93rd Annual Meeting

January 16, 2015
St. Petersburg Hilton Bayfront

Make 2015 your best year yet...
Course Descriptions

The Dynamics and Function of the Masticatory System: The Multiple (Inter)faces of Occlusion
Henry A. Gremillion, D.D.S. • Seminar A - 8:00 a.m. – 4:30 p.m., 6 CEUS
Lunch Session 1 Recommended

The masticatory system functions in a complex, integrated, orthopedic manner. Long-term oral health is dependent on the harmonious function of the dentition, hard and soft tissue supporting structures, temporomandibular joint complexes, and the neuromuscular system of the head and neck. A detailed analysis of the various components with an understanding of anatomy, physiology, and neural pathways facilitates case-specific diagnosis and management. Physiologic occlusal function is recognized to be a key component of orthopedic stability of the masticatory system. A causal relationship between mechanical stresses such as those associated with occlusal parafunction (clenching/bruxing) has been suggested by many. As forces enter the masticatory system they are dissipated through many structures including the temporomandibular joint complex, in some cases resulting in maladaptation and/or pathology. This presentation will include a recommended protocol for patient evaluation. Molecular biological factors currently recognized to result from excessive mechanical stresses applied to these structures will be highlighted. Proposed etiologic and maintaining factors of subgroups temporomandibular disorders and their management will be discussed.

Course Objectives:
• Provide the participant with a detailed perspective of the dynamics of occlusal function
• Review the multiple deleterious effects of occlusal trauma
• Enhance the understanding of the importance of sleep-related movement disorders such as bruxism
• Investigate current concepts of mechanisms involved in specific myogenous and arthrogenous TMD subgroups
• Discuss physical, pharmacologic, and pharmacotherapeutic approaches to management of bruxism

Some Days You’re the Pigeon, Some Days the Statue!
Dave Weber • Seminar B – 8:30 a.m. – 12:00 p.m., 3 CEUs
Lunch Session 2 Recommended

Boy, truer words were never spoken!! Come prepared to laugh and learn as one of our country’s funniest and most sought after dental speakers discusses what many doctors and staff feel is the most challenging part of their practice-- THE PEOPLE!! Dr’s and patients... Dr’s and staff... staff and patients... staff and staff... (heck, even husbands and wives... parents and children) Relationships! It all boils down to relationships. Come discover the secret to making progress on purpose in all of your relationships and the amazing impact that our communication has on the culture and climate of a practice or home.

Learning Outcomes:
• Discover the 6 most powerful words in the English language and when to use them
• Learn the secret to bringing out the best in the people we work with and patients we serve
• Develop a proven process for drawing people closer

(office culture, climate & relationships, simply the best stand-up comedy routine you’ve ever seen!)
The X Factor: 12 Keys to Set Your Practice Apart (the power of setting goals)
Dave Weber • Seminar C – 1:30 p.m. – 5:00 p.m., 3CEUs

What is it that makes your practice stand out from all the rest? Your building? Your location? Your equipment? While all these factors certainly play a role, it is truly the dental team that makes the difference. Discover the 12 keys that every member of the highest performing dental teams all know and implement every day. Come laugh and learn as humorist Dave Weber brings his one-of-a-kind lecture to help bring about amazing results in both your professional and personal lives…the X factor!

Learning Outcomes:
- Learn how to overcome opposition, negative attitudes, and not let others pull you down
- Discover the secret to making progress in achieving your personal and professional goals
- Consider new, creative options and get others on board

D, H, L, A, S

Lunch Buffet
Lunch times are subject to seminar time
Ticket D – Session 1 – 11:30 a.m.-1:00 p.m.
Ticket E– Session 2 – 12:00 p.m.-1:30 p.m.

Downtown St. Pete offers many walking distance options for lunch, visit www.discoverdowntown.com for a detailed list. If you prefer to stay at the hotel for lunch you will enjoy a comfortable setting and a delicious variety.

Table Clinic Presentation
11:30 a.m.-1:30 p.m.
Earn up to 2 FREE CEUs for viewing table clinic presentations prepared by dental assisting and dental hygiene students in the West Coast district.

Exhibit Hall
8:00 a.m.-5:00 p.m.
The exhibit hall features a variety of dental suppliers and practice management companies. You will have the opportunity to visit with long-time supporters and meet new contacts. Make it a point to stop by and show your support to the exhibitors as they have special offers for attendees.

