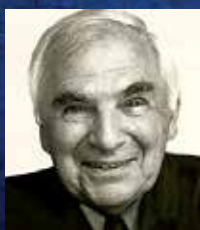




AMERICAN SOCIETY  
FOR DENTAL AESTHETICS

# 2017

# Austin



Dr. Irwin Smigel

Carrying the tradition forward

41<sup>ST</sup> ANNUAL INTERNATIONAL AESTHETIC DENTAL CONFERENCE

OCTOBER 25-28, 2017

JW MARIOTT - AUSTIN, TEXAS

WORLD-RENOWNED SPEAKERS

DAILY HANDS-ON WORKSHOPS

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# Austin 2017 FEATURED SPEAKERS



**LARRY ROSENTHAL D.D.S.**  
*Irwin Smigel Keynote Speaker*

**"Aesthetic Dentistry...  
Past, Present and Future:  
My Tribute to Dr. Irwin Smigel"**

This presentation will focus on what is considered essential from both a clinical and managerial approach to achieve success in your practice. Understanding patient expectations and eliminating problems is of paramount importance in sustaining a healthy dental environment. Learn the How to and the Why of how to treat patients today in 2017 using "The PROCESS": Predictable results, Realistic expectations, Office communication, Coordinated Dream Team, Experience, 5-Star and Successful Consult.



**FRANK HIGGINBOTTOM D.D.S.**

**"Implant Esthetics: Working the  
Transition Zone"**

Proper evaluation and treatment in the "transition zone" is necessary for esthetic success. The patient's "Esthetic Risk" must be determined. It is important to have an acceptable site, place the implant correctly in all three dimensions, properly position the microgap, provide a stable abutment connection, and create an acceptable ceramic prosthesis. The final restorative result will not be successful unless the transition zone is managed with a provisional restoration with an appropriately contoured emergence profile.



**ALAN JURIM D.D.S.**

**"Digital Workflow: The Narrowing Gap  
between the Digital Lab and the Digital  
Dental Office "**

Digital workflows improve aesthetic case outcomes and the patient experience. Learn the most predictable and efficient intra-oral scanning workflows. Understand the benefits of incorporating 3-D printing in your office. Incorporate digital implant planning into your practice and learn new techniques for providing immediate prostheses. The future of dentistry is digital. Be a part of the digital revolution.



**JOYCE BASSETT D.D.S.**

**"Things That Go Wrong, Even When  
You Do Everything Right"**

While materials are often considered the cause of clinical failures, more often the failure is a result of incomplete planning, decision making, and execution. When a clinical failure occurs, there is often conflict and blaming between the dentist, patient, and laboratory technician. Learn communication techniques that offer realistic patient expectations as well as a checklist for careful patient and laboratory communication. There are no unintended consequences, only situations that were not well thought out.



**BARRY GOLDENBERG D.M.D., M.S.**

**"The Complete Arch Rehabilitation  
with Implants: When to Use Pink and  
When Not"**

The edentulous population continues to challenge our ability to provide comfortable and aesthetic prostheses. Thanks to advances in technologies and techniques, dental professionals are able to predictably restore function, form and aesthetics. Conditions for each patient treatment option depend on a variety of factors including available restorative space. Will the protection of soft tissue appearance differ depending on the amount of restorative space?



**ROBERT MARGEAS D.D.S.**

**"Augmentation vs. Amputation"**

In today's minimally invasive climate, treatment decisions may not always be easy. Balancing the desire for conservative treatment with predictable, long lasting treatment may be challenging. Learn how to treat the worn dentition conservatively and allow the patient to stage treatment over time. Different treatment modalities will be shown in real time and the information can be incorporated immediately into your practice on Monday morning.

