

# CATCH EVERYTHING THAT COMES YOUR WAY

Successful practice owners set priorities that allow them to benefit from opportunities.

Join us for the **2023 West Coast District Dental Association Annual Meeting** so YOU can catch everything that comes your way.

WCDDA 2023  
Annual Meeting

February 3, 2023  
USF CAMLS • Tampa, FL

President's Reception Feb 2 at the Florida Aquarium

## FRIENDS & COLLEAGUES

First and foremost, I would like to personally invite everyone to the 2023 West Coast District Dental Association Annual Meeting on February 3, 2023, at the USF Center for Advanced Medical Learning and Simulation (CAMLs) center in Downtown Tampa.

I encourage you join us and learn with Dr. John Alonge who will educate you on oral surgery applications and concepts; bring your dental team and be energized by Ryan Vet; learn periodontal disease treatment by Susan Wingrove; and learn how to save time and money by learning preventive equipment maintenance brought to you by Patterson Dental.

Please take advantage of attending Dr. Rita Hurst's President's Reception on February 2, 2023, at the beautiful Florida Aquarium in Tampa. I extend a huge thank you to everyone that actively participates on the WCDDA Program Committee. These individuals donate their time, working closely with Lissette, Kelsey, Kayla, Jodi and Savannah to deliver a stellar educational experience for the members of the West Coast. The WCDDA Program Committee has expanded this meeting to provide you, our members, an exceptional level of member value that will surely benefit you and your practice. See you in Tampa on February 2nd.



**Dr. Chris Bulnes**  
Program Chairperson

## The 2023 President's Reception at The Florida Aquarium in Tampa

Join Dr. Rita Hurst for a special event held in conjunction with the  
West Coast District Dental Association's 2023 Annual Meeting

Thursday, February 2, 2023 at 6:00 pm

701 Channelside Drive, Tampa, Florida 33602

RSVP by January 23 to [admin@wcdental.org](mailto:admin@wcdental.org) or  
call (813) 654-2500





# WEST COAST DISTRICT DENTAL ASSOCIATION

A COMPONENT OF THE AMERICAN & FLORIDA DENTAL ASSOCIATIONS

## MEETING INFORMATION:

**President's Reception Date & Location:** February 2 at The Florida Aquarium, 701 Channelside Drive, Tampa, FL 33602

**Meeting Date & Location:** February 3 at USF CAMLS (Center for Advanced Medical Learning and Simulation) 124 South Franklin Street, Tampa, FL 33602

**Registration & Fees:** Pre-register before January 20, 2023, to avoid increased registration fee of \$20.00. Fees are based on membership level and listed in chart at right.

**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 \$60, excluding lunch. Member status must be "Retired" or "Retired Life" with the tripartite to be eligible for discount.

**Badges and Tickets:** All preregistered attendees will receive badges and tickets via mail prior to the meeting date. This will allow you to visit the exhibitors and enjoy morning coffee without having to stand in line. Lanyards and meeting programs will be easily accessible onsite.

**Exhibit Hall & Registration:** Opens at 7:30 am on Friday, February 3, 2023; 2nd floor.

**Refund and Cancellation Policy:** All requests for refunds or cancellations must be made in writing to the WCDDA prior to the preregistration deadline. A cancellation/processing fee of 15% will be charged. No refunds will be given if cancellation is received after the preregistration deadline. No refunds will be given on site. Lunch tickets are non-refundable.

## SUPPORT THE WCDDA FUND!

Make a donation to support the WCDDA Fund for your chance to win 2 nights, 3 days, and 9 hours of CE at the 2023 Summer Meeting. Raffle tickets can be purchased online ... 1 for \$5, 10 for \$25, or 25 for \$50. You do not have to be present to win. For more information about the WCDDA Fund visit [wcdental.org](http://wcdental.org).

Membership Type	Full Day CE Pass 2 CE courses & lunch included	Half Day CE Pass 1 CE course & lunch optional (\$20)
WCDDA	\$300	\$185
FDA	\$325	\$210
ADA	\$350	\$235
Dental Team	\$165	\$100
Non-Member	\$650	\$535
Dental Student	\$0 (no lunch)	\$0
Assisting Student	\$0 (no lunch)	\$0
Hygiene Student	\$0 (no lunch)	\$0
Retired Dentist	\$60 (no lunch)	\$60

## PARKING OPTIONS:

Have a parking plan, visit [www.tampagov.net/parking](http://www.tampagov.net/parking) for options. Suggested garages include: Fort Brooke, Tampa Convention Center and Whiting, and Crosstown Parking Lots I & II.

