Dear Colleagues,

Summer vacations are over, school has started, football is in the air, and it’s time to get full swing back into our dental mode. It is not too early to mark on your calendar February 10, 2012, for our annual West Coast Dental Association Winter Meeting. This year promises to be one of the best ever as we bring to you one of the top dental materials researchers in the country, Dr. John Burgess, and one of the top implant restorative dentists in the country, Dr. Robert Faulkner. They are the leaders in their field and they are coming to our area - just for you! Joining them is Patricia Worcester, R.D.H. - a tremendous, motivating dental hygienist. We have the enlightening and energetic Mr. Larry Guzzardo for the front office and dental assisting auxiliaries.

It is going to be a fantastic day for the whole dental team and it is right in our own backyard. We look forward to seeing you at the St. Petersburg Hilton on February 10, 2012.

Dr. Steve Krist
Program Chairman

Dr. and Mrs. Paul Palo request the pleasure of your company at the Presidential Cocktail Reception of the West Coast District Dental Association’s 90th Annual Meeting Thursday, the ninth of February two thousand and twelve seven until nine o’clock in the evening Museum of Fine Arts 255 Beach Drive N.E. St. Petersburg, Florida 33701 R.S.V.P. by January 22nd (800) 260-5277 or shannon@wcdental.org

Ancient Egypt—Art and Magic: Treasures from the Fondation Gandur pour l’Art brings to life one of the world’s greatest civilizations. The exhibition features mummy cases, tomb and temple reliefs, papyrus fragments, alabaster vessels, and rare objects ornamented by precious stones. The show spotlights the spiritual qualities of the works, as well as their technical mastery. This is the American premiere of one of the most distinguished private collections of antiquities, established by Jean Claude Gandur, Geneva, Switzerland. Internationally respected Egyptologist Dr. Robert Steven Bianchi is the guest curator.
Hotel Information
St. Petersburg Hilton Bayfront is located at 333 First 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, The Pier, 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 or online at www.wcdental.org.

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 First Avenue south. Follow 5th Avenue south to 1st Street south, turn left. Hilton 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 is 2 blocks on the left.


Parking
There are several parking garages surrounding the hotel, two of the closest are 1 block north at 2nd Street and 2nd Avenue, both are $5.00 a day. St. Petersburg Hilton Bayfront parking is available for $5.00, over 5 hours $12.00 a day. Visit www.discoverdowntown.com for an interactive map of the downtown area including parking garages.

Meeting Facts
• Registration: Pre-register before January 27, 2012 to avoid late fees. Register via mail, fax (813) 654-2505 or on-line 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 27, 2012.

• Badges & 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 & III.

• Handouts: Download your course handouts at www.wcdental.org, click on the ‘Professional’ area, then click on the ‘2012 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 or dental educators receive a 25% discount on seminar fees.

• 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.
Dental implants have been available for patient treatment for well over 30 years, yet most dental practices in the United States today restore less than 10 implants a year. There are many reasons for this including patient awareness and acceptance, fear of surgery, multiple office visits, and the lack of confidence of the treating doctor and staff to deliver successful treatment. This one day lecture will cover a wide range of topics to enable the dental team to provide predictable implant treatment for the patients in their practices.

Subjects that will be covered include:
- Diagnosis and treatment planning including patient selection and sequence of treatment.
- Treating the edentulous patient...predictability.
- Surgical templates – designs, fabrication, and utilization.
- The assistant’s role in providing implant treatment.
- Hygiene maintenance for dental implants.
- Anterior esthetics – how do we make implant restorations look like teeth?
- Occlusion – its importance in implant success.
- Cement vs. screw retained implant restorations.
- Marketing dental implants for your practice.

Course Objectives: At the completion of this program the participants should be able to:
- Understand the current concepts of treatment planning utilizing dental implants.
- Properly select dental implants based on the science and biology.
- Understand the principles involved in establishing an esthetic implant restoration.
- Establish and understand the importance of occlusion in successful implant dentistry.

Comprehensive Care for the Hygiene Patient
Patricia A. Worcester, CDA, RDH, BS
Seminar B • 9:00am – Noon • 3 CEUs
*Registration includes lunch

We can help enrich our patients’ lives! The hygiene appointment is so much more than just a cleaning! This program discloses the power of a non-surgical periodontal therapy techniques and procedures.
- Explore the regeneration of bone with proper SRP techniques.
- Learn why one hour per quadrant is NOT enough time for a moderate to advanced perio patient.
- Enhance your hygiene exam with proper data collection.
- Utilize probing and charting information and turn it into a tool that makes your patients healthier and increases case acceptance.