# PROGRAM SCHEDULE



## WEDNESDAY

**OCTOBER 25, 2017**

3:00-5:00 pm

Registration

6:30-8:00 pm

Welcome Reception

## THURSDAY

**OCTOBER 26, 2017**

7:30-8:30 am

Breakfast and Registration EXHIBITS OPEN

8:30-8:45 am

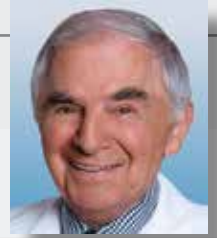
Welcome-Dr Dan Ward, Meeting Chair

8:45-10:15 am

**Irwin Smigel Keynote Speaker**

Larry Rosenthal DDS

"Aesthetic Dentistry ... Past, Present and Future: My Tribute to Dr. Irwin Smigel"



10:15-10:45 am

Break EXHIBITS OPEN

10:45am-Noon

Alan Jurim DDS "Digital Workflow: The Narrowing Gap Between the Digital Lab and the Digital Dental Office"

Noon-2:00 pm

Lunch & Learn EXHIBITS OPEN

2:00-5:00 pm

Hands-On Workshops (*Pre-Registration Required*)

(R-1) George Freedman DDS "Enhancing Your Bottom Line with Science and Technology"

(R-2) Howard S Glazer DDS "I Have It.. You Need It"

(R-3) Alan Jurim DDS, Barbara Jurim DDS, Adrian Jurim MDT "Where Digital All Starts in Your Office"

(R-4) Marty Zase DMD "Zero Sensitivity Bleaching"

7:00-9:30 pm

Buffet Reception Induction Ceremony for New Members, Fellows, ABAD and Smigel Prize. (All welcome.)

## FRIDAY

**OCTOBER 27, 2017**

7:30-8:30 am

Breakfast and Registration EXHIBITS OPEN

8:30-10:00 am

Barry Goldenberg DMD MS "The Complete Arch Rehabilitation with Implants: When to Use Pink and When Not"

10:00-10:30 am

Break-EXHIBITS OPEN

10:30 am-Noon

Frank Higginbottom DDS "Implant Esthetics: Working the Transition Zone"

Noon-2:00 pm

Lunch EXHIBITS OPEN

1:00-6:00 pm

Golf Tournament (*Pre-Registration Required*)

2:00-5:00 pm

Hands-On Workshops (*Pre-Registration Required*)

(F-1) Alan Jurim DDS, Barbara Jurim DDS, Adrian Jurim "Digital 2.0: Unleash Your Digital Practice" (R-3 is a pre-requisite)

(F-2) Stephan Lampl B Ch D, Deepak Mehta MDS "Using Pre-Fabricated Composite Veneers to Provide Bio-Esthetics and Functional Harmony"

(F-3) Susan McMahon DDS "Selfie Ready? 3...2...1...Awesome Conservative Cosmetic Dentistry for Teenagers and Young Adults."

## SATURDAY

**OCTOBER 28, 2017**

7:30-8:30 am

Breakfast and Registration EXHIBITS OPEN

8:30-10:00 am

Joyce Bassett DDS "Things That Go Wrong, Even When You Do Everything Right"

10:00-10:30 am

Break EXHIBITS OPEN

10:30am-Noon

Robert Margeas DDS "Augmentation vs. Amputation"

Noon-2:00 pm

Lunch EXHIBITS OPEN

2:00-5:00 pm

Hands-On Workshop (*Pre-Registration Required*)

(S-1) John Comisi DDS "The Battle of "De-Bond"- The Dawn of Regeneration"

(S-2) Brooks Haney DDS "Simple Alignment Using Clear Retainers for Better Aesthetic Results"

(S-3) Robert Ritter DMD "Engaging Social Media"

7:00-8:00 pm

Reception

7:45 pm

41st Anniversary Commemorative Group Portrait  
(Accredited Members and Fellows)

8:00-12:00 pm

41st Anniversary Celebration Dinner Dance



# 41ST ANNUAL INTERNATIONAL AESTHETIC DENTAL CONFERENCE

**OCTOBER 25-28, 2017**  
**JW MARIOTT - AUSTIN, TEXAS**

## Conference Registration Form please print

Each participant must complete a separate registration form including contact information. Guest's names should be added to the attendee registration. Hotel registration is separate.

Name (Last) \_\_\_\_\_ (First) \_\_\_\_\_ (MI) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address \_\_\_\_\_ AGD# \_\_\_\_\_

Name on Badge \_\_\_\_\_ Special Needs \_\_\_\_\_

Guest Name (1) \_\_\_\_\_ (2) \_\_\_\_\_

**Guest Information:** Guests must register to attend meals and social functions. Please include payment for your guests. If your guest is also in the dental profession, please register him/her as a dental professional so he/she will have access to courses.