## HOTEL RECOMMENDATION:

The Hyatt Place/Hyatt House infuses its modern chic designs with Tampa's rich Latin History. Boasting 345 luxurious guestrooms, Hyatt Place/Hyatt House is located in the heart of Downtown Tampa and just steps away from USF Health CAMLS.

### The Hyatt Place/Hyatt House

325 N Florida Ave, Tampa, FL 33602 ... (813) 424-3134

<https://camlus-us.org/booking-information/partner-hotels/hyatt/>

## QUESTIONS:

Call (813) 654-2500 or write to us at [admin@wcdental.org](mailto:admin@wcdental.org).



## REGISTER TODAY:

Scan the QR code or visit us online at [wcdental.org](http://wcdental.org)

## Courses at the Meeting:

### Practical Concepts and Applications for Office Oral Surgery

John L. Alonge, MS, DDS

Seminar A | 8:00 am – 11:00 am | 3 CEUs

For dentists and dental assistants

You will receive immediate useful tips on:

- Pertinent Medical Management Issues
- Anxiety and Pain Control
- Dentoalveolar Surgery introducing atraumatic technique concepts and armamentarium
- Socket preservation grafting
- Complications
- Third Molar surgery techniques
- Understanding and management of Infections
- Biopsy Techniques
- Medical Emergencies

### Differential Diagnosis of Oral Lesions

John L. Alonge, MS, DDS

Seminar B | 12:00 pm – 4:00 pm | 3.5 CEUs

For dentists and dental assistants

For some practitioners, development of a working differential diagnosis is one of the most difficult tasks in the diagnostic sequence. This interactive presentation using audience response polling is designed to increase skills of both dentists and hygienists to successfully formulate a differential diagnosis to either treat or to confidently refer. This program is an excellent learning format for dentists and dental hygienists who together diagnose and plan treatment for their patients.

#### Learning Objectives:

- A practical and useful review of the diagnostic terminology and sequence necessary to formulate a differential diagnosis.
- Appreciate practical methodology to help refine clinical diagnoses.
- Formulate differential diagnosis on soft tissue and radiographic lesions.
- Multiple clinical cases will be presented to enhance understanding and retention of material.

### Creating Experiences Worth Sharing: How to Simply Boost Patient Experience and Maximize Practice Growth

Ryan Vet

Seminar C | 9:00 am – 12:00 pm | 2.5 CEUs

For entire dental team

The landscape in dentistry is drastically changing. It is more important than ever to stand out to your patients and create an experience worth sharing. In this course, attendees will explore ways to boost patient satisfaction with simple, easy-to-apply customer service and marketing strategies. Additionally, attendees will explore effective communication and time management techniques for optimal patient satisfaction. With these tools, you will discover exciting ways to radically grow your patient base without breaking the bank.

#### Learning Objectives:

- Create, implement and measure effectiveness of patient experience initiatives.
- Design, deploy and measure impact of cost-effective marketing campaigns.
- Create Experiences Worth Sharing

### Cracking the Millennial Code Why Your Practice Will Fail if You Fail to Embrace the Millennial Generation

Ryan Vet

Seminar D | 1:00 pm – 4:00 pm | 2.5 CEUs

For entire dental team

The largest generational cohort of all time to descend upon the USA is the Millennial generation. Often accused of extreme laziness, utterly entitled and living at home until age 35, the Millennials are so often misunderstood. Reality check: Millennials are your rising patient population, the talent pool for your team and who knows, the next POTUS. In this conversation, we will explore the truths and lies about Millennials and how you can set your dental practice up for ultimate success despite the mysteries surrounding Millennials. This course is a blast for people from all generations—Millennials included.

#### Learning Objectives

- Learn how to message to the Millennial generation to increase case acceptance and promote overall oral health
- Gain practical insights into creating a practice that successfully connects with Millennials in promoting ideal oral hygiene
- Manage and market to your feature team and patients

## CATCH EVERYTHING





Tampa's vibrant riverfront is stunning with an early morning glow

### **Disrupt, Debride, Detoxify: Implant Maintenance, Home-Care & Disease Treatment**

**Susan S. Wingrove, BS, RDH**

Seminar E | 8:00 am – 12:00 pm | 3.5 CEUs

For dentists and dental assistants

To prevent peri-implant complications, professional in-office assessment, maintenance, and home-care recommendations are vital. For long-term implant success clinicians need to detect early signs of implant complications, diagnose any complications to provide early intervention and be able to perform professional in-office maintenance treatment. This course will follow the global healthy implant initiative for ceramic and titanium implants based on Susan's Clinical White Paper: *Long-term prevention of peri-implant complications* and textbook: *Peri-Implant Therapy for the Dental Hygienist: First & Second Editions*.

