CONFERENCE LOCATION
• THE ONCENTER
• 800 South State Street, Syracuse, NY
• Maps and Directions on page 11

REGISTRATION AND ADMITTANCE
• Admission to all sessions and exhibits is by proper registration and ID only.
• Badges must be visible at all times.
• Admission to the exhibits only is free.

PRE-REGISTRATION
• All pre-registered attendees will receive their confirmation and registration materials by mail.
• Name Badges and Lunch Tickets will be mailed to all pre-registered attendees.
• Lost tickets will only be replaced with proof of purchase.
• Pre-Register. Registration form is located on the inside back cover.

ONLINE REGISTRATION
• Register Online at www.cnydc.org.
• Receive immediate confirmation and receipt by email.

ONSITE REGISTRATION
Persons registering after September 1 must pick up their materials on-site. You may register the day of the seminar, however, all on-site registrations are subject to an additional $20 late registration fee.

• On-Site Registration Hours: Thursday Evening: 4:00 - 5:00 pm
  Friday Morning: 7:30 - 9:00 am

PARKING
• ONCENTER Parking Garage (State Street) $5.
  Mention that you are part of the conference.

ACCOMMODATIONS
• Hotel accommodations are available at the following negotiated rates for September 15 & 16:
  SHERATON SYRACUSE UNIVERSITY - 315.475.3000
  Standard: $132
• Deadline for reservations: August 10, 2016.

BREAKS AND LUNCH
• Break and Lunch times are staggered according to course and will be announced by your instructor.
• A buffet lunch is served to allow more time for visiting exhibits.
• Lunch Tickets are required and are included with a full day course registration.
• Additional lunch tickets may be purchased in advance for $30.00 per person.

CONTINUING EDUCATION CREDITS
• The Fifth District Dental Society is an ADA/CERP recognized provider approved by the New York State Dental Association.
• 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.
• Mandatory Continuing Education (MCE) credits are awarded for all lectures that meet the NYSED requirements.
• One hour of credit is awarded for each 50 minutes of presentation attended.
• MCE forms for NYS Continuing Education requirements will be given to each attendee when checking in at registration.
• To verify attendance, a four digit code, read at the end of each seminar must be marked on the Fifth District Continuing Education Form.
• After completing the form, please bring the white copy to the registration desk before leaving.
• The yellow copy is for your own records. It is recommended that you retain copies of all of your CE forms in case of audit.

REFUND/CANCELLATION POLICY
• Refund requests must be received no later than September 8, 2016 and will be granted only in cases of family or office emergency.
• All badges and tickets must be returned to the FDDS.
• In such cases, refunds for meal functions will not be made for cancellations received within 48 hours of the function.

DENTAL MARKETPLACE
• Admission to the Marketplace is free!
• The Marketplace is open from 4:00 pm to 7:00 pm on Thursday, September 15, and 8:00 am to 3:00 pm on Friday, September 16.
• We appreciate the contribution the exhibitors make to the Central New York Dental Conference and we urge you to visit and patronize them.

IN THE MARKETPLACE EVENTS
• Exhibitor Reception and Preview will be held in the Dental Marketplace on Thursday Evening from 4:00 - 7:00 pm and all are welcome.
A Message from the CNYDC Chair

Welcome to the 2016 Central New York Dental Conference. The largest and only dental congress in upstate New York. We have a stellar lineup of courses and speakers this year! Seminars with information that can be put to use on Monday morning! From Thursday, September 15 through Friday, September 16, we will be at THE ONCENTER in Syracuse, NY, offering once again, the very best in continuing education and technical exhibits.

Thursday evening, we are offering the courses our members rely upon us to provide annually to stay current and comply with licensure and liability in New York State, such as NYS Mandated Infection Control and Risk Management.

On Friday, join us as we welcome esteemed Thomas P. Hinman Endowed Chair, Dr. Gerard Chiche. Dr. Chiche, among other topics, will be offering a desirable esthetic materials update.

We welcome back Dentistry Today’s “Top Leader in Dental Education,” Judy Bendit. Judy’s informative course on popular over-the-counter products will sure to be a crowd pleaser. She finishes up the afternoon with the newest advances in ergonomics for dentistry.

Dr. Robin Wright, the author of “Tough Questions, Great Answers: Responding to Patient Concerns about Today’s Dentistry,” will be here to explain how to be exceptional in a front office position.

Your committee has worked many hours to develop and bring you this unparalleled program. We urge you to participate in this educational experience and to visit with our exhibitors who have supported our profession so many times. They’re here to enthusiastically demonstrate new products and technologies from around the world.