Post Meeting Mixer
Don’t rush out into rush hour, instead relax and unwind while mingling with your friends and exhibitors. Plan on sticking around for a TGIF celebration immediately following the seminars in the exhibit hall. Each attendee receives two free drink tickets.

Register online @ www.wcdental.org

*Audience Key: D - Dentist/Dental Student, H - Hygienist/Hygiene Student, L - Lab Tech, A - Dental Assistant/Assisting Student, S - Office Staff

WCDDA is an ADA CERP Recognized Provider.
ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Concerns or complaints about the CE may be directed to the WCDDA at wc.dental@gte.net or to ADA CERP at www.ada.org/cerp.
Hotel Information
St. Petersburg Hilton Bayfront is located at 333 1st Street South, St. Petersburg, in the waterfront district of downtown across from Progress Energy Park and The Mahaffey Theater. It is within walking distance to downtown St. Petersburg, Baywalk, Salvador Dali Museum and a variety of restaurants and nightlife. It has convenient access to I-275. St. Petersburg-Clearwater Airport is 15 minutes away and Tampa International Airport is 25 minutes away. All lectures, Exhibition Hall, and registration will be located in Lobby II and III, on the first floor of the hotel.

Hotel Reservations
When making your reservation at the St. Petersburg Hilton Bayfront, be sure to mention the West Coast District Dental Association Annual Meeting in order to receive the group rate of $159.00. Reservations can be made by calling 1-800-944-5500.

Directions
From Tampa: Take I-275 South to Exit 22 (I-175). The exit will turn into 5th Avenue South. Follow 5th Avenue South to 1st Avenue South. Follow 5th Avenue South to 1st Street South, turn left. Hilton Bayfront is 2 blocks on the left.
From South FL: Take I-75 toward Tampa. At Exit 228, take ramp right for I-275 toward St. Petersburg. Merge onto I-175 via Exit 22 toward Tropicana Field. Turn slight left onto 5th Avenue South. Turn left onto 1st Street Southeast. Hilton Bayfront is 2 blocks on the left. Access door-to-door directions on www.googlemaps.com, www.mapquest.com, etc.

Parking
Parking is available at The Mahaffey, located at 400 1st Street South, $5.00 a day. Visit www.discoverdowntown.com for an interactive map of the downtown area, including additional parking options.

Meeting Facts
- Registration: Pre-register before January 2, 2015 to avoid late fees. Register via mail, fax (813) 654-2505 or online at www.wcdental.org.
- Late Fee: It is the policy of the West Coast District Dental Association to charge an additional $20.00 fee after the pre-registration date 2 weeks prior to the meeting, January 2, 2015.
- Badges and Tickets: All pre-registered attendees will receive badges and tickets via mail prior to the meeting date, allowing you to visit the exhibitors and enjoy morning coffee without having to stand in line. Lanyards and on-site programs will be easily accessible.
- Exhibit Hall and On-site Registration: Opens at 8:00 a.m. in Lobby II and III.
- Handouts: Download your course handouts at www.wcdental.org, click on the ‘Professional’ area, then click on the ‘2015 Annual Meeting’ in the left column, scroll down to ‘Handouts’. Handouts will be available 2 weeks prior to the meeting.
- Discounts Available: All public health, government dental personnel, and dental educators receive a 25% discount on seminar fees. Retired Members: All-day registration fee for retired members is $50.00, lunch is not included. Member status must be “Retired” or “Retired Life” with the tripartite to be eligible for discount.
- Refund and Cancellation Policy: All requests for refunds or cancellations must be made in writing to the WCDDA prior to the pre-registration deadline. A cancellation/processing fee of 15% will be charged. No refunds will be given if cancellation is received after the pre-registration deadline. No refunds will be given on site. Lunch tickets are nonrefundable.
- Questions concerning the meeting or registration: Contact WCDDA at (813) 654-2500 or email Kelsey at kelsey@wcdental.org.

Support the WCDDA Fund!
Make a donation to support the WCDDA Fund for your chance to win an iPad mini or 2 nights, 3 days at The Ritz-Carlton, Naples and 9 hours of CE on August 7-9, 2015. Raffle tickets can be purchased online or on the registration form, 1 for $5, 10 for $25, 25 for $50. You do not have to be present to win. For more information about the WCDDA Fund visit www.wcdental.org.
Welcome to the WCDDA’s 93rd Annual Meeting

Dear Colleagues,

I am so excited about our upcoming 93rd Annual West Coast District Dental Association Meeting. Please mark your calendar for Friday, January 16, 2015 where a world-class day of continuing education will be held at the St. Petersburg Hilton Bayfront.