#### **Learning Objectives:**

- Learn the current research protocols, tools, treatments, and complications for long-term prevention of peri-implant disease.
- Detect: Put into practice biofilm identification, five-step protocol to assess & monitor dental implants.
- Diagnose: Understand early intervention guidelines based on American Academy of Periodontology (AAP) peri-implant soft and hard deficiencies.
- Treatment: Biofilm-focused titanium and ceramic implant maintenance for all forms of implant-borne restorations / prostheses.
- Prevention: Importance of home-care recommendations for titanium/ceramic implants patients.

### **Preventive Equipment Maintenance Deep Dive**

**Roger Gilbert**

Seminar F | 9:00 am – 11:00 am

Seminar G | 1:00 pm – 3:00 pm

For entire dental team

Service calls and equipment repairs can be quite costly for the dental office. Service technicians from Patterson Dental will cover basic preventive maintenance and safety requirements for dental office equipment. In this deep dive course, attendees will learn how to properly maintain air compressors, vacuum systems, amalgam separators, autoclaves, cavitrons, handpieces, air/water syringes and solve many other maintenance issues that exist in every dental office. Attendees also will learn how to maintain digital x-ray equipment. All attendees will leave the course with a detailed equipment maintenance guide which describes daily, weekly, monthly and yearly maintenance requirements.

## **Exhibit Hall & Table Clinics**

### **7:30 am – 5:00 pm**

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.

### **11:30 am – 1:30 pm**

Earn up to 2 FREE CEUs for viewing table clinic presentations prepared by dental assisting and dental hygiene students in the West Coast district.

## Our Speakers:



**Dr. John Alonge** is a retired Diplomat of the American Board of Oral and Maxillofacial Surgery, and the National Dental Board of Anesthesiology from Erie, Pennsylvania. Dr. Alonge is a Magna cum Laude graduate of the University of Maryland, where he received his dental degree

as well a master's degree in anatomy in 1983, along with numerous awards and honors; among them, election to Phi Kappa Phi National Honor Society and Omicron Kappa Upsilon national dental honor society.

He completed his General Practice Residency Program at Davis-Monthan Air Force Base in Tucson, Arizona and was then transferred to Hickam AFB, Hawaii where for three years he served as Chief of Outpatient Oral Surgery prior to entering formal Oral and Maxillofacial Residency Training at Wilford Hall USAF Medical Center in San Antonio, Texas.

Upon completion of his surgery training in 1990, Dr. Alonge was then assigned to Wright-Patterson USAF Medical Center in Dayton, Ohio where he served as Oral Surgery Training Officer for the Advanced Education in General Dentistry Residency Program.

He separated from the Air Force in 1994 to enter private practice. Dr. Alonge has extensive experience in all subspecialty areas such as dento-alveolar surgery, dental implants, corrective jaw and facial surgery.

Dr. Alonge has lectured regionally, nationally and internationally and was a member of the Examination Committee for the American Board of Oral and Maxillofacial Surgery. He was inducted into the American College of Dentists and the International College of Dentists. He serves as a clinical instructor for the LECOM School of Dental Medicine Erie Outreach Clinic.



**Ryan Vet** is an international speaker, entrepreneur, and author. He has presented around the globe on four different continents. Ryan's experiences range from start-ups to Fortune 500s such as Samsung, Warner Brothers, and Bing. From starting his first business at age 14 to launching and

successfully exiting start-ups, Ryan is a serial entrepreneur. He has been featured in countless publications (USA Today, Forbes, Financial Times, NBC, CBS, ABC and more) for his entrepreneurial endeavors and routinely contributes to Forbes and other leading publications. In 2019 he authored the book *Cracking the Millennial Code*.

He holds an MBA from Purdue along with many other certifications business, marketing, and change management from leading institutions including Harvard Business School, Elon University, and Cornell University.

Ryan's wife Jessica is a practicing dentist. Ryan is passionate about the industry and has been actively involved in the dental community for nearly a decade. In 2022, Ryan acquired the majority owner of the Speaking Consulting Network, the leading network for dental speakers, KOLs, and influencers. In addition, Ryan hosts The Dental Experience Podcast.

After over a decade in the fast-paced world of startups and venture capital, Ryan has turned a large majority of his personal focus towards the craft beverage and hospitality industry where he has invested heavily. As a fun aside, in pursuing his passion of craft beverages, Ryan is a trained Sommelier.