A Message from the President of the Fifth District Dental Society

On behalf of the Fifth District Dental Society, I invite all dental professionals and their staff to attend the 35th Annual Central New York Dental Conference (CNYDC). I commend our Conference Committee Chair, Dr. Kevin Sorge and FDDS Executive Director Amy Pozzi, for their ardent efforts in organizing and preparing a conference that I am sure will be the best yet. Throughout the years, this conference has evolved into a truly outstanding event. The CNYDC boasts nationally renowned speakers, along with dental representatives, and vendors eager to show you their latest and newest products. Don’t miss this convenient and inexpensive opportunity to fulfill your MCE requirements, see the latest in dental products, as well as visit with other upstate colleagues. Plan to attend. Reward your staff and make it an office event. I’m sure no one will be disappointed.

FUTURE CNYDC DATES
- September 14 & 15, 2017
- September 13 & 14, 2018
- September 12 & 13, 2019
#1: NYS Mandated Dental Office Infection Control

Speaker: Frank Barnashuk, DDS
Thursday, September 15, 2016 • 5:00 pm - 8:00 pm
3 MCE credits

Infection Control in the 21st Century
Dental office infection control has evolved since the 1992 OSHA Bloodborne Pathogens Standard and the 1994 New York State mandatory training requirement were introduced. Practices have continued to evolve and incorporate periodic updates from federal, state and local advisory and regulatory agencies (ADA, CDC, FDA, EPA, DEC, OSAP etc.). In addition, new infection control products and materials have been introduced over the last two decades. The net result of this progress is, Infection Control in the 21st Century, a broad-based, comprehensive approach encompassing all aspects of dental office operations.

- Participants in this course will understand and be familiar with the most recent CDC recommendations for dental office infection control.
- Participation in this course complies with the annual OSHA training requirement.
- Course completion fulfills NYS Department of Health and State Education Department expectations for dental healthcare professionals.

Target Audience
Dentists, Dental Hygienists, Dental Assistants
#2: NYSDA Risk Management

**Speaker:** Frederick W. Wetzel, DDS & John VanDenburgh, JD  
**Thursday, September 15, 2016 • 5:00 pm - 9:00 pm**  
4 MCE credits

Do you know how long you are obligated to store patient records? What information needs to be included in a medical history? How to legally terminate a professional relationship with a patient?

Answers to these and many other sometimes thorny legal questions are provided in the NYSDA Risk Management course.

A certificate will be issued to all participants who successfully complete the seminar. Dentists who complete this course will be entitled to a 10% discount on their liability premiums for a three year period from the Fortress Insurance Company and Medical Liability Mutual Insurance Company. Other insurance companies may also accept this course for a discount. Please check with your carrier.

**Target Audience**  
Dentists, Dental Hygienists, Dental Assistants
#3: Smile Design, Bonding & Esthetic Materials Update

**Speaker:** Gerard Chiche, DDS  
Friday, September 16, 2016   9:00 am - 4:30 pm  
6 MCE Credits

This presentation will present key points formulated into a systematic step-by-step approach to resolve esthetic problems with predictable results and improved laboratory support. This presentation also covers critical details of porcelain veneers and all-ceramic crown techniques in terms of system selection, cement and adhesive selection and bonding sequence. Occlusal management of esthetic cases will be a strong focus to minimize porcelain fractures and complications:

**Topics to be Discussed:**
- **Esthetic Treatment Techniques:** Manage Seven Key Esthetic Factors for Predictable Esthetic Treatment. Apply these for minor and major Cases.
- **All-Ceramic and Bonding Technique Details:** Optimize Clinical and detailed Techniques with All-Ceramic Crowns and Porcelain Veneers Treatment. Establish a Comfort Zone with All-Ceramic Crowns and porcelain veneers systems based on: understanding system selection, cement options and cement selection, adhesive selection and bonding Technique.
- **Materials Selection and Esthetic Treatment Techniques:** Establish a Step-by-Step strategy for optimum ceramic materials selection and maximum predictability. Sequence esthetic rehabilitations and reconstructions in order to achieve an optimum restorative outcome.

