

**Salon A (main level): 8:00 - 9:30 am**

**Dr. Chuck Shuler, DMD, PhD**  
Certified Specialist in Oral Medicine  
Dean, UBC Faculty of Dentistry

**Bisphosphonates and Osteonecrosis of the Jaw**

Dr. Shuler's presentation will focus on strategies for the prevention of this complication.

*Prior to being awarded the position of Dean of the Faculty of Dentistry at UBC, Dr. Chuck Shuler was a faculty member at USC for 18 years. He served as the Director of the University of Southern California's Center for Craniofacial Molecular Biology, and also as Director of the Graduate Program in Craniofacial Biology and the Associate Dean for Student and Academic Affairs at the USC School of Dentistry. He is an icon to his students at UBC!*



**Salon D (main level): 8:30 -10:00 am**

**Dr. Mark Kwon, BSc(Pharm), DMD, FICOD**

**Rebuilding a Smile: Immediate Esthetic Solution using Dental Implants**

Dr. Kwon will discuss the changing trends in implant placement and the new products that have been introduced in the marketplace. Keeping the implant experience simple for the patient is the key to treatment acceptance, and Mark will offer new approaches to reduce the complexity, time and cost associated with implant rehabilitation.

The experience of losing one or more anterior teeth can be psychologically traumatic and Dr. Kwon will discuss the advantages that immediate implant placement offers to both the patient and the restoring dentist.

*Dr. Mark Kwon graduated from UBC prior to completing implant training with the Misch International Institute of Implantology. He is a Fellow of the International Congress of Oral Implantologists, and a full time clinician in his Implant Centre, where he focuses on advanced bone grafting and full mouth reconstruction. He is the founder of BITES Institute which focuses on surgical and prosthetic training and monthly study clubs.*



**Cypress Room (2<sup>nd</sup> level): 8:30 – 10:00 am**

**Debbie Preissl & Paddy Briggs, DEC Consulting**

**Today's Customer Service...is a Different World**

Business is directly affected by Customer Service! It is not only about "how we treat the patient", it is about their

experience before, during and after their appointments with us. "Customer Service" is sustainability for your practice.

Today's marketplace research shows that patients attend your practice with many expectations. They want to experience competency from the first moment of contact through to completion of treatment, especially in the areas of communication, organized systems and follow-through. In this dynamic, fast paced, interactive presentation, you will learn what it really takes and means to offer exceptional service! A handout will be provided.



**Oak Room (2<sup>nd</sup> level): 9:00 – 10:30 am**

**Camellia Ho, CA**

**Lach MacPherson, CA**  
Smythe Ratcliffe, Chartered Accountants

**HST and Your Dental Practice**

This session endeavors to highlight important strategies around HST and comment on general tips to manage money, time and debt in your practice.



With the introduction of HST in British Columbia, it may be necessary to update business systems to better manage the practice for both reporting and tax minimization purposes. Sales/purchases of dental practices may also be greatly affected.

Dentists are successful by practicing dentistry. By maximizing your time in value added areas, you maximize the benefit to your patients. Ideas on how to manage excess cash and structure debt/borrowings will be discussed.

*Lachlan MacPherson has over 20 years of experience servicing dental practitioners, and is the leading specialist of services to healthcare clients at Smythe Ratcliffe.*

*Camellia Ho has been with Smythe Ratcliffe since 2001 and is now a Senior Manager with the Firm. She provides customized business, advisory and tax services to owner-managed businesses, including professionals and entrepreneurs.*



**Salon A: 9:45 - 11:15 am**

**Dr. Markus Haapasalo**

**An Endodontic Update: Successful Instrumentation and Irrigation**

This presentation will focus on key aspects of safe and effective instrumentation and irrigation of root canals, backed up with cutting edge research and clinical

experience. Topics discussed will include:

- How to prevent instrument fracture
- Do I have to know about biofilm?
- Why and how to irrigate, and what to use
- News on instrumentation; what's in the future?

*Markus Haapasalo received his degree from the University of Helsinki in 1978, and his endodontic certification in 1987. Formerly head of the Endodontic Department in Oslo, Norway, he has been head of the Division of Endodontics at UBC since 2004. Prof. Haapasalo has authored or co-authored over 80 scientific articles in peer-reviewed journals. He is an editor-in-chief of an international endodontic multimedia program, and has lectured worldwide.*

**Salon D: 10:30 – 12:00 pm**

**Dr. David Sweet, OC**  
DMD, PhD, DABFO, FICD, FACD  
Deputy Chair (Science) INTERPOL DVI Standing Committee  
Professor & Director, UBC Bureau of Legal Dentistry (BOLD)



**Forensic Odontology...An International Perspective**

Forensic odontology has gained international prominence following responses to the 2001 World Trade Center bombings, 2004 Thailand tsunami, 2005 London bombings and Hurricane Katrina with respect to victim identifications, and in addition, criminal investigations with regard to human bite mark cases. As the current chief disaster victim identification scientist at INTERPOL headquarters in Lyon, France, Dr. Sweet OC is called on to give advice in and respond to civil and criminal matters around the world. This presentation will provide insights into the role of forensic odontology within civilized society and the current state of preparedness in Canada and elsewhere for natural and man-made mass casualty incidents, including terrorist attacks.

