



As chairman of the West Michigan District Dental Society's Program Committee, I would like to welcome you to our 2010-2011 CE programs. Our committee has been working hard to bring to the WMDDS membership some of our profession's biggest and best speakers at a local, convenient location. The committee has scheduled a diverse line-up which includes courses on sleep apnea, team building, and dental advances.

WMDDS remains committed to bringing high caliber continuing education close to home. To fulfill this commitment, we need the support of our membership through attendance. We hope that you will choose to bring your staff members to the seminars so that you will be able to return to the office on Monday and begin to use some of the new information that you learned. Help us continue our tradition of having one of the finest dental communities, and join your colleagues at this year's events.

The program venue for this year is Fredrik Meijer Gardens Et Sculpture Park. The Gardens offers state-of-the-art audio visual technology and an incredible learning environment. Take time during lunch or following the seminar to view the exhibits throughout the Gardens with free admission with your registration.

I look forward to seeing you there!

Larissa K. Bishop D.D.S.  
WMDDS Program Chairperson 2010-2011

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2010-2011  
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West Michigan District Dental Society  
161 Ottawa NW, Suite 511-F  
Grand Rapids, MI 49503

**ADA C.E.R.P.**  
CONTINUING EDUCATION RECOGNITION PROGRAM  
West Michigan District Dental Society is an  
ADA CERP Recognized Provider.



## The TMD/Sleep Connection: Unraveling the Mystery and Saving Your Patients' Lives

Presented by Jamison Spencer, DDS

October 1, 2010 | Frederik Meijer Gardens & Sculpture Park



TMJ disorders and craniofacial pain problems have always been a challenging area for most dental practitioners. There are many theories, a lot of art, and a little science. In the end, dealing with these types of problems can be frustrating for both the dentist and the patient.

Obstructive sleep apnea and other sleep disorders are now being diagnosed at an extremely high rate. It's not that these problems weren't there before; it's just that we didn't recognize them or have a way to easily diagnose them. New research is showing significant connections between sleep disordered breathing and bruxism.

Sleep disorders and the fragmentation of sleep also inhibits proper healing of tissues and may result in pain. In children, upper airway issues may contribute to ADHD and enuresis as well as improper arch form development and malocclusion. Dentists are positioned to help significantly in the screening and treatment of upper airway problems – quite literally having the opportunity to save their patients' lives.

More and more it is becoming evident that sleep disorders and TMD/craniofacial pain problems are often interrelated. Understanding this interrelationship helps us to know how to screen our patients for problems and, when indicated, treat them. To understand several TMD and craniofacial pain issues one must understand sleep. To properly treat snoring and obstructive sleep apnea, one must understand TMD and craniofacial pain issues.

At the conclusion of the seminar you will have a straightforward screening and diagnosis system for common TMD issues, an overview of normal sleep and sleep disorders, and an understanding of the dentist's role in screening and treating sleep apnea. This seminar will also provide an overview of various oral appliances used in the treatment of snoring and obstructive sleep apnea.

### West Michigan District Dental Society

#### Holiday Dinner and Awards Night

Thursday, December 16, 2010

Cascade Hills Country Club | Grand Rapids, MI | Business Attire  
Socialize with friends: 6:30pm | Dinner and Program: 7:30pm

WMDDS Award Presentations

2010 MDA & ADA Life Members | 2011 Silent Bell Award

Join colleagues and friends for a festive evening at beautiful Cascade Hills Country Club. We will pay tribute to our new MDA and ADA Life Members and honor a most deserving colleague with the Society's highest honor, the 2011 Silent Bell.

West Michigan District Dental Society | 161 Ottawa Avenue, NW

### Lioness Leadership

Presented by Katherine Eitel

January 28, 2011 | Frederik Meijer Gardens & Sculpture Park



**It's in you.** Leadership has nothing to do with owning a business, the number of people you manage, how old you are, how long you've been in business, or how much you make. It has everything to do with your state of mind and the skill sets you master. This course will help you access the leader within, communicate and think like a leader, connect vision to action and inspire those around you to do the same. Consider having your entire staff attend for this team-building motivational seminar that is sure to take your practice and patient care to the next level through uniting your dental team.

### Cosmetic and Restorative Dentistry's "Best Kept Secrets"

Presented by John W. Farah, DDS, PhD

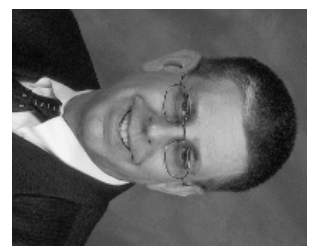
#### Materials for Direct Restorative Dentistry

March 11, 2011 | Frederik Meijer Gardens & Sculpture Park



Dentistry's "Best Kept Secrets," John W. Farah, DDS, Ph.D. – The future is in CAD/CAM dentistry. Learn how this procedure is affecting dentistry and how you can implement it into your current practice. Learn about new products and techniques that can be applied to both restorative and cosmetic dentistry, and best kept secrets to successful dentistry. Have you wondered about where the future of dentistry is going? Find out about advances in digital impressions using both chairside and laboratory scanners. Finally, learn about various ceramic restorations and their long-term success – at 26 years – a longitudinal study of 10 ceramics.