**Target Audience**  
Dentists, Dental Hygienists, Dental Assistants
#4: Myths, Legends & Realities of OTC Products and Ergonomic Advancements in Dentistry

**Speaker:** Judy Bendit, RDH, BS  
**Friday, September 16, 2016  8:30 am – 4:00 pm**  
6 MCE Credits

**Myths, Legends and Realities of OTC Products (AM session)**

You bring the popcorn and I’ll bring the entertainment, along with the education. This 3-hour program will explore all the myths, legends and realities of toothbrushes, toothpastes and mouth rinses. We will look at vintage commercials and evaluate how they have shaped our current philosophies and explain why we are so challenged with getting the right products into the hands of our patients. This course will leave you questioning many of the advertisements and making wiser decisions for yourself and your patients.

**Learning Objectives:**
- Look at the trends in marketing and how they effect our own decision making process.  
- Formulate a home care protocol  
- Evaluate and discuss the science behind many of the OTC products.  
- Determine what toothbrush is best for each patient (manual and electric)  
- Compare and discuss the current rinses available for in-office and home use.

**Positioning for Life: Ergonomic Advancements in Dentistry (PM Session)**

Let’s take a close look at all the ways that you can make your job easier, and then say “Goodbye” to pain with smarter working techniques. This half day program will focus on practical principles to enhance your dexterity, preserve your strength, and increase your confidence when confronting clinical challenges. Included in the discussion will be your room layout, gloves, instruments, loupes and a lot of other great tips to make your clinical experience more effective. Join us to see things that will make your career better:

Better Vision… Better Access… Better Technique… Why not take a look? Let’s get ready to position yourself for life…

**Learning Objectives:**
- Recognize clues and signals that identify potential physical problems and eliminate them before they cause permanent damage.  
- Emphasize positive “neutral” postures, and eliminate or reduce negative “flexions” and “extensions.”  
- Recognize and convert the not-so-obvious physical stressors in daily routines – sneaky “hidden” stressors that cause fatigue.  
- Analyze “motions” and movements that create a risk for musculoskeletal problems.  
- Review newly designed instruments with the goal of reducing “repetitive motions”, minimizing wrist flexion and/or extension, and relaxing instrument grasp.  
- Discover realistic, effective methods to defeat chairside postural problems including proper utilization of loupes.

**Target Audience**
Dentists, Dental Hygienists
#5: The Exceptional Front Office Professional: Committed to Great Patient Service

**Speaker:** Robin Wright, PhD  
**Friday, September 16, 2016  8:30 am – 4:00 pm**  
**6 CE Credits**

Treatment acceptance begins and ends at the front desk. Find out how to present a positive image of your practice, communicate with professionalism in person and on the phone, solve the five most common reception problems, and speak successfully about fees and financial arrangements.

This fast-paced course tells how the front desk team can work together to achieve treatment acceptance as well as patient loyalty. You will learn how to turn challenging conversations into a chance to sell patients on your dental practice and convince patients that your quality care is worth their time and money. By responding well to patient concerns, you will reduce patient anxiety, increase referrals and reap the benefits of patient satisfaction.

This “true to life” seminar is based upon research and interviews with dental teams across the U.S. It critiques the messages front office professionals are using now and presents strategies that you can adapt to your personal style.

**Learning Objectives:**
- Present a positive image of your practice
- Listen your way to patient satisfaction
- Build patient trust and rapport
- Discover how the front desk team can “speak with one voice” about the benefits of your dental services
- Convince patients of treatment value and achieve patient commitment
- Speak effectively about fees, insurance coverage and managed care plans
- Manage difficult patients with less time and stress
- Enhance the professionalism of your day-to-day communications

**Target Audience**  
Front Office Administrators, Dental Assistants, Dentists
Gerard Chiche, DDS

Course:
Smile Design, Bonding & Esthetic Materials Update

Dr. Gerard Chiche is the Thomas P. Hinman Endowed Chair in Restorative Dentistry, and the Director of the Center for Esthetic & Implant Dentistry at Georgia Regents University, College of Dental Medicine in Augusta, GA. He has given numerous programs nationally and internationally and holds membership in the American College of Dentists, the American Academy of Esthetic Dentistry, the American Academy of Fixed Prosthodontics, the American Academy of Restorative Dentistry and the Omicron Kappa Upsilon Dental Honor Society. He is a Past President of the American Academy of Esthetic Dentistry and is also, respectively with Alain Pinault and Hitoshi Aoshima the author of the textbooks: Esthetics of Anterior Fixed Restorations, and Smile Design – A Guide for Clinician, Ceramist and Patient, both published by Quintessence Pub. Co.

He is the recipient of the 2003 LSU Alumni Award, the 2003 Award of the Seattle Study Club for best dental educator of the year and the 2007 Distinguished Lecturer Award of the Greater New York Academy of Prosthodontics. He became in 2009 the first recipient of the Endowed Chair sponsored by the Thomas P. Hinman Dental Society.

