Start the year off right

Yankee Dental Congress kicks off 2012 with expanded programs and cutting-edge speakers

From now through Saturday, close to 27,000 dental professionals will stroll through the halls of the Boston Convention and Exhibition Center, taking in everything the 2012 Yankee Dental Congress has to offer: education, information, social activities, entertainment, top-notch speakers and the chance to learn a few tips and tricks to help grow their practices.

“Ride the Wave to Success in Dentistry” is the theme of this year’s congress, which again is the fifth largest dental meeting in the country and is sponsored by the Massachusetts Dental Society in cooperation with the Connecticut, Maine, New Hampshire, Rhode Island and Vermont dental associations. Highlights of the meeting include:

- Scottsdale of the East — Leading clinicians from the renowned Scottsdale Center for Dentistry will present programs in esthetic, restorative and CAD/CAM dentistry during two full days.
- Madow Brothers — Rock ‘n’ roll dentists David and Richard Madow will give their high-powered, Las Vegas-style presentation for the first time at Yankee.
- Disney Institute — Chris Caracci, a lead health-care consultant from the Disney Institute.

Once the 2012 Yankee Dental Congress is over, there is no better time to get out and explore the city of Boston. Be sure to take your badge along with you, though. Showing it will save you lots of money.

Yankee Dental badge is key to savings

New England Aquarium and Imax Theater. Photos/Tim Grafft, Massachusetts Office of Travel & Tourism

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Freedom Trail Run
Meet every Saturday and Sunday on Boston Common and run a 5K course that passes landmarks from America’s Revolution. Stop at more than 16 sites to learn interesting facts. Registration includes 5K guided run, water, return harbor ferry ride and “Freedom Trail Run” T-shirt. Where: Boston Common (corner of Park Street and Tremont Street). Discount: $5 off registration (original price $35, YDC attendees $30) www.FreedomTrailRun.com/ydc36

Skywalk Observatory
The observatory offers a 360-degree panoramic view of Boston and beyond. Built in 1965, the observatory, located on the 50th floor, offers views of the Boston skyline and the Charles River. Where: Prudential Center, 800 Boylston St. Discount: $2 off adult admission. toptofthehub.net/skywalk_home

Improv Asylum
Voted Boston’s best comedy club, the Improv Asylum features improvisation
on sketchy comedy Performances are
Wednesday through Sunday evenings.
Where: 216 Hanover St.
Discount: $5 off full-price ticket using promo code Yankee at the box office or online.
www.improvsofylum.com
Boston Celtics
On Friday, Yankee dental members will
receive an exclusive offer to attend the
Boston Celtics game against the Indiana
Pacers. The Celtics and Yankee Dental have
team up to reserve a private luxury
suite for Yankee dental members to at-
tend the Celtics game in their own pri-
ivate area. Enjoy the game with members
and coworkers while enjoying a number of
benefits only available to Yankee den-
tal members. Tickets are $99 per ticket. Contact Matt Lane at the Boston Celtics at (617) 854-8058 or by e-mail at mlane@celtics.com to reserve your tickets.
Where: 100 Legends Way
New England Aquarium
The New England Aquarium features a
181,000-gallon Giant Ocean Tank con-
taining a Caribbean coral reef with
sharks, sea turtles, moray eels and oth-
er aquatic life. The aquarium also houses
a penguin habitat and Simmons 3D IMAX
Theater.
Where: Central Wharf
Discount: $4 off gate rates
www.neaq.org
Blue Man Group
Blue Man Group has updated the popular
theatrical show at the Charles Playhouse
in Boston. Taking a closer look at the tech-
nology that both surrounds and isolates us,
Blue Man Group showcases techno-
geek ingenuity while uniting the audi-
ence in primal, collective exhilaration.
Signature Blue Man Group moments combine
with new pieces. Blue Man Group tickets are on sale and can be pur-
chased online until Jan. 28, or by visiting
the Charles Playhouse Box Office. Please
use promo code TEETH for discount pric-
ing (for up to 14 tickets).
Discount: $24 per performance from
today through Jan. 29, with the excep-
tion of any performance on Jan. 28.
www.bluemanzo.com
John F. Kennedy Presidential Library
and Museum
The JFK Presidential Library portrays
Kennedy’s life, leadership and legacy in
21 exhibits, three theaters, 20 video pre-
sentations and more.
Where: Columbia Point
Discount: $2 off adult general admis-
sion
www.jfklibrary.org
Institute of Contemporary Art
Located on the South Boston Waterfront,
the ICA is Boston’s first new art museum
in more than 100 years. It features con-
temporary paintings sculptures and
photographs, in addition to cutting-edge
live dance and musical performances.
Where: 100 Northern Ave
Discount: $2 off regular admission
www.icaboston.org
Faneuil Hall Marketplace
Yankee attendees will receive a free V.P.
Welcome Packet compliments of Faneuil
Hall Marketplace when they show their
badges at the Revolutionary Boston Mu-
seum Shop located in the South Market
Canopy near Wagamama. This packet features exclusive discounts for shops
and restaurants as well as a keepsake pass.
One packet per badge holder. Offer good
while supplies last.
Boston Children’s Museum
The children’s museum is a private, non-
profit, educational institution, rec-
ognized internationally as a research
and development center and pacemaker
for children’s exhibitions, educational
programs and curriculum. Admission
includes all activities, KidStage perfor-
mances, special events and hands-on
exhibits.
Where: 308 Congress St.
Discount: Target $1 Friday Nights, spon-
tored by Target. Yankee attendees will receive a free V.I.P. pass.
Discount: $20 after discount. Tickets are $50 after discount.
Call (617) 426-5525 or order online at and use the code YANKEE.
www.massmuseum.org
Shear Madness
Shear Madness is a hair-raising murder
mystery that has been seen by more
than 5 million people around the world.
And it all started right here at the
Charles Playhouse. Shear Madness is a mixture of improvised spontaneous humor, where
the audience gets to solve the funniest
mystery murder in the annals of crime.
Where: Charles Street Playhouse,
74 Warren St.
Discount: Shear Madness rewards Yankee Dental Congress attendees with a 20 percent discount. Tickets are $50 after discount. Call (617) 426-5525 or order on-
line at and use the code YANKEE.
www.shaermadness.com
Stapleton Floral Design
Creating distinctive floral designs with
focus is in the flowers.
www.stapletonfloral.com
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Sponsorship News
The walkway to the new Institute of Contemporary Art.