We have secured two exceptional speakers for you and your staff to enjoy, absorb and take home some new perspectives. International lecturer Dr. Henry Gremillion will be speaking on The Dynamics of the Masticatory System: Multiple Interfaces of Occlusion. This is definitely a program for general dentists, orthodontists, prosthodontists, periodontists and pedodontists. The energetic Dave Weber will present two sessions: Some Days You’re the Pigeon, Some Days the Statue! and The X Factor: 12 keys to Set Your Practice Apart. Dave’s fun, high energy and entertaining style has made him one of the country’s most sought after speakers. His sessions will benefit all team members and doctors.

The Program Committee has worked extremely hard to make this meeting a success. Please take some time to browse through the course descriptions and don’t delay registering as this will be a very popular program.

Consider booking a room and discover all that downtown St. Petersburg has to offer: tour a museum, mingle with friends at The Canopy rooftop bar at the historic Birchwood, share a romantic dinner at one of the popular Beach Drive restaurants, and walk through beautiful Straub Park. On Saturday mornings the area is bustling with the Saturday Morning Market and outdoor cafes.

Come, bring your team, catch the excitement, and enjoy a fun and enriching day of learning and fellowship!

I hope to see you there.

Speakers

Dr. Henry A. Gremillion is a 1977 graduate of Louisiana State University School of Dentistry. He maintained a private general dental practice in Cottonport, Louisiana from 1977 to 1989. He then completed a 2 year Fellowship in Craniofacial Pain and Dysfunction at the University of Florida College of Dentistry under the mentorship of Dr. Parker E. Mahan. While at the University of Florida College of Dentistry he served as director of the Parker E. Mahan Facial Pain Center and directed a fellowship program in orofacial pain from 1992-2008 and was on the active dental staff of Shands Teaching Hospital during that period. He also held the P.E. Mahan Endowed Professor in Orofacial Pain in the Department of Orthodontics and held an affiliate appointment in the Department of Prosthodontics at the UFCD. He is the recipient of the 2008 Academy of General Dentistry’s Thaddeus V. Weclew Award for contributions to the art and science of dentistry. He received the Dawson Academy Career Service Award in February 2009 and the American Academy of Orofacial Pain Career Service Award in April 2010. In October 2008 he was named Dean of Louisiana State University School of Dentistry and is the E.E. Jeansonne Endowed Professor of Lifelong Learning. He serves as a consultant in the field of temporomandibular disorders and orofacial pain for the U.S. Army, U.S. Navy, U.S. Air Force, ADA Council on Dental Practice, and the Comprehensive Dentistry Program at UFCD. He is an associate faculty member and of the Dawson Academy for Advanced Dental Study. He also serves on the editorial boards of the Journal of Prosthetic Dentistry, Journal of Craniomandibular Practice, and Journal of the Academy of General Dentistry. He has lectured extensively in the U.S. and abroad and has authored/co-authored numerous scientific articles, abstracts, and book chapters. His research interests include temporomandibular disorders, bruxism, and psychosocial aspects of orofacial pain. His major clinical interest is the diagnosis and management of orofacial pain.

Dave Weber, President and CEO Weber Associates
Dave’s an international speaker, trainer and 2x author who helps people ‘Make Progress On Purpose’! He’s a favorite of Dr. Peter Dawson and been a guest of great meetings like the The Hinman, ADA, Chicago Mid-Winter, Yankee Dental Congress, 75+ Seattle Study Clubs and dozens of state dental organizations from California to the Carolinas! His ‘Chihuahua on Caffeine’ personality might get him invited to present but it’s his insights & applications about practice management issues that get him invited back time and time again. Dave speaks 165 times per year and has been called the ‘cure for the common meeting’. He and his wife Tina live in Marietta, GA and are the parents of two great kids.
Dr. Frederick J. Grassin
requests the pleasure of your company
at the Presidential Cocktail Reception of the
West Coast District Dental Association’s
93rd Annual Meeting
Thursday, the fifteenth of January
two thousand and fifteen
seven until nine o’clock in the evening

Rococo Steak
655 2nd Ave S.
St. Petersburg, FL 33701

R.S.V.P. by January 2nd
(800) 260-5277 or wc.dental@gte.net