marty Zase, DMD

2:00 – 4:00 pm (continued from morning)

Room 150 A, B, C, G (capacity 420)

Audience: D, A

Host: Dr. Mat Noorda



I'm No Good With Names... But I Never Forget A Face!

Bob Gray, CSP

2:00 – 4:00 pm (repeated from morning)

Ballroom A, C (capacity 800)

Audience: All

Host: Dr. Greg Muse



The "Right" Fee and the "Right" Insurance Relationship

Corey Creamer

2:00 – 4:00 pm (repeated from morning)

Room 250 D, E, F (capacity 330)

Audience: D, S

Host: Dr. Mark Blaisdell



Accelerated Periodontal Instrumentation Protocols:

Maximizing Clinical Success

Kristie Menage Bernie, RDH, BS

2:00 – 4:00 pm

Ballroom E, G, I (capacity 1200)

Audience: D, H

Host: Alyson Warburton



This fast-paced and interactive session will overview accelerated instrumentation protocols also known as full-mouth disinfection. Researchers continue to explore fast tracking quadrant scaling and root planing phases from six weeks to days and most adjunctive research also includes this type of approach. Participants will evaluate their current treatment modalities and establish plans for implementing accelerated instrumentation. In addition, modifications for the protocol will be discussed including pain control options, use of locally applied antimicrobials, tongue disinfection, and daily care products options. Replace 'burn out' with success through this strategic process of care!

Kristy Menage Bernie, graduated from Maryland with a BS in dental hygiene and is director of Educational Designs, a national corporate consulting company in San Ramon, CA. She is an international speaker on a variety of topics and a facilitator of workshops for educators in dentistry. She has been featured on *RDH Under One Roof* as well as major dental conventions, and is known for facilitating interactive, fast-paced sessions based on the latest technologies and research.

Show Me the \$\$ In Black, White and Green

Tina Calloway, CDA

2:00 – 4:00 pm

Ballroom H, J (capacity 800)

Audience: A, O

Host: Jenn Montoya



In today's highly competitive and fast-paced dental office, one of the most important responsibilities of each member of the team is the "pre-heating" of the patient for our doctors. To be successful at motivating your patients to be open to, and ultimately, to agree to your dentist's treatment plan requires an arsenal of talents that may not come naturally or without thoughtful preparation. And even if you possess excellent communication and leadership skills, and a true commitment to educating your patients about the benefits of long term oral health, are you using these to the full financial benefit of your practice...and yourself?

Tina Calloway is a Texas native who served in the U.S. Navy in 1992 and received her dental assisting training in Marietta GA. She has worked in dentistry for fifteen years as a full time dental assistant and a clinical assisting coach. She is an advisory board member of *Dental Assisting Digest* and *Inside Dental Assisting* magazines with published articles.

Radiology Certification

Wendi Wilde, BS, CDA

2:00 – 5:00 pm

Room 254 (capacity 450)

Learn the basics about dental radiology and related techniques. Attending this session and passing a written quiz qualify participants to receive a state-required safety certificate. Attendees must register for the entire convention and pay an additional \$10 fee for this course.

Wendi is a certified dental assistant with the Dental Assisting National Board. She has worked in the dental field for twenty-two years and is currently the dental department head at Bridgerland ATC in Logan.



UDA House of Delegates

4:30 – 6:30 pm

Room 251 A, B, C

**Registration
closes
5:00 pm**

**Exhibits close
5:00 pm**

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Prior Distinguished Service Awards

1984	Dan Price
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1991	Gordon Christensen
1992	Clyde Hurst, Donald Mantyla
1993	John Bevan, Howard Call
1994	Paul Lunt, Richard Reiser
1995	Lynn Powell
1996	Richard Petty, A. J. Smith, Floyd Tanner
1997	Mark Christensen, Robert Killpack
1998	Timothy Evans, Michael Fitzgerald, Richard Jolley, Robert Jolley
1999	Peter Knudson, Brook Olson
2000	Dan Fischer, Gerald Summerhays
2001	Jerry Black, Roger Grua, Richard Whitehead
2002	Lea Erickson, Brian Thornley
2003	Roy Hammond, Gary Matthews
2004	Jay Aldous, Wallace Brown, Richard Haskins
2005	John Chambers, Stephen Morgan, David Taylor
2006	Richard G. Ellis, Chris Simonsen, Anthony Tidwell
2007	Jerald Boseman, Arn Gatrell, John Gerritsen, Dale Linton
2008	James Ence, David Low, Eric Vogel
2009	Allen Christensen, Niles Herrod, Pamela Hilbert
2011	Brian Lundberg, Norman Rounds, Orson Wright
2012	Brent Larson, Mel Malmstrom, Steven Steed

Wayne Chisholm

Wayne was born and raised in Holladay, Utah and attended the University of Utah. He received his DDS from Washington University in St. Louis in 1972. After graduation he served as the chief dental officer with PHS Indian Services at the Navajo Hospital in Winslow, Arizona. On leaving the PHS he had a private practice in Winslow until 1978 at which time he moved to Utah, setting up a practice in Monroe where he continues to practice. He has served as president of the Central District Dental Society as well as being a delegate for several years to the UDA. He was also president of the Central Park Association, the Richfield Music Guild, and district chair of the Fishlake District of the Boys Scouts of America.



Since 1995 he and his wife, Jeannine, have made annual trips to the South Pacific doing service projects in Tonga, Samoa, Kiribati, Fiji, and Vanuatu. He was instrumental in setting up volunteer clinics in Tonga, Samoa, and Kiribati and coordinates with other dentists and dental personnel, helping them to arrange travel, accommodations, and licensure to work in these countries. Presently he is a member of the executive board of the Academy of LDS Dentists over service projects. He is also a dental advisor to Deseret International Foundation. Wayne and Jeannine are the parents of 5 children, three of whom are dentists, and 19 grandchildren.

Alex Larsen

Alex grew up on his family's dairy farm in Fairview, Idaho, a suburb of Preston. He graduated from Utah State University with a degree in English, and received his D.D.S. degree from the University of the Pacific in San Francisco. He then served as a dental officer for three years in the U. S. Army Dental Corps stationed at Fort Leonard Wood, Missouri. He has been in private practice for 31 years in Utah County.



Dr. Larsen has served as president of the Provo District Dental Society and of the Utah Dental Association. He has served on the advisory committee for the Utah Valley University dental hygiene program and currently serves as chair of the Utah Dental Advisory Board, being a member since 2004. He continues to enjoy his service as an examiner for the Western Regional Examining Board, and also serves on the Utah Controlled Substance Advisory Board.

He is father to three great children and grandfather to eight really great grandchildren. He would be quick to say that the rewards of his service in dentistry have been the wonderful friendships and associations he has made with people throughout the state and the country.



UTAH DENTAL ASSOCIATION

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