At the core, Ryan is passionate about helping audiences create positive changes in the lives of those with whom they interact.

Ryan and Jessica currently live Downtown Durham, NC. Jessica, is a practicing dentist in North Carolina.

Join Ryan on Instagram, Twitter, Facebook, and LinkedIn @ryancvet

## ALL'S FISH THAT COMES TO THE NET

*From a nugget of knowledge to a discovery about a colleague,  
there is something to be gained from time invested*





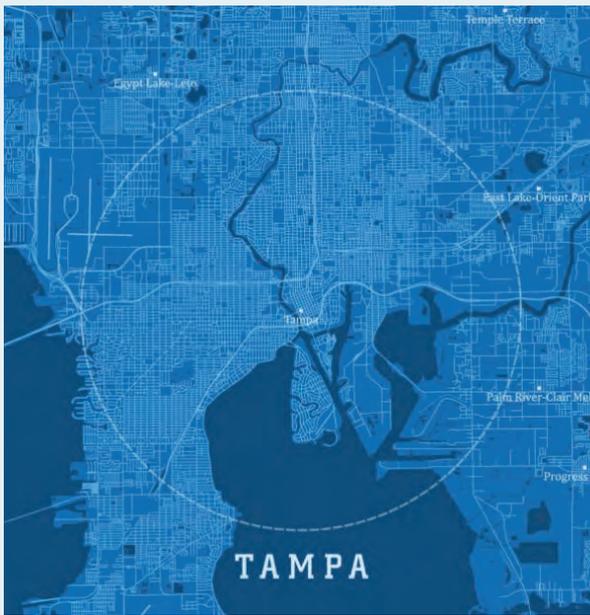
**Susan Wingrove** is a dynamic innovator, international speaker, researcher, writer, consultant, and RDH Award of Distinction Recipient. Instrument co-designer of the Wingrove Titanium Implant Series, ACE probes, and Queen of Hearts instruments for

PDT. Susan has 40+ years in dentistry and now specializes in sorting through the science to develop protocols for healthy teeth, implants, and disease treatment. Published author; Compendium, Dental Economic, RDH, Dynamics Concepts' Blog, Doctor Clinical Implant Maintenance White Papers, Scientific Panel ACP Clinical Practice Guidelines, American and International journals on peri-implant therapy, regeneration, and advanced instrumentation. Textbook: Peri-Implant Therapy for the Dental Hygienist: First and 2nd Edition, Wiley Oxford UK. Resides in Missoula, Montana USA to enjoy fly fishing, hiking, and snowshoeing.



**Roger A. Gilbert** comes with over 35 years in the Dental Industry, starting as a service technician in 1985. He is intimately familiar with all phases of the dental office, including but not limited to the following: Office design - construction and layout, equipment installation- troubleshooting

and repair, as well as maintenance of all dental equipment. Mr. Gilbert has had the opportunity to speak to various Dental study clubs as well as to Dental Students at Universities both in New York and here in Florida. For the last several years he has also taught Dental Equipment Preventive Maintenance CE accredited courses at the Florida Dental Convention (FDC) held annually in Orlando, Florida. Originally from upstate New York, Mr. Gilbert and his family have been living in Riverview, Florida for 18 years and currently works as the Service Manager for Patterson Dental in Tampa Florida.



## DIRECTIONS TO USF CAMLS

**From the North:** Take I-275 South, take exit 44 toward Downtown-West, merge onto N. Ashley Dr., turn left onto E. Whiting St., then turn right onto 124 S. Franklin Street, Tampa, FL 33602.

**From the West (Pinellas):** Take I-275 North, take exit 44 toward Downtown-East/West, take the Ashley ramp toward Downtown-West/Tampa St., merge onto N. Ashley Dr., turn left onto E. Whiting St., then turn right onto 124 S. Franklin Street, Tampa, FL 33602.

**From the East (Brandon):** Take the S Selmon Expressway Toll exit toward Tampa/Port Tampa, merge onto S Selmon Expy/FL-618 W., take exit 7 toward Downtown-West, turn right onto S Morgan St., turn left onto E Whiting St., then turn left onto 124 S. Franklin Street, Tampa, FL 33602.

**From the South:** Take I-75 North toward I-4, take I-4 West, keep left at fork toward N. Tampa St., take Exit 45A toward Downtown-West, merge onto N. Tampa St., turn left onto E. Whiting St., turn right onto 124 S. Franklin Street, Tampa, FL 33602.



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