The Dental Tribune

Tell us what you think!
Do you have general comments or criticism you would like to share? Is there a particular topic you would like to see articles about in Dental Tribune? What is your opinion of the dental market in general? Do you have any suggestions? Are you interested in additional content or format changes? Include which publication you are referring to. Also, please note that the Dental Tribune cannot assume responsibility for the validity of product claims or for typographical errors. The publisher also does not assume responsibility for product names or statements made by advertisers. Opinions expressed by authors are their own and may not reflect those of Dental Tribune America.

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Here at Yankee: what to know

Exhibit Hall Hours
9:30 a.m.–5:30 p.m. today, 9:30 a.m.–5:30 p.m. Friday and 9:30 a.m.–4:30 p.m. Saturday

Shuttle buses
Yankee provides complimentary shuttle bus transportation between all official hotels in the Yankee Dental Congress hotel block and the convention center. Please refer to the hotel lobby sign to familiarize yourself with the shuttle bus boarding location or check with concierge for further assistance.

Childcare
Massachusetts Dental Society has partnered with Parents in a Pinch to provide a children’s program during the 2012 Yankee Dental Congress. Bring your kids with you to Yankee and let them enjoy the many activities at camp while you take a class or shop the exhibit hall. There will be organized activities, arts and crafts, toys, books and games. Activities will be appropriate for all age groups from 6 months to 12 years old. Snacks and beverages will be provided. Walk-ins are welcome if space permits. Cost is $50 for a full day and $35 for four consecutive hours.

Restaurant reservation service
Make dinner reservations with the concierge service in the North Lobby. This service includes a listing of restaurants by cuisine and neighborhood and their menus.

Lost and found
If you find an item in the convention center, please turn it in at the information counter in the North Lobby. If you lose an item, please check at the information counter for assistance.

Internet Café
The Internet Café on the Exhibit Hall Floor features computer terminals offering complimentary Internet access and e-mail retrieval. Specific instructions and limitations are posted in the area.

Business services
The FedEx Kinko’s Business Center is located on level one near the North Lobby. For services and more information, visit psg.kinkos.com/conventions/boc.

Coat check
Coat check service will be available today through Saturday. Coat check stations are located in the North Lobby and at the East and West entrances on Level 1.

Dunkin’ Donuts
Dunkin’ Donuts vending carts are located to the east and west of the North Lobby.

Food courts and vending
Food courts will be located on the Exhibit Hall floor. Additional food vending will be available throughout the building.

ATMs
Citizen Bank ATMs are located throughout the convention center.

C.E. Pavilion
The C.E. Pavilion is a free service for all attendees. You can print a certificate with general attendance credits and courses taken at the meeting in either one of two ways (please use only one method): Visit the C.E. Pavilion located in the North Lobby and satellite pavilions located in the exhibit hall or visit www.yankeedental.com through Nov. 1.

Exhibit hall snacks
Today, make sure you grab a light breakfast at 9:30 a.m., directly following the opening keynote speaker. Then come back for the 12th annual chowder tasting at noon. Sample award-winning chowder from some of Boston’s finest chefs, including Levy Restaurants, Hilton Back Bay, Seaport Hotel, Hyatt Regency Boston, Renaissance Boston Waterfront and Starwood of Boston.

On Friday, make sure to attend the margarita party from 4–5:30 p.m. Chips and salsa will also be served.

The free lunch has been moved to Saturday. Receive a voucher for your choice of lunch as a registered attendee and spend the afternoon talking shop with more than 450 exhibitors.

Exhibit Hall Mystery Shopper (gift cards)
Shop the exhibit hall floor today and Saturday and you may be rewarded by the Mystery Shoppers who are looking to give you a free gift card.

January-February 2012
monthly specials * monthly specials * monthly specials

Buy one box of 144, Receive a box of 36 FREE!
No Limit!

Buy 3 bottles of Gelato APF Gel, Receive a bag of fluoride trays FREE!

This promotion cannot be combined with any other offer and may change or be discontinued at any time without prior notice. Each qualifying purchase must be submitted individually. Offer valid 1-1-2012 through 2-29-2012. *To receive your FREE goods, please fax (908-660-0381) or email (customerservice@keystoneind.com) a copy of your paid dealer invoice to Keystone Industries dated 1-1-2012 to 2-29-2012. All offers must be redeemed within 30 days of purchase. Valid in US only.