The Complete Care Dental Team
Larry M. Guzzardo
Seminar C • 9:00am – 4:00pm • 6 CEUs
*Registration includes lunch, 4th STAFF MEMBER ATTENDS FOR FREE

Working together can often be frustrating and it’s confusing to know what works to provide the best patient experience you can deliver. By removing the guesswork from knowing what counts to be more productive and profitable, working in your practice turns out to be fun and motivating. Don’t wrestle with the puzzling steps to implement complete care into your practice any longer. This course will simplify the necessary path to transition your current systems so you can work efficiently and profitably. While learning how easy it can be, you’ll be inspired and motivated to accelerate the transition and leave with a specific plan for providing exceptional patient care to build a highly profitable practice, all while delivering complete care.

You will learn:
- Effective strategies to correctly handle the new patient phone call.
- Verbal skills to present treatment and improve case acceptance.
- Three necessary components to every new patient experience.
- Specific practice numbers you should monitor and what they tell you.
- How to maintain a stress free schedule and improve productivity.

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

Update on Bonding Systems and Dental Materials
John Burgess, D.D.S., MS
Seminar D • 9:00am – 4:00pm • 6 CEUs
*Registration includes lunch

This clinically oriented course compares new materials and evaluates their clinical success. It will not make you famous, an instant millionaire, thin, prevent hair loss nor will it correct the recession. However, it will provide thoughtful insight on controversies surrounding clinical techniques and materials and supply answers for many of your questions. Understand which material works and why it works rather than hear, “It works for me”. See the newest results of long-term clinical trials, which will be presented and discussed. The presentations are clinical updates and clinical success with different composites, adhesives, glass ionomers, ceramic materials and cements will be demonstrated. This fast paced course will improve your dental practice and selection of dental materials and is designed to provide information that can be used the following clinic day. These presentations will provide useful information and a number of tips to improve your practice.

Bonding Agents
- Evaluate the effectiveness of seven generations of adhesives.
- Learn which adhesive systems are most effective and how to use them.
- Discover the limits of self-etching materials, what happens when they are contaminated and how to correct those problems. Prevent the disaster of contamination.
- See the effectiveness of each bonding category and understand why they work.
- Learn to apply adhesives in a clinically effective step by step sequence.

Esthetic but Functional Composite Resin
- Select the proper composite resin for anterior and posterior applications.
- Learn a simplified layering technique to improve anterior composite resin esthetics.
- Eliminate weak proximal contacts using proven clinical techniques.
- Use glass ionomer effectively with posterior composites.
- See the latest clinical results of low shrinkage and self adhesive composite resins.

Ceramics and Cement Selection
- Select the proper cementation technique for every ceramic material.
- Are zirconia crowns in your future, yes they can be bonded!
- Learn what ceramic goes where.
- Can you increase post retention with a bonded technique?
- Discover which ceramic is best for posterior high strength applications.
- Never under prepare a tooth again- the failsafe system.

Treating the High Caries Risk Patient
- See aggressive treatment of the high caries risk patient.
- Understand caries risk and how to sort patients with this classification.
- Learn to use four anti caries materials to treat these patients effectively.
- See results with ICON.

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

Exhibit Hall
Visit the exhibit hall from 8:00 a.m. – 4:30 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.

Table Clinic Presentation
Noon – 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.
CPR Re-certification  
**Presented by Tampa Bay CPR**  
Seminar E • 9:00am  
Seminar F • 1:00pm  

This course will include training in cardiopulmonary resuscitation (CPR) at the basic support level, including one-person, two-person and child techniques, review heart disease, heart attack, airway obstruction, respiratory arrest and cardiac arrest. The performance of CPR and maneuvers to relieve obstructed airways will be taught. There will also be a segment on the use of Automatic External Defibrillator (AED). This course will meet your CPR needs as required by the State of Florida.

**New Patients: Providing the WOW Experience**  
**Patricia A. Worcester, CDA, RDH, BS**  
Seminar G • 1:30pm – 4:30pm • 3 CEUs

Do you get frustrated when patients don’t move forward with their necessary periodontal and restorative work? This program will demonstrate how clinicians can increase case acceptance. Encourage your patients into accepting the benefits of needed treatment and increase your bottom line.

- Discover what the patient REALLY wants and desires.
- Put the patient at ease with treatment recommendations.
- Intra-oral camera use to take patient on “tour” of their mouth in order to develop treatment plan for restorative dentistry.
- Work smarter- not harder- for case acceptance.