*David Sweet obtained his DMD at UBC in 1978, and maintained a private solo dental practice in Cranbrook, BC until 1984 when he was invited to return to UBC as a faculty member. In 1992 he was designated a certified specialist in forensic dentistry (DABFO) by the American Board of Forensic Odontology, following which he obtained his PhD (cum laude) in forensic medicine from the University of Granada, Spain. Currently, as the Director of the BOLD Laboratory at UBC, David is continuing to pursue improved methods to apply basic sciences and modern forensic techniques to evidence from crime scenes to assist the justice system in North America. He supervises a graduate program in forensic odontology through the Masters of Science (Oral Biol.) program.*

**Lecture Program**

*In order to provide our exhibitors with a more consistent flow on the trade show floor, please note the staggered lecture starts throughout the clinic program.*



**Cypress Room: 11:00 am – 12:30 pm**

**Sherry Priebe, RDH, BDSc, MSc**

**Oral Cancer: How Trends in Cultural Oral Habits Influence Global Health and the Dental Hygienist**

Oral cancer is on the rise worldwide, with over 400,000 cases diagnosed yearly. The social and cultural habits related to oral cancer in resource-poor countries remain prevalent among its users following migration to better resourced countries, including Canada. As communities from other countries relocate to our cities and towns, they bring oral health concerns affected by these habits. Oral screening is a necessary and effective way to assist our patients in having optimal oral health. Think globally and act locally!

*Sherry Priebe has been impacting the lives of people around the world with her dental hygiene life focus to "assist people to attain optimum oral health through research, education and clinical practice". Sherry received her RDH at the University of Alberta, her BDDSc in 2003 and MSc in 2009 from UBC. She has published articles in the Vietnam Journal of Medicine at the University of Ho Chi Minh City, Vietnam, the Canadian Journal of Dental Hygiene and the International Journal of Dental Hygiene.*

**Salon A: 11:30 am – 1:00 pm**

**Gail Watson, eXtra Contact**

**Grow Your Dental Client Relationships through Online Communication**

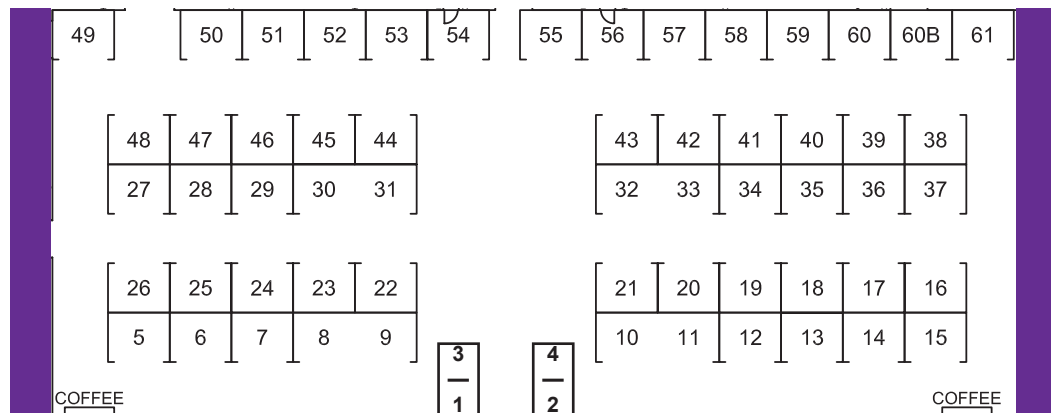
Did you know that 91% of your clients between the ages of 18 and 64 check their email at least once a day? Email marketing is one of the most powerful and effective marketing tools available. Don't miss the opportunity to learn insider secrets to creating an online marketing strategy that will enhance your relationship with your existing dental clients, encourage patient loyalty, and generate new relationships. Gail will share tips and techniques necessary for great e-mail communication.

