This year, the Greater New York Dental Meeting (GNYDM) is offering orthodontic specialty programs each day this week. At this exclusive series, attendees will learn the latest trends and techniques in orthodontics.

A unique live demonstration of orthodontic temporary anchorage device (TAD) technology will be among the broad range of educational programs.

The GNYDM introduces and refines its programs each year to inspire the entire dental team to excel in their profession. This year, various world-renowned speakers and clinicians will discuss a variety of topics, including new advances in orthodontic patient treatment, pediatrics, mechanics and technology.

Drs. Jay Bowman and Elliott Moskowitz will be among the various speakers from New York University’s College of Dentistry and Orthodontic Alumni Association, who will be speaking today and on Wednesday. Both seminars will present a selection of innovative anchorage applications and auxiliaries for various malocclusions.

At these events, attendees can become acquainted with a multitude of multi-tasking options, including mini-screws and the application of pure skeletal anchorage for molar distalization.

Dr. John Halikias, the GNYDM’s general chairman, said he believes these “sophisticated and grand programs” are what continuing education really means.

“We strive to offer these unique seminars and hands-on workshops so that oral healthcare practitioners at all levels of education can excel in their profession and specialty,” Halikias said.

On Wednesday, Bowman and Dr. Jonathan T. Perry will present a live demonstration of the placement and activation of TADs. This program will include the benefits of incorporating the use of TADs and implants into traditional orthodontic treatment modalities.

“New ideas are a welcome addition to the educational programs at the Greater New York Dental Meeting,” said Dr. Robert Edwab, executive director of the GNYDM. “By expanding to two live dentistry arenas, we are able to revamp oral health-care education.”

In addition, the Greater New York Dental Meeting is again partnering with Align Technology to offer the highly acclaimed Invisalign Expo. This diverse array of educational courses will continue through Wednesday.

Taught by the seasoned team of Invisalign specialists, dental professionals will learn the logistics of tooth alignment including treatment for Invisalign crowding cases and other orthodontic abnormalities.
ANNUAL DENTAL TRIBUNE STUDY CLUB
SYMPOSIA AT THE GNYDM

TUESDAY
NOVEMBER 30

FULL DAY SCHEDULE

10:00 - 11:00  George Freedman, Fay
Goldstep and Edward Lynch
SOFT TISSUE LASERS AND CARIES DIAGNOSIS

11:20 - 12:20  Lou Chmura, DMD
SOFT TISSUE LASERS ADJUNCTIVE TO ORTHODONTIC TREATMENT

12:50 - 1:10  Marc Gottlieb, DDS
THE NEWEST DEVELOPMENTS IN THE ART AND SCIENCE
OF AIR ABRASION

1:20 - 2:20  Dov Almog, DMD
INTRODUCTION TO CONE BEAM CT (CBCT)

2:40 - 3:40  Bettina Basrani, DDS, PhD
CLEANING AND SHAPING WITH NEW TECHNOLOGY

4:00 - 5:00  Dwayne Karateew, DDS
CONTEMPORARY CONCEPTS IN TOOTH RELACEMENT

5:10 - 5:30  Dirk Gieselmann
HOW A MMP-8 TESTING CAN CHANGE YOUR OFFICE

FIND US IN AISLE 6000, ROOM 3
WALK-IN’S ARE WELCOME!
Dubai holds dental trade fair

Event sponsored by U.S. Department of Commerce and the Greater New York Dental Meeting to promote the sale of U.S.-manufactured dental products

By Jayme McNiff, GNYDM Education Coordinator

The Greater New York Dental Meeting (GNYDM) once again partnered with the U.S. Department of Commerce for their active participation in their event. Forty-nine U.S. manufacturers and distributors were in attendance with other U.S. companies being represented by local distributors.

The final report from AEDC indicated it experienced an increase of approximately 25 percent in exhibit space in 2009. There were more than 800 booths from 65 countries, including 15 international pavilions. With such large representation from so many other countries, it was gratifying that the U.S. booths were positioned conspicuously in a prominent position in the exhibit hall. This location gave American products tremendous exposure. The GNYDM booth, which included representatives from the U.S. Department of Commerce and the U.S. Embassy in Dubai, along with other U.S. companies, was decorated with American flags and other items reflecting our country.

The exhibit floor at AEDC Dubai is an example of the competition the U.S. dental manufacturing industry faces throughout the world. Other countries are well-organized and often have governmental support. There are approximately 70,000 dentists in the Middle East. This joint effort between the U.S. Department of Commerce and the GNYDM ensures that American-made products are in the forefront when competing with dental products made by international competitors.

It also affords better exposure for the U.S. dental industry on a global scale and maximizes exhibitor-attendee interaction and the networking experience to produce greater sales opportunities.

As strategic partners in this endeavor, both the USDOC and GNYDM are committed to helping U.S. manufacturers succeed in this global marketplace. Exhibitors depend on show management to deliver a highly qualified audience for them to achieve their objectives. The GNYDM serves this purpose by traveling and exhibiting worldwide to encourage attendance in New York for the purchase of U.S.-manufactured dental products.

The benefits are obvious. Dentists see U.S. products at international meetings and purchase them, thus increasing our exports. Potential attendees are encouraged to visit the GNYDM to buy products and technology on site. In addition, the economy of New York City gains tremendously by these attendees. It is a “win-win” for the dental industry, the United States, the city of New York and, of course, the GNYDM.

As a continuing example of the GNYDM’s commitment to successfully promote the sale of U.S. dental products throughout the world, it is now developing a similar Dental Trade Fair in Beijing, China.

The GNYDM contributes a tremendous amount of time and financial resources each year for this Dental Trade Fair endeavor.

GNYDM Executive Director Robert Edwah feels strongly that the meeting has a responsibility to its exhibitors to work 365 days a year, not just the five days of its event, to promote their products and increase their sales opportunities. He believes exhibitors must have the opportunity to maximize their investments when participating at dental events.

The GNYDM, which continues to be the largest dental event in the United States, with more than 59,000 attendees from all 50 states and 124 countries in 2009, aims to advance the sales opportunities of U.S. manufactured dental products throughout the world, he said.

Small Business Jobs Act contains tax incentives

By Fred Michmershuizen, Dental Tribune

Legislation signed into law recently by President Barack Obama contains provisions that can benefit dentists who purchase equipment or upgrade their practices. The Small Business Jobs Act, described by the Small Business Administration (SBA) as “the most significant piece of small business legislation in over a decade,” is designed to help small businesses drive economic recovery and create jobs.

Keith Drayer, vice president of Henry Schein Financial Services, told today that dentists who attend the Greater New York Dental Meeting and other events can take advantage of several specific provisions in the law.

These are favorable developments for dentists, whether they are sole practitioners or those practicing in a larger practice area,” Drayer said.

According to Drayer, there are three particular aspects of the Small Business Jobs Act of 2010 that will benefit dentists:

• First, the allowable deduction for capital equipment purchased doubled to record levels of $500,000 for 2010 and again for 2011.

• Second, for the first time, dentists can take a deduction for qualified real property improvements, which for 2010 and 2011 is set at $250,000.

• And, third, the 50 percent additional first-year bonus depreciation was extended for 2010.

The new law extends SBA-enhanced loan provisions while offering billions more in lending support, tax cuts and other opportunities for entrepreneurs and small business owners, according to the SBA.

“Health care-specific lenders with access to capital are a great source to discuss assisting dentists in realizing their practice goals,” Drayer said.

The legislation was signed into law on Sept. 27 by President Obama.