**Lunch Buffet - Ticket H**  
Noon – 1:30 pm  
Downtown St. Pete offers many walking distance options for lunch, visit [www.discoverdowntown.com](http://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.

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**John O. Burgess, D.D.S., M.S.** is a graduate of Emory University School of Dentistry. He received his M.S. in Biomedical Sciences from the University of Texas Health Science Center in Houston, Texas, completed a one year General Practice Residency and a two year General Dentistry Residency. Currently Dr. Burgess is the assistant Dean for clinical research and the Director of Biomaterials at the University of Alabama at Birmingham. He was a military consultant in general dentistry to the Air Force Surgeon General. He received certification from the American Board of Dentistry and is a diplomate of the Federal Services Board of General Dentistry. He is a member of the American Academy of Esthetic Dentistry, The Academy of Restorative Dentistry, American Dental Association, American Association for Dental Research and the Academy of Operative Dentistry. Dr Burgess was the 2011 recipient of the Hollenbeck Award for excellence in restorative and dental materials research from the Academy of Operative Dentistry. He is a fellow of the Academy of Dental Materials and the American College of Dentists. A prolific researcher, Dr. Burgess has published more than 460 articles, abstracts and book chapters. He is a member of the advisory board for the Editorial Board for Inside Dentistry. He is a past chair of the Biomaterials Section of the American Association for Dental Schools and has served on the Executive Board for the American Association for Dental Research. Currently he is a consultant to the American Dental Association’s Council on Scientific Affairs and is a member of two ADA committees on specification development for materials and devices. He is active in clinical evaluations of dental materials and is an investigator on clinical protocols evaluating adhesives, ceramic restoratives, low shrinkage posterior composites, digital impression materials and self adhesive flowables. Dr. Burgess lectures extensively nationally and internationally and has presented over 900 continuing education courses.

**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.
Robert F. Faulkner, D.D.S. graduated from The Ohio State University in 1980. Following a one year hospital residency, he practiced general dentistry in Northwest Ohio until 1990, when he returned to an advanced graduate residency program in Prosthodontics at the U.C.L.A. School of Dentistry. Dr. Faulkner received his certificate in Prosthodontics in 1992 as well as a certificate in Maxillofacial Prosthetics in 1993. In addition, he received full training through the U.C.L.A. Implant Center during his three year residency training programs. He has lectured extensively on several aspects of Prosthodontics and Implant Dentistry, both nationally and internationally. Dr. Faulkner is the director of The Ohio Center for Osseointegration and Restorative Dentistry, a state of the art continuing education facility for clinicians, technicians, and auxiliaries. He has a faculty appointment as a lecturer for the Department of Removable Prosthodontics at U.C.L.A. Dr. Faulkner resides in Cincinnati, Ohio where he maintains a private practice limited to fixed and removable prosthodontics, maxillofacial prosthetics, and implant prosthodontics.

Larry M. Guzzardo provides comprehensive, personalized, in-office consulting exclusively to dentists and their staff. For the past two decades he has assisted professionals in achieving both financial and personal goals. Results are monitored by using financial analyses such as industry ratio comparisons to make sure the attainment of financial objectives are examined and necessary changes are carried out. His business and marketing systems focus directly on two main objectives: improving the bottom line and ensuring optimum patient care. He also goes a step further. He believes people are the most important asset of the practice, and has developed specific programs to create self-motivated team players whose actions reflect their commitment to the outcome of your practice.

Patricia A. Worcester CDA, RDH, BS is an international speaker and trainer to dental practices across the United States, Canada, and the UK. A teacher with Dental Boot Kamp for over 10 years, she is also a guest instructor for the University of Florida Dental School and a guest faculty member at the Pankey Institute for team training. Pat is an Instrument and Product Analyst for Dentsply International, Thought Leader for Hu-Friedy Dental Instruments and a product consultant for Zila Pharmaceuticals. She is founder and clinical director of Mission Possible…Best Hygiene. Pat also offers various seminars and clinical hands-on training programs. Her awards include the Mastermind Alliance Leadership of the Year Award and a nomination for Crown Council Hygienist of the Year. A graduate of Loyola University of Chicago with a Bachelor of Science, she is a Certified Dental Assistant and a Registered Dental Hygienist. Pat has been practicing dental hygiene since 1974 with her husband Tom Worcester, DDS. She has been fortunate to work in periodontal practices for 15 years and has studied under some of the best periodontists in the country. Pat’s knowledge, passion, and enthusiasm show in her training seminars!

New Dentists Reception
Thursday, February 9th
7:00 pm – 9:00 pm
Museum of Fine Arts, St. Petersburg

Enjoy hors d’oeuvres, drinks, and great conversation with your colleagues.

