March on in

By Robert Selleck, today Staff

The Mardi Gras fun started with a bang and a blast just outside the Midwinter Meeting exhibit hall Thursday morning, with meeting organizers joining the band Tubad and the Kings of Nola in a spirited parade through the lobby. The internationally acclaimed New-Orleans-second-line brass band played “When the Saints Come Marching In,” “Do What You Want” and “Ooh Nah Nay” as members of the CDC’s organizing committees danced along with parasols swinging in tune.

*see MARCH, page 4
Construction delays left us with just 48 hours to completely build out our new, nine-operatory practice before 12 visiting dentists arrived for a training session. Henry Schein dispatched a team of technicians and sales reps who worked almost nonstop over those two days to set up every piece of equipment and attend to every detail. We were ready for our grand opening with just an hour to spare, and that’s why we rely on Henry Schein.

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The music set the tone, but meeting attendees entering the exhibit hall quickly saw that far more than beads were being handed out by the more than 600 exhibiting companies.

The quip booth (No. 447) was as popular as ever, with free samples of the subscription electric toothbrush being given out (while supplies last) following a brief presentation on the toothbrush and service.

Twenty aisles away in the First Citizens Bank booth, No. 2447, you can drop off a business card or entry form for a chance at winning a pair of AirPods. This is the first time the century-old family-owned bank has been at the Midwinter Meeting after recently expanding into the Midwest. Nobody walks away empty-handed from the booth, with the bank handing out smiley tooth pens to emphasize its expertise with health-care-related businesses. A key differentiation stressed by the bank is that none of its counselors and advisors receive commissions—all are on salary and interested only in best serving the businesses they work with.

“Our motto is ‘Making people’s lives better through better banking,’” said Rick Adyniec in the booth Thursday morning.

In the IC System booth (No. 3744), it’s not time for Mardi Gras, but it is time to go camping. The accounts-receivable company is handing out a trail-guide checklist to help you achieve faster payments and increased cash flow. You can also walk away with a stress-ball bear and a “conference survival kit” that includes breath mints, antacid tablets and hand wipes. Don’t leave the booth before having your badge scanned to enter the company’s drawing for a Yeti cooler.

If you’re having a practice-management software emergency, head straight to booth No. 911, where XLDent can demonstrate how its dental software suite can deliver worry-free mobile- and tablet-friendly workflow to improve profitability. While you’re there, be sure to fill out an entry form for a $100 cash giveaway. You don’t need to be around for the drawing; XLDent will notify the winner to make sure the cash is awarded. You can find out immediately if you’ve won a Starbucks gift card at the XLDent booth. Just play a scratch-off game before you leave to see if you’re a winner.

These are just a few of the many giveaways. And there are plenty more chances to win over these next two days.