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Something for everyone

Whether you came for the educational sessions, the social events, the new products or all of the above, you can find it here at CDA Presents.

Look around you. Everywhere you look here at the CDA Presents The Art and Science of Dentistry, there is something going on — rooms filled with dynamic speakers, an exhibit hall full of new products and technology, spots for resting and kicking back, and thousands of people to share it all with.

Let’s start with the exhibit hall. This year, there are nearly 100 new product launches, allowing dentists the ability to stay current on the latest trends in the industry. You can find these new products at Brush Buddies (booth No. 220), Isolite Systems (booth No. 1746), Philips (booth No. 2218), PureLife Dental (booth No. 312), Stern-gold (booth No. 1673), Shofu Dental (booth No. 1128) and more.

Now let’s move on to the educational aspect. From lectures on equipment care and repair to search engine optimization, social media and online marketing, the course lineup is enriched with key information for dentists and staff. Here are some highlights:

• "Basic Training — Equipment Care and Repair," led by Tim Yaeger Jr. and Tim Yaeger Sr., taking place from 10 a.m. to 12:30 p.m. today and repeating from 2 to 4:30 p.m. In this workshop, dentists and/or employees will

Get out and see Orange County

Want to have some fun in Orange County when you aren’t at the meeting? Check out the ideas below.

Disneyland
Discounted Disneyland Resort theme park tickets for Disneyland and Disney’s California Adventure are available to attendees during CDA Presents. These tickets are created just for attendees and are not available at the front gates of the theme parks. To purchase these tickets, visit cda presents.com or disneyconventionnear.com/ZMCE14N.

Disneyland fireworks
The best place to watch Disneyland’s nightly fireworks display is from inside the gates, but it’s not the only place you can see them. Just outside the gates of Disneyland and Disney California Adventure is the main esplanade. If you face the entrance to Disneyland, it’s almost as
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be trained in a hands-on environment on how to perform simple repairs and maintenance on common dental equipment, including air/water syringes, compressors, handpieces, lights, sterilizers and vacuums.

- "Search Engine Optimization, Social Media and Online Marketing," led by Rachel Mele, ACB, taking place from 8:30 to 11:30 a.m. Friday and repeating from 1 to 4 p.m. At this workshop, attendees will learn about YouTube, Facebook and leveraging a dynamic website that connects the dentist with prospective patients.

- "Team Fabulous!" led by Victoria L. Wallace, CDA, LDA, taking place from 9 to 11:30 a.m. Saturday and continuing from 1 to 3:30 p.m. In this session, dentists and their teams will learn how important it is to work as a team in the dental practice and how to improve communication skills with patients and team members.

- The Spot educational sessions. This place, on the exhibit floor, offers the "Smart Dentist Series" of free, one-hour lectures. Topics for the one-hour lectures range from "Frequently Asked Regulatory Compliance Questions" to "Mobile Marketing for Dental Practices."

**Social events**

In addition to the multitude of learning options and opportunities, CDA Presents provides ways to unwind and socialize. Here are a couple:

- **WineFUNdamentals Seminar,** 4 to 5:30 p.m. Friday on the exhibit floor. Taste six different well-known food and wine pairings and then vote for your favorite in a food and wine pairing competition. Tickets are $30.

- **CDA Party,** 7 to 10 p.m. Friday at the Hilton Anaheim. Unwind from the business of the conference and take a trip to an Island Paradise, CDA style. The member party will have live music, island entertainment and drinks and food with a tropical flair. Tickets are $50.

**About the Publisher**

Tribune America, LLC
116 W. 23rd St., Suite 500
New York, N.Y. 10011
Phone: (212) 244-7181
Fax: (212) 244-7185
E-mail: info@dental-tribune.com
www.dental-tribune.com

Publisher & Chairman
Torsten Oenhus
Toenhus@dental-tribune.com

President/Chief Executive Officer
Eric Seid
e.seid@dental-tribune.com

Group Editor
Kristine Colker
k.colker@dental-tribune.com

Managing Editor
Fred Michmershuizen
fmichmershuizen@dental-tribune.com

Managing Editor
Serria Rendon
s.rendon@dental-tribune.com

Managing Editor
Robert Selleck
rselleck@dental-tribune.com

Product/Account Manager
Humbrero Estrada
h.estrada@dental-tribune.com

Product/Account Manager
Willy Koenig
w.koenig@dental-tribune.com

Product/Account Manager
Drew Thornley
d.thornley@dental-tribune.com

Marketing Director
Anna Katayaka
akatayaka@dental-tribune.com

Education Director
Christiane Ferret
c.ferret@dtstudyclub.com

Projects & Events Coordinator
Robert Alvarez
r.alvarez@dental-tribune.com

Accounting Department
Nirmala Singh
n.singh@dental-tribune.com

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