(Dr. Chiche has received Grant/Research Support for LSU Prosthodontics Dept. and presently GRU Esthetics and Implants Center:
Research grants, and/or financial support to department or institution, and /or donated (non-experimental) products from the following companies: Nobelbiocare, Brasseler USA, 3M-Espe, Vident, Kuraray-Noritake, Dentsply, Hereaus, Zimmer, Biomet 3I, Clinician’s Choice, Bisco, Three-Shape, and has been a Paid Consultant for Kuraray/Noritake Co.)

Judy Bendit, RDH, BS

Course:
Myths, Legends and Realities of OTC Products and Positioning for Life: Ergonomic Advancements in Dentistry

Judy Bendit has been invited to present programs at more than 300 dental and hygiene meetings in the United States and Canada. She currently holds an Adjunct Faculty position in the Periodontal Department, Temple-Kornberg School of Dentistry.

In addition to speaking, Judy also has written many articles on dental related topics, and is a volunteer for the Global Smile Foundation performing community outreach around the world. Following her years of practice as a clinical dental hygienist, Judy served as a Professional Sales Representative for manufacturers of dental products for 12 years. She also served as an educational consultant for several dental manufacturers for the past 15 years.

In recognition of her expertise as a presenter, Judy has been recognized for several years as a “Top Leader in Dental Education” by Dentistry Today. She has been a longstanding member of the ADHA and a Distinguished Member of the Academy of Dental Hygiene.

(Ms. Bendit is a paid consultant for Hu-Friedy, Premier, Dentsply, Crown Seating, and others but has no financial relationships to disclose relevant to this presentation.)
Robin Wright, PhD

Course:
The Exceptional Front Office Professional: Committed to Great Patient Service

Robin Wright has an international reputation as a dental communication specialist. She has presented over five hundred seminars, including the Yankee Dental Congress, New York Dental Meeting, and Annual Session of the American Dental Association. Her combination of humor, enthusiasm and expertise make her a powerful speaker.

Dr. Wright provides practice management consulting to dental offices around the country, as well as serving as a patient service expert to medical offices, hospitals and consumer health campaigns. She is a media consultant and legislative strategist to a variety of dental organizations, including the Academy of General Dentistry and American Academy of Pediatric Dentistry.

Robin holds a doctorate in healthcare communication from Northwestern University and a master’s degree in communication from the University of Illinois. She has taught communication courses at four universities and two dental schools. Dr. Wright is the author of over sixty publications and the book “Tough Questions, Great Answers: Responding to Patient Concerns about Today’s Dentistry” available through amazon.com.

(Dr. Wright has no financial relationships relevant to this presentation to disclose.)

Frank C. Barnashuk, DDS

Course:
NYS Mandated Infection Control and OSHA Training

Dr. Frank Barnashuk is a 1980 graduate of the University at Buffalo School of Dental Medicine who received his GPR Certificate from the Buffalo General Hospital in 1981. He is Clinical Assistant Professor in the Department of Restorative Dentistry at the UB School of Dental Medicine where he serves as Director of the AEGD (Advanced Education in General Dentistry) Residency Program.

Dr. Barnashuk is certified by the NY State Department of Education to teach dental infection control. He is an active member of organized dentistry who currently is a member of the NYSDA House of Delegates, ADA House of Delegates and is a member and immediate-past chair of the ADA Council on Members Insurance & Retirement Programs.

(Dr. Barnashuk has no financial relationships relevant to this presentation to disclose.)
SPEAKER BIOGRAPHIES

Frederick W. Wetzel, DDS
Course: NYSDA Risk Management

Since 1986, Dr. Wetzel has been in private general practice in Schenectady, New York. Dr. Wetzel has held numerous positions at the local, state, and national level for organized dentistry. He is a director of Medical Liability Mutual Insurance Company (MLMIC), serving since 1998. He currently represents the 4th District as their Trustee on the NYSDA Board of Trustees. He has been a Risk Management presenter since 1992 and Chairs the NYSDA Risk Management Subcommittee. He is the Dental Section Chair for the Professional Insurers Association of America (PIAA). As Director of the Ellis Hospital Dental Health Center and their General Practice Residency program, Dr. Wetzel manages the operation of a hospital based dental clinic and their dental education program.

(Dr. Wetzel has no financial relationships relevant to this presentation to disclose.)