This event is in conjunction with the Presidential Cocktail Reception, details on the inside cover.

RSVP (800) 260-5277, shannon@wcdental.org or on the registration form.

House of Delegates
The House of Delegates of the West Coast District Dental Association will meet in session on Thursday, February 9, 2012 in conjunction with WCDDA’s Annual Meeting at the St. Petersburg Hilton Bayfront at 3:00 p.m. All members are welcome to attend.
Help Support the WCDDA Fund!

Enter for your chance to win an Apple 32GB iPad2. The best way to experience the web, email, photos, video, and over 100,000 apps. The iPad2 can be yours when you support the WCDDA Fund for only $25.00. You do not have to be present to win. For more information about the Fund visit www.wcdental.org.

**Purchase raffle tickets on the registration form.** The WCDDA Fund supports local dental health education, access to care projects, careers in dentistry, and disaster relief.

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The Rock ‘n’ Roll Marathon Tour heads south this winter for the inaugural Rock ‘n’ Roll St. Pete Half Marathon on February 12th in Downtown St. Pete. Enjoy quality CE and networking with your colleagues on Friday, begin your weekend at the Health and Fitness Expo at Tropicana Field and end your weekend with a rock ‘n’ 13.1 mile run.

**FOR MORE INFORMATION VISIT**
http://runrocknroll.competitor.com/st-petersburg/splash

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West Coast District Dental Association
1114 Kyle Wood Lane
Brandon, FL 33511
(813) 654-2500 Fax (813) 654-2505
E-mail: wc.dental@gte.net
<table>
<thead>
<tr>
<th>Seminar</th>
<th>Time</th>
<th>Title</th>
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<tbody>
<tr>
<td>A</td>
<td>9:00 am - 4:00 pm</td>
<td>Making Implants Part of Your Everyday Practice *includes lunch</td>
<td>$225.00</td>
<td>$115.00</td>
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<tr>
<td>B</td>
<td>9:00 am - Noon</td>
<td>Comprehensive Care for the Hygiene Patient (Sign up for B&amp;G and Save $30.00)</td>
<td>$60.00</td>
<td>$60.00</td>
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<td>C</td>
<td>9:00 am - 4:00 pm</td>
<td>The Complete Care Dental Team – 4th staff member attends free *includes lunch</td>
<td>$120.00</td>
<td>$120.00</td>
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<tr>
<td>D</td>
<td>9:00 am - 4:00 pm</td>
<td>Update on Bonding Systems and Dental Materials *includes lunch</td>
<td>$225.00</td>
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<tr>
<td>E</td>
<td>9:00 am</td>
<td>CPR Recertification</td>
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<td>1:00 pm</td>
<td>CPR Recertification</td>
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<td>G</td>
<td>1:30 pm - 4:30 pm</td>
<td>New Patients: Providing the WOW Experience</td>
<td>$60.00</td>
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<tr>
<td>B&amp;G</td>
<td>9:00 am - 4:30 pm</td>
<td>Both hygiene seminars B&amp;G</td>
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<td>H</td>
<td>Noon – 1:30 pm</td>
<td>Lunch Buffet</td>
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Raffle
- iPad2 Raffle Ticket (Support the WCDDA Fund) $25.00 x # _______ = ______
- 7:00 pm Presidential Reception (Thursday, Feb. 9th) Museum of Fine Arts # of Attendees ______
- 7:00 pm New Dentist Reception (Thursday, Feb. 9th) Museum of Fine Arts # of Attendees ______

Prices for each course will increase by $20.00 on January 27, 2012. Registration policies are on page 1.

**Registration Instructions:** Print primary dentist info. below, indicate seminar letter and fee in boxes below, total across, total down with staff registration, include payment. Fax or mail registration to WCDDA office. You may also register on-line at www.wcdental.org.

All dentists must register as dentists – please print clearly

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<th>Non ADA Mbr - $350.00</th>
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<tr>
<td>Hygienist – H</td>
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<td>Assistant – A</td>
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<tr>
<td>Hygiene Student – HS</td>
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<tr>
<td>Assisting Student – AS</td>
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| Total dentist fee plus total staff fee: ______

**Payment Information:**  
- □ make check payable to WCDDA  
- □ Credit Card

Card Number: ________________________________ Exp. Date: ________________________________

CVV Code: _______ Billing Zip Code: __________ Signature: ________________________________

West Coast District Dental Association
1114 Kyle Wood Lane • Brandon, FL 33511 • Registration Questions (813) 654-2500 Fax (813) 654-2505
www.wcdental.org