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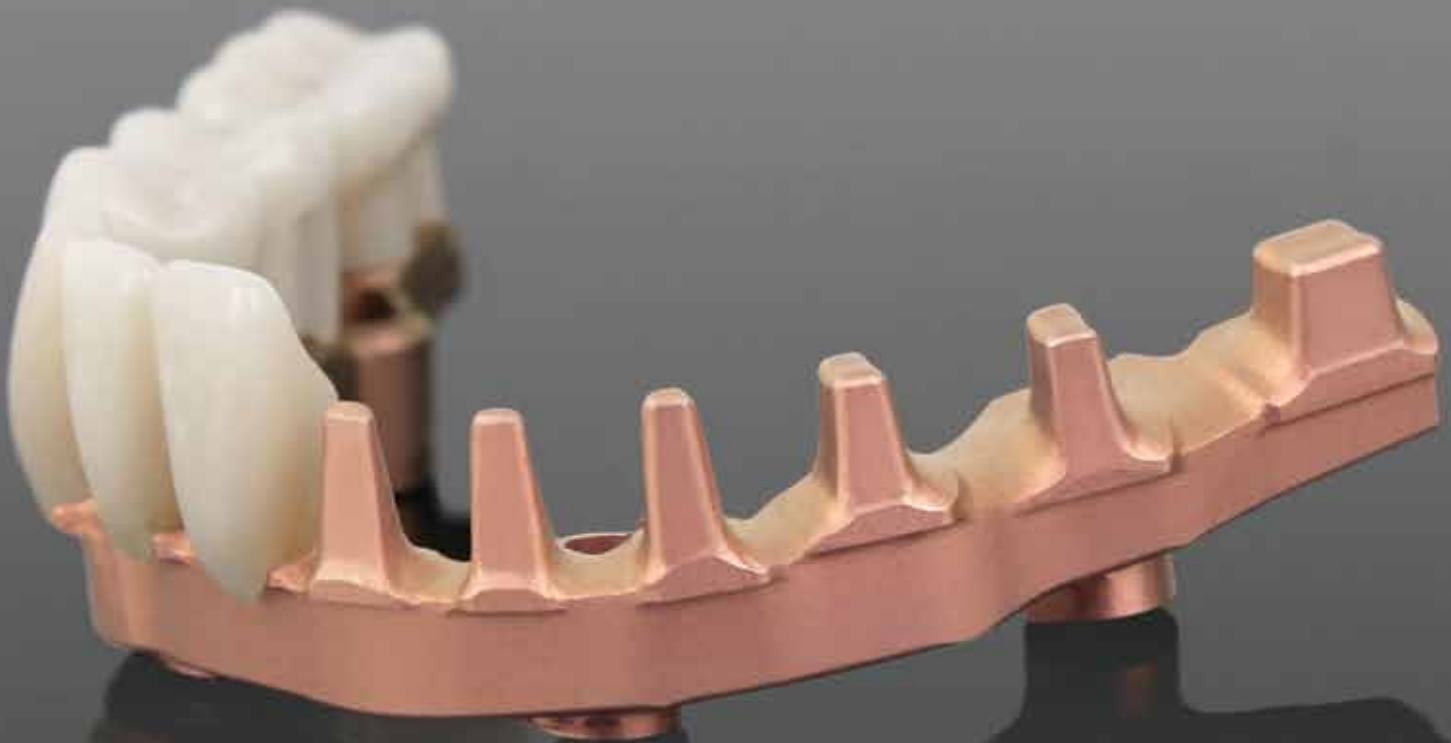


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Education Banishes the Mystery

This year's Southern States Symposium & Expo's theme is taking the mystery out of the future. All that is needed is a pathway to guide us in the right direction.

I was fortunate to attend this year's NADL Vision 21 meeting in Las Vegas representing FDLA. It was an enlightening experience opening my eyes to where this profession is heading in the near future. I have always strived to be on the cutting edge of technology during my career attending as much continuing education as possible.

Today's advancements in technology are coming at such an accelerated rate, that to keep pace I was informed that we must become professional learners. Now is the time, we must learn and work together in order to advance, grow and survive in such a rapidly changing industry.

Laboratories must partner with each other in order to share ideas and develop new business models to meet the needs and the demand of our dentist clients. The FDLA Board of Directors have worked diligently this past year to plan educational programs that will help all technicians transition towards the future. Our plan is provide full and half-day educational courses, which will give all technicians and lab owners the technical and business tools needed to prosper in the future.