John VanDenburgh, JD
Course: NYSDA Risk Management

John W. VanDenburgh Esq., is a partner in the firm of Napierski, VanDenburgh, Napierski & O’Connor LLP. He is a 1984 graduate of Siena College and a 1987 graduate from Albany Law School of Union University. He is a member of the American Bar Association (Tort and Insurance Law Section), the New York State Bar Association (Insurance, Negligence, Compensation Law, and Employment Law Sections), New York State Trial Lawyers Association, the Schenectady County Bar Association, Federal Court Bar Association, the Albany County Bar Association, Capital District Trial Lawyers Association, the Defense Research Institute, and the Defense Research Institute of Northeastern New York (Past President). He is also a member of the Transportation Lawyer’s Association.

Mr. VanDenburgh is Panel Counsel to, and a Risk Management Presenter for, the New York State Dental Society and frequently lectures to Dental and Medical Societies on issues of risk management and liability limitation. Mr. VanDenburgh is an active trial lawyer, litigating a wide range of cases, including personal injury, municipal liability, construction law, medical malpractice, products liability actions, motor carrier litigation, civil rights actions, discrimination and employment law claims, premises liability, and other professional malpractice claims. He has published articles on Informed Consent and Deposition Preparation. He has also lectured to various bar associations, insurance companies, and trade associations on topics that include ethics, professional liability, insurance coverage issues, construction law, employment law, and general negligence.

(Mr. VanDenburgh has no financial relationships relevant to this presentation to disclose.)
Central New York Dental Conference
Exhibit Hall A • The Oncenter • Syracuse, New York

SEATING AND BUFFET TABLES FOR REFRESHMENTS, CONTINENTAL BREAKFAST, AND LUNCH
Central New York Dental Conference
The Oncenter • Syracuse, New York

Driving Directions

FROM THE NYS THRUWAY (I-90)
Exit 36, Rt. 81 South to Syracuse. Harrison Street Exit 18, right on Harrison, two blocks, left on State Street, left into The Oncenter parking garage.

FROM THE NORTH
Rt. 81 South to Harrison Street Exit 18, right on Harrison, two blocks, left on State Street, left into The Oncenter parking garage.

FROM THE SOUTH
Rt. 81 North to Adams/Harrison Street Exit 18. Straight one block, left on Harrison, two blocks, left on State Street, left into The Oncenter parking garage.

FROM THE EAST AND WEST
690 East or West, West Street Exit, follow West Street, 5th light left on Shonnard Street which turns into East Adams. Follow East Adams, 7th light turn left onto South State Street, right into The Oncenter parking garage.
Registration Instructions

Complete the form on the next page using the example as a guide. Please use the Course #’s, Fees, and Profession Codes listed below when completing the registration form. Lunch is included in the fee for all full day seminars.

**COURSE #’S AND FEES**

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<th>Date</th>
<th>Title</th>
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**PROFESSION CODES**

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**Registration Information**

You may fax or mail the attached registration form. Forms must be received at the Fifth District Dental Society office no later than September 1, 2016. Persons pre-registered will receive a confirmation package within two weeks. The confirmation package will contain a confirmation letter, name badges, and lunch tickets. Please check to make sure that all information is correct and that all items are present.

The Fifth District office cannot be responsible for non-receipt of faxed or mailed forms. If you have not received confirmation within two weeks time, please call the office at 315-434-9161.

Persons registering after September 1, 2016 must pick up their materials on-site. You may register the day of the seminar, however, all on-site registrations are subject to an additional $20 late registration fee.

Please check your email or visit [www.cnydc.org](http://www.cnydc.org) for updates. The Fifth District Dental Society is the sponsor of the Central New York Dental Conference.
Central New York Dental Conference 2016

Deadline for pre-registration is September 1, 2016. All registrations postmarked after this date will pick up course materials at registration. Or you can register online at www.cnydc.org.

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**Mailing Address** (Confirmations of all registrants listed below will be sent to this address or faxed to above number)

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Please refer to information on previous page for course #’s, fees and registration codes. If registering more than eight persons, please copy form.

**EXAMPLE**

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**ADDITIONAL LUNCH**

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*(Lunch is included in fee for full day seminar. However, lunch tickets may be purchased separately if attending exhibits only.)*

**PAYMENT METHOD:**

- Please bill my credit card: [ ] MC [ ] Visa [ ] Discover [ ] Amex
- Check enclosed
- Credit Card Number: __________________________
- Payable to: __________________________
- Expiration Date: __________________________
- Total Fee For All Registrants: $__________
- Signature: __________________________
- Fifth District Dental Society

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