*Gail Watson is an international Email Marketing Expert who specializes in breaking down complex ideas into terms that anyone can follow and understand. She helps companies increase their communication and client relationships by having a structured and successful follow-up plan in place. Gail has been featured in The Globe and Mail, National Post, Financial Post and CanWest Global across Canada.*



## Exhibits & Table Clinics — 8:00 am — 1:00 pm — Grand Ballroom

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|--|---|
| 1 BC Dental Association                                    | 17 3M Canada                                    |
| 2 Vancouver & District Dental Society                      | 18 Crest Oral-B                                 |
| 3 Scotiabank   | 19 Al Heaps & Associates Inc.                   |
| 4 Shaw Business  | 20 Straumann Canada Limited                     |
| 5 Pacific Training Institute for Facial Aesthetics (PTIFA) | 21 Synca Marketing Inc.                         |
| 6 Patterson Dental   | 22 Nadean Burkett & Associates                  |
| 7 Purtzki Transitions Inc.                                 | 23 Brasseler USA                                |
| 8 Bisco Dental Products Canada                             | 24 Kerr Corporation - Sybron Dental Specialties |
| 9 Tulsa Dental Specialties/Dentsply                        | 25 Ross Healthcare                              |
| 10 Aurum Ceramic/Space Maintainers                         | 26 CMDS Orthodontic Study Club - Dr. Tim Tam    |
| 11 Cerum Ortho Organizers/Cerum Dental Supplies            | 27 Denttechnica 2100 Dental Studio              |
| 12 CDSPI   | 28 Meyers Norris Penny US                       |
| 13 SmartWeb Canada   | 29 Madaisky & Company                           |
| 14 Orbit Imaging   | 30/31 Protec Dental Laboratories Ltd.           |
| 15 Precision Dental  | 32/33 Dentsply Canada                           |
| 16 eXtra Contact - Professional E-mail Marketing Experts   | 34 Exan Mercedes Software Inc.                  |



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|---------------------------------------|--|
| 35 Fine Arts Dental Laboratories Ltd. | 49 SuperChefs Cookery for Kids                       |
| 36 RBC Royal Bank                     | 50 Align Technology Inc. - Invisalign                |
| 37 ROI Corporation                    | 51 Sunstar Canada                                    |
| 38 Southern Dental Implants           | 52 Septodont   |
| 39 GC America                         | 53 Clinical Research Dental Supplies & Services Inc. |
| 40 PMI Labs - Perceptronix Medical    | 54 CIBC  |
| 41 Sinclair Dental                    | 55/56 Microdental - a dti laboratory                 |
| 42 Maxill Inc.                        | 57 BioHorizons Canada                                |
| 43 Professional Practice Sales        | 58 Astra Tech  |
| 44 MCS Handpiece Repair               | 59 Certified Dental Assistants of BC                 |
| 45 Nobel Biocare                      | 60 Strathcona Community Dental Clinic                |
| 46 Lohn Caulder LLP                   | 60B DPAP Counselling                                 |
| 47 Vident, a VITA Company             | 61 Henry Schein                                      |
| 48 Hayes Handpiece                    |  |

Foyer UBC Faculty of Dentistry

Foyer BC Lung Association

## Seasons Greetings from VDDS!

VDDS welcomes you to this distinguished event, the 2010 Midwinter Clinic.



We are excited to provide an exceptional educational program catering to all aspects of dentistry: clinical practice, communication and marketing, dental practice management, and financial planning. We would like to thank all the wonderful speakers for taking the time to share their wealth of knowledge with us on their respective areas of expertise.

Our exhibit hall features a myriad of products and services that you will find helpful and beneficial. The many companies participating in the trade fair have helped to make this event possible. Be sure to visit the exhibitors today!

We would like to thank the VDDS Board of Directors, and especially Gerri Randall, for their commitment in making the Midwinter Clinic a success. We hope that you will maximize the day, take time to catch a lecture, visit the exhibit booths, and connect with friends and colleagues. Happy Holidays!

Warmest Regards,  
Esther Tam & Isaac Tam



John Nicola Murray Neilson



**Oak Room (2<sup>nd</sup> level): 11:00 am – 1:00 pm**

**Nicola Wealth Management Seminar  
John Nicola, Murray Neilson; with Ken Morrison, CA**

**Please see course invitation, and register in the Oak Room at 11 am**

*CE credits are not offered for this seminar*

Vancouver & District Dental Society

**2010 MIDWINTER CLINIC**

Friday, December 3, 2010



**VDDS' Premier Event for the Lower Mainland Dental Community**

*Offering Five Dental CE Credits*

**Registration & Coffee**

*7:00 am – 8:00 am*

**VCC Dental Hygiene Student Table Clinics**

*7:30 am – 11:30 am*

**Lectures and Trade Show**

*8:00 am – 1:00 pm*

**Coffee - Exhibit Hall**

*9:30 am - 11:00 am*

**Gala Holiday Luncheon**

*Stanley Park Ballroom  
Second Level 1:00 pm*

**Our Partner in Education**



Our Passion. Your Prosperity

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