**Tuition:** All fees are US Dollars. Refunds before October 1, 2017 include \$100 cancellation fee. No refunds after October 1, 2017.

Conference Events	Registration Fee	Quantity	Total Amount
ASDA Member	\$1395		
Non-Member	\$1595		
Dental Team Member	\$495		
Recent Graduate (12-17), Active Military, Special	\$695		
Spouse/Guest (non-dentist)	\$495		
Hands-on Workshop Thursday	\$75/ea	Code#	
Hand-on Workshop Friday	\$75/ea	Code#	
Hand-on Workshop Saturday	\$75/ea	Code#	
Golf Tournament	\$225		

**Total Enclosed**

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**or call 1-888-988-ASDA to register with a staff member.**

*Please make check payable to "American Society for Dental Aesthetics"*



# Austin 2017 HANDS-ON WORKSHOPS



## **R-1 George Freedman D.D.S.** **Enhancing Your Bottom Line with Science and Technology**

Innovative materials and technologies can make clinical dentistry better, faster, and easier. Learn about printed crowns and bridges, rapid TMJ splinting, new composites, 1- and 2-step posterior restorations, giomers, glass ionomers and the latest adhesives. Observe predictable wet impressions, 1-step cements, high-powered curing lights, micro-abrasion and enhanced vision/illumination. Learn this and more from a leader of new materials.



## **R-2 Howard S. Glazer D.D.S.** **I Have It...You Need It!**

This fast-paced program is about real dentistry for real people by a real dentist! See a potpourri of materials and techniques that will make your day at the office easier, more productive and fun! Topics include Composites, Adhesives, Whitening, Oral Cancer Prevention, Minimally Invasive Materials & Techniques, Impression and Provisional Materials, Rotary Cutting Instruments, Lasers, Matrix Bands, Curing Lights, Artificial Denture, Patient Communication Tools, Endodontic Instruments, Thermoplastics and Cements.



## **R-3 Alan Jurim D.D.S., Barbara Jurim D.D.S., Adrian Jurim M.D.T.** **Where Digital All Starts in Your Office**

A foundation is necessary to incorporate digital dentistry into your office including the use of intraoral scanners and digital laboratory connections. This introductory hands-on session will teach you using actual 3-D scanners to efficiently scan intra-orally. Learn how to create digital orders and communicate effectively with the laboratory online. See how to design and print a 3-D model of your scan. Gain valuable tips and tricks for highly predictable model-free restorations.



## **R-4 Marty Zase D.M.D.** **Zero Sensitivity Bleaching**

Bleaching with zero sensitivity is possible. The use of a special pre-whitener immediately before each bleaching application is the secret. Contrary to what most dentists believe, the shape of the custom trays does matter. We will go through all the steps for making effective trays and the protocols for doing bleaching with no sensitivity. Learn how to develop bleaching methods to correct stubborn, resistant teeth. *Participants are asked to bring models of their own teeth.*



## **F-1 Alan Jurim D.D.S., Barbara Jurim D.D.S., Adrian Jurim M.D.T.** **Digital 2.0: Unleash Your Digital Practice**

Having learned how to successfully use intra-oral scanning, hands-on techniques creating new work flows need to be implemented. Learn techniques to improve full-arch bite registrations for complex cases, digital bite splints, implant planning and clear orthodontic aligners. Gain a thorough understanding of "Practice Lab" digital workflows for single visit CAD/CAM dentistry. Discover the expanding field of "open" milling machines and what is on the horizon. *Participation at R-3 is essential to attending.*



## **F-2 Stephan Lampl B. Ch D., Deepak Mehta M.D.S.** **Using Pre-Fabricated Composite Veneers to Provide Bio-Esthetics and Functional Harmony**

Conservative aesthetic treatments should be based on solid bio-mechanical principles. Increasing the vertical dimension is often necessary to accomplish the long-term stable functional needs of the patient desiring aesthetic improvements. Anterior canine guidance should be established regardless of the final restorations chosen. This hands-on workshop will give you the opportunity to diagnose, prepare, place and finish pre-fabricated veneers and to more simply achieve aesthetic and occlusal success.



