Desert character. It can’t be conjured, landscaped or kindled with twinkling bulbs. John Ford knew that. So did Frank Lloyd Wright and Louis L’Amour. Spend a few days in Greater Phoenix and you’ll understand, too. America’s sixth-largest city still has cowboys and red-rock buttes and the kind of cactus most people see only in cartoons. It is the heart of the Sonoran Desert and the gateway to the Grand Canyon, and its history is a testament to the spirit of Puebloans, ranchers, miners and visionaries.

Greater Phoenix
Greater Phoenix encompasses 2,000 square miles and more than 20 incorporate

Go explore Phoenix

Shrouded by mountains, surrounded by golf courses and covered by a near-perpetual canopy of blue sky, downtown Phoenix offers visitors a mix of urban fun and outdoor recreation. Photos/Provided by Greater Phoenix CVB

The fun is only beginning here at the ADHA as the exhibit hall opens its doors

By Kristine Colker, Dental Tribune

Are you tired yet? In the past two days, the more than 2,000 dental professionals gathered here at the Phoenix Convention Center’s west building have already volunteered at a local senior center, providing oral-cancer screenings, toothbrush prophylaxis, fluoride varnish and oral-health education, and have attended a number of educational presentations, including 15 different “Lunch & Learn” sessions, where participants learned about such topics as “Calming Dental Anxiety,” “The Role of Inflammation in Periodontal Disease and Rheumatoid Arthritis” and “Minorities in Dental Hygiene.”

But that is just the beginning. Today, the doors to the exhibit hall open, with more than 100 exhibiting companies showcasing the latest technology and products on the market.

Here are few things to be on the look out for:

REWARD YOURSELF
How buying everyday office supplies can lead to better technology for your patients.

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ABOVE AND BEYOND
Meet Olga Torres of Clewiston, Fla., the fifth recipient of the Pros in the Profession award.

* page 4

SPECIAL OFFER
Go check out the new BeautiSealant Kit and take home a free sample of that, plus some lip gloss.

* page 6

Just getting started
PHOENIX, page 1

rated cities, including Glendale, Scotts-
dale, Tempe and Mesa. Maricopa County,
in which Phoenix is located, covers more
than 4,200 square miles. Phoenix’s el-
evation is 1,117 feet, and the city’s horizon
is defined by three distinct mountains:
South Mountain, Camelback Mountain and
Fiestaterra Peak.

Dependable sunshine and warm tem-
peratures make outdoor activities a
way of life in Phoenix. Golf, tennis, hik-
ing, cycling, mountain biking and rock
climbing are popular. Horseback riding
is a great way to see the Sonoran Desert,
also known as the Arizona desert. As a
rugged Jeep or Hummer ride. Thrill
seekers can soar above the desert plateau
in a glider, sailplane or hot-air balloon or
satisfy their need for speed at the Bondu-
rant School of High Performance Driv-
ing. Visitors also can choose from water
skiing, sailing, fishing and tubing in the
region’s lakes and rivers.

The latest addition to downtown Phoe-
nix is CityScape, a two-block concen-
tration of retail, entertainment and dining
options in the city’s urban heart. Visitors
can stop for a power lunch at the Arro-
gate Bar & Grille or pick up some street tacos
at Vitamin T. Shoppers can choose from
fashion retailers such as Bravissimo,
Kyma Republic and The Arizona
designer and pizzeria offers a selection of au-
cut and neutral palettes. chef Silvana
Salcido Esparza specializes in creative
Southwestern cuisine, diners in Greater
Phoenix enjoy a wealth of tradi-
ционные варианты. Think creamy grits
and andouille sausage with mustard jus,
pork oso buco confit with butternut squash
spätzle, chicken ’n’ dumplings, green chili stew with cornbread and lob-
ster ’n’ hibiscus enchiladas. www.beckets
table.com

Cibo: Located inside a 1930s bungalow
with intimate dining rooms and a great
view of the city, Cibo is one of the best restaurants
in Roosevelt Row. This urban wine cafe
and pizzeria offers a selection of auth-
entic Italian cuisine prepared fresh
from locally grown organic produce and
imported Italian products. www.cibo
phoenix.com

Durant’s: This upscale steakhouse has
classic 1940s décor, and the low lighting
and quiet surroundings make table talk
easy. The namesake of this iconic restau-
rant is Jack Durant, whom local legend
paints as a gambler, gangster, drinker and
grandpa with a gold heart. Patrons who
ask one of the tuxedoed wait staff about
Durant may learn that he loved his dogs
more than his wives, that his taste in dé-
cor was influenced by bordello and that
one of Phoenix’s most notorious mur-
ders was planned in his lounge. These
days, that lounge serves what Phoenix
locals have deemed the “Best Martini in the
Valley” www.durantsaz.com

For additional information about Greater

(Source: www.visitphoenix.com)

out for as you make your way through the
exhibit hall.

- ADHA Community Center. Located in
the middle of the exhibit hall, ADHA’s
Community Center is your one-stop
shop for everything ADHA.

- ADHA/Henry Schein Dream Center.
The Dream Center Operatory, located in
the back of the exhibit hall, features
different product stations for a hands-
on experience. Participating companies
include DentalEZ, DENTSPLY Rinn, Hu-
 Friedly, OralDNA and Orascoptic.

Participants will be able to experience
each product through a five-minute edu-
cational interaction with a representa-
tive from each company.

The full experience through the Dream
Center Operatory will take approximately
30 to 40 minutes. Go to the Dream
Center to sign up during an open time slot.

- Cactus Crawl prize giveaway. Included
in your tote bag is the “Cactus Crawl”
game card. Once all companies have
been visited, drop the game piece in the
drawings slot.

- ADHA/Henry Schein Dream Center to
sign up during an open time to

- SATURDAY, page 1

The Phoenix Convention Center consists of a three-building campus that, all told, boasts
nearly 900,000 square feet of flexible meeting and exhibit space. The North Building is
linked to the neighboring West Building by both a glass-encased sky bridge and a substreet
exhibition hall.