This year's 50th anniversary Southern States Symposium & Expo will showcase our new directive in providing the types of programs and seminars needed now and in the future. Now more than ever, it is essential to have an advocate for your best interest and FDLA is here for all dental laboratories in Florida. Make FDLA your business partner to provide you the resources and information needed to embrace and succeed in our technological evolution.

I can't express enough how much I have enjoyed serving as your FDLA president. Any organization that exists for 50 years is due to individuals who sacrifice their time and treasure for something that meant so much to them. I have such admiration for those who preceded us the past 50 years. I am confident that those in the future, will have the passion and willingness to ensure the growth of our association. The experience and knowledge I have obtained these past few years is priceless.

My decision to get involved with the association has not only broadened my knowledge of dental technology, but has rewarded me with wonderful relationships with amazing colleagues. We have an outstanding management company headed by FDLA Executive Director Bennett Napier, CAE, and an expert staff that make it all possible. Our board will be headed by incoming president Kristen Brown. Kristen comes from a family of dental technicians and will serve the association well.

To all my fellow board members, a heartfelt appreciation for all your hard work and dedication. I would like to thank my wife, Paula, for her unending love and support.



Remember don't miss the opportunity to learn and enjoy fellowship with your colleagues at the 50th anniversary Southern States Symposium & Expo. Register today! Thank you.

By Morris Fucarino, CDT
FDLA president



FDLA Mission

Serving Florida's dental technology professionals as a valued part of the dental team enhancing oral health care.

FDLA Vision

Advancing the individual and collective success of Florida's dental technology professionals in a changing environment.

Values Statement

FDLA's board of directors and professional staff are guided by these principles:

- Integrity
- Leadership
- Recognition
- Safety
- Acceptance
- Innovation

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Southern States Symposium & Expo Office

866-873-FDLA
E-mail: [fdla@
executiveoffice.org](mailto:fdla@executiveoffice.org)
Web site: www.fdla.net

Published quarterly by the
Florida Dental Laboratory
Association. The FDLA
is not engaged in legal,
accounting, financial or
other professional
counseling and readers
are cautioned to contact
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gathers information from
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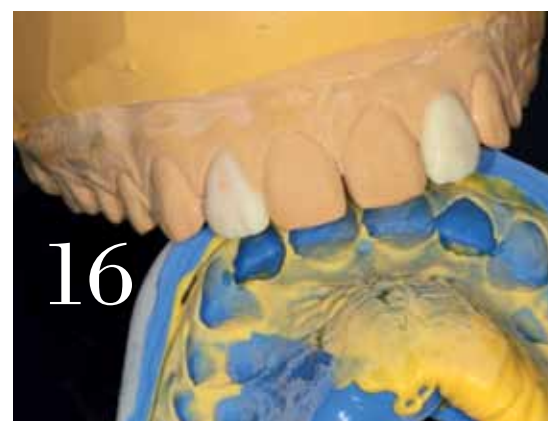
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1999 Hans Jung, MDT, CDT
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2000 Inge Munden
2004 Donal Inman, CDT
2005 Lou Azzara
2005 Nick Azzara
2008 Don Symington, CDT
2011 Felix Pages, CDT

For years the Florida Dental Laboratory Association's Crowning Achievement Award has been one of the premiere ways the association has recognized excellence within its ranks. This peer-nominated award is given out yearly to a member who has helped to propel the dental laboratory profession forward in one of four specific areas:

1. Education
2. Inventions
3. Laboratory Technology
4. Manufacturing

"The first awards were given at the FDLA annual convention at The Peabody Orlando in May 1987," said FDLA Past President Gary Gann, CDT. "The purpose was to recognize individuals who had distinguished themselves during their professional careers in the dental industry. The list of inaugural inductees was a Who's Who in dental technology."

FDLA is accepting nominations for the 2014 Crowning Achievement Award to be given out during the Southern States Symposium & Expo in May. You can find the nomination form on page 44 of this issue of focus. In addition to completing the form, those making the nomination must include a brief statement describing the reasons why the nominee should be considered for the Crowning Achievement Award.

Nominations must be submitted by April 18. A committee will review the nominations and choose a winner.

Recently, focus talked with Don Symington, CDT, and Felix Pages, CDT, who are past Crowning Achievement Award recipients to find out more about the award and what it means to him.

"Receiving the Crowning Achievement Award was and is the highest of honors. It's a cliché to say that having been considered was an honor in itself, but to have received the award, overwhelming. It's very humbling to be among those recipients who have contributed so



Symington



Pages

much of themselves to the dental laboratory industry," said Symington. "The Crowning Achievement Award represents a commitment to the dental laboratory industry through an individual's best assets whether he or she contributes through technical ability, innovation, leadership, education, or combination of all. This is reflected in the strength of the dental laboratory industry in Florida and in many cases, carried to the national stage."

Pages is not one for award banquets, but made an exception for the year he received the Crowning Achievement award.

"The very first awards banquet I attended at the FDLA meeting was the one when I was presented with the Crowning Achievement Award," Pages said. "I have always been so busy at the FDLA meeting setting up some clinic, lecture or booth and I rarely go to anything like an awards luncheon. I detest ties and suits and I still wear white socks. The truth is, I was truly taken back that somebody was watching and was shell shocked that I was recognized to receive this award. I am a decent lecturer but I am was a very bad award recipient. I actually choked up, which rarely happens. Just knowing that my friends in Florida decided to do this for me is an honor and is priceless. Truly." 🍷

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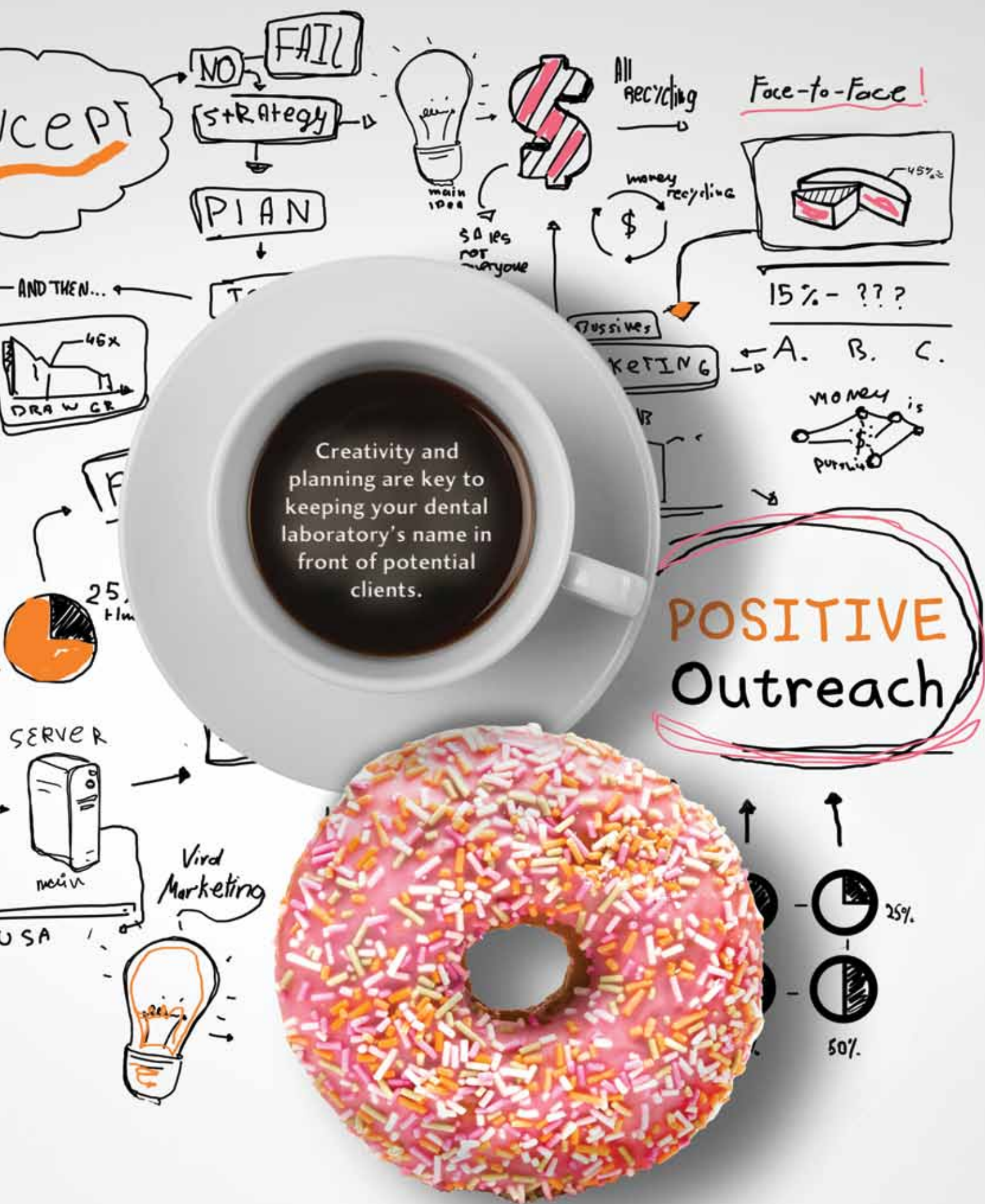