## **F-3 Susan McMahon D.M.D.** **Selfie Ready? 3...2...1...Awesome Conservative Aesthetic Dentistry for Teenagers and Young Adults**

Our practices are full of younger patients with minor cosmetic dental needs and desires. Teenagers and young adults are extremely aware of their appearances and self-esteem is often directly related to their perception of their appearance. This hands-on course will look at issues that are of particular concern to our younger patients: tooth color, post orthodontic refinement of smiles, spacing and crowding, dental trauma, tooth size discrepancies, misshapen teeth, congenitally missing teeth, and soft tissue considerations.



## **S-1 John Comisi D.D.S.** **The Battle of "De-Bond"- The Dawn of Regeneration**

For years the dental profession has been struggling with providing effective long-term preventive and direct restorative solutions for our patients. The evidence is mounting that we may have been "barking up the wrong tree" in our efforts. There have been many "bioactive" materials introduced, and there is a real need for the dental care provider to understand why and how to use these materials, and why they are important for patient care now and in the future.



## **S-2 Brooks Haney D.D.S.** **Simple Alignment Using Clear Retainers for Better Aesthetic Results**

Patients often are looking for simple answers to their anterior aesthetic concerns. Learn how to offer a conservative, minimally invasive, short-term treatment option for adult patients with crooked or misaligned teeth. As an alternative to traditional treatment options such as crowns and veneers, clear aligners can be used to provide excellent results. Utilizing proven orthodontic principles learn how to deliver results with ease, confidence and predictability.



## **S-3 Rob Ritter D.M.D.** **Engaging Social Media**

The internet has become the way many patients select their dentists so an effective online presence is vital. Having a large number of positive reviews helps boost the position of your website and boosts the credibility of your website. This fast paced, interactive and informative presentation will teach innovative ways to attract new patients using the internet. *Participants will need to bring their own laptop computers and download access codes prior to the session which will be connected to the web.*



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DENTAL CONFERENCE

October 25-28, 2017



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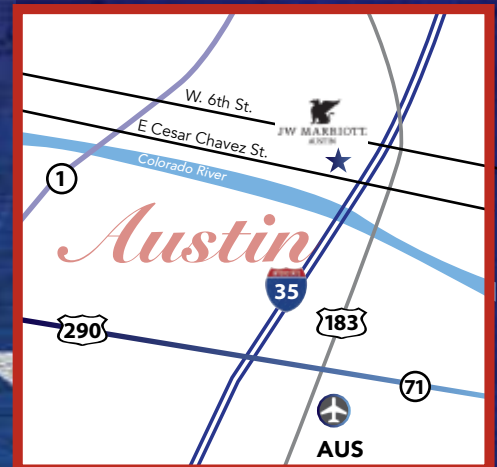
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In a city known for having an endless list of around-the-clock entertainment possibilities, the JW Marriott Austin invites you to experience distinction in the heart of the "Live Music Capital of the World.®" Surrounded by nearly 200 live music venues, the JW Marriott Austin is one of the best hotels in downtown Austin for both business and leisure travelers alike and is designed to make you feel at home, a feeling that is common throughout this friendly city.

Sleek, stunning and surrounded by epic views, the JW Marriott Austin is a 2016 Conde Nast Traveler Reader's Choice Award Winner as a Top 50 Hotel in the World. The rooftop pool offers extraordinary views of the city below. Renew, calm and indulge at the Retreat Spa. With an unmatched location in a happening city, the JW Marriot Austin is a great place for you to enjoy yourself while learning and networking at our conference.

#### Hotel Reservations

Please call toll free (888) 236-2427 or call (512) 474-4777 in the US to make your reservations at the JW Marriott Austin or visit [jwmarriott.com](http://jwmarriott.com).  
The ASDA Conference Room Rates\* are \$289 (USD) per single/double occupancy rooms.



\* Please note that these special convention rates are available only on October 23-29, 2017 and are based on availability. Reservation requests must be received by October 2, 2017. All requests received after this date will be based on the prevailing room rate and space available. All reservation requests must be accompanied by a check for a one night deposit or a credit card number provided for guarantee. All guaranteed reservations will be charged one night if not canceled 2 days prior to arrival. Hotel room rates are subject to applicable state and local taxes (currently 15.81%) in effect at the time of check-out.