**Materials for Direct Restorative Dentistry, John M. Powers, Ph.D. –** This portion of the program discusses variables of etch-and-rinse and self-etching bonding agents that affect bonding to tooth structure clinically. Properties of resin composites with an emphasis on mechanical properties will be presented. Advances in LED light-curing units will be discussed. Recent clinical and laboratory research from *The Dental Advisor* will be highlighted.



These two programs will give the dental practitioner and staff not only laboratory science behind today's materials, but also clinical research to help with advancing your dental practice.

### About the Presenters

**Jamison Spencer** is a native of Boise, Idaho. He attended dental school at Southern Illinois University School of Dental Medicine in Alton, Illinois. Upon graduation from dental school he entered a practice in Boise, Idaho which was limited to the treatment of TMJ disorders. A few years into practice, Dr. Spencer started treating sleep apnea patients as part of a multi-disciplinary approach. Dr. Spencer is a diplomat of the American Board of Dental Sleep Medicine, a diplomat of the American Board of Craniofacial Pain and a fellow of the American Academy of Craniofacial Pain. He currently serves as the AACPS President Elect. Dr. Spencer recently completed a three-year distance learning MS degree program in craniofacial pain through Tufts University and holds a position as adjunct faculty at Tufts University. Dr. Spencer is also adjunct faculty at Boise State University in the Biology department where he teaches head and neck anatomy.

**Katherine Eitel**, creator of *The Lioness Principle*, is an international speaker, author, and experienced communications coach specializing in non-scripted, extraordinary communications for dental/discretionary healthcare and service-based business creating greater profitability and personal joy. With over 25 years experience as chairside assistant, treatment coordinator, marketing director, and small business/practice management coach, Katherine's revolutionary communications training programs have helped hundreds of practices and small businesses throw out their old, tired scripts and access instinctive greatness: improving marketing results, organizational systems, client service and verbal skills, and bottom line. She's a nationally-renowned speaker, recipient of the coveted "Spotlight-on-Speaking" award from the Speaking Consulting Network, as well as a published author in the new book, *Powerful Practice*. Katherine is a frequent contributor to most major industry publications. Katherine is Past-President of the Academy of Dental Management Consultants (2007-2008), Board Member of Speaking Consulting Network and active member of National Speakers Association.

**Dr. John Farah** is a graduate of the University of Michigan, earning a PhD in Dental Materials and Aerospace Engineering in 1972, and a DDS in 1978. He has taught at the University of Florida and University of Michigan Schools of Dentistry, and currently maintains a dental practice focusing on cosmetic dentistry, Enspire Dental, in Ann Arbor. Dr. Farah co-founded *The Dental Advisor* in 1983, and continues his role as editor of the publication. In addition, he has published over 50 peer-reviewed articles in professional dental journals and lectures both nationally and internationally on cosmetic dentistry, the future in CAD/CAM dentistry, new products and techniques applied to restorative and cosmetic dentistry, and best kept secrets to successful dentistry. Dr. Farah is a member of the American Academy of Cosmetic Dentistry and the Michigan and American Dental Associations.

**Dr. John Powers** is a graduate of the University of Michigan, earning a BS in Chemistry in 1967 and a PhD in Dental Materials and Mechanical Engineering in 1972. He was a professor at the University of Michigan School of Dentistry from 1972-1988 and at the University of Texas Dental Branch at Houston from 1988-2005. He is currently Professor of Oral Biomaterials at the University of Texas Dental Branch at Houston as well as Senior Vice-President of Dental Consultants, Inc. Dr. Powers co-founded *The Dental Advisor* in 1983, and continues his role as editor of the publication. Dr. Powers is a member of the American Association for Dental Research and the American Dental Education Association. He is also a fellow of the Academy of Dental Materials. Dr. Powers is an investigator on scientific protocols evaluating adhesives, composites, impression materials, and cements. Dr. Powers has authored more than 870 scientific publications. He is editor/author of three books: *Craig's Restorative Dental Materials*, *Dental Materials – Properties and Manipulation*, and *Esthetic Color Training in Dentistry*. He lectures internationally on research in dental materials.

Suite 511-F | Grand Rapids, Michigan 49503 | For more information contact Elaine Fleming at 616.234.5605 or email [efwmdds@aol.com](mailto:efwmdds@aol.com)