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Dena Lanier believes in the power of donuts.

Lanier, owner of The Lab 2000, CDL, is a member of FDLA, GDLA and NADL; who also serves as a marketing columnist for *JDT Unbound* (www.jdtunbound.com), thinks you should deliver a box of donuts or warm cookies to a potential client's office on Monday morning for eight consecutive weeks. Showing up at exactly the same time week after week, unbidden and unasked, proves to the client that the laboratory is consistent and reliable.

If such a program sounds gimmicky, consider the results. Lanier recounted that when the laboratory missed a Monday delivery because of an unanticipated illness, the dentist called the lab to make sure everything was alright. Face-to face-contact, every week for eight weeks, planted the laboratory's name in the dentist office's mind. And when it's time for that dental practice to make a change that laboratory will be top of mind.

And that, in one phrase, is what much of marketing and branding are all about: Being the first name that occurs to a dentist when he or she begins to shop for a new laboratory.

Definitions

Make no mistake: Marketing and branding are not the same, although the definitions of each tend to change depending on whom you ask.

Broadly speaking, branding is the umbrella under which many other activities take place. It is the reputation of a company, the colors and logo, even the mission statement and business goals of a dental laboratory. For example, you may call yourself a boutique laboratory that services high-end and complex esthetics cases or you may be a full-service laboratory. Either way, what products you offer, how you offer them and how you price them differentiates you from other laboratories.

Take Apple computers as an example. The iconic logo—an apple with the bite missing—appears on every laptop and desktop the company sells. Even its sleek white retail stores resemble the computer itself. The staff at an Apple store is knowledgeable and accessible. When they work with you, they sit with you at a table and maintain a familiarity that makes even the most technophobic customer feel comfortable. Apple's reputation is not really about technology—its brand is built on customer

experience. The company has created a cult-like following, with Mac users fierce defenders, promoters and buyers of Apple products.

Naomi Minoa, of Minoa Marketing, a consulting firm that works with dental practices and laboratories, explained that, because many dental laboratories are owned by a single individual and are small businesses, sometimes a dental laboratory's only true brand is the name of the owner of the laboratory and sometimes even that isn't consistent.

"Branding is how you identify yourself," she said. "How you accomplish that is having a strong definition of what makes you different, and having an iconic visual representation of that brand. Also, having one unified name is important. In the dental laboratory business we're a little all over the place. Sometimes it's the name of the technician. Maybe the dental practice owner has a close relationship with lab guy Joe, but doesn't have a strong identification with the actual business. And having a strong iconic logo is a big part of branding and then carrying that visual identity through all lab's marketing materials. You have to have the same logo on letterhead, business cards, and website and fax cover sheet."

Face-to face-contact, every week for eight weeks, planted the laboratory's name in the dentist office's mind.

Marketing is more tactical. It is push-oriented, in that you are encouraging current and potential customers to purchase actual products. Len Liptak, vice president of sales and marketing for MicroDental Inc., has worked for the advertising agency, Young and Rubicam in New York City, for Xerox and 3M ESPE where he was introduced to the dental industry. He noted that branding is a much bigger idea than marketing—it includes operations, service, marketing materials, even your

Keep your
marketing
fun and
upbeat.

pricing strategy. Branding is the sum of all the things a laboratory does to add value to a dental practice client.

“Marketing is the communication of the story and how the customer extracts value from the pricing mechanism,” he said.

That communication includes such tactics as:

- Delivering donuts to a client whose business you hope to gain.
- Hosting lunch and learns.
- Inviting dentists to your laboratory for a glass of wine and a tour.
- Getting involved in local study groups and charity events. It encompasses all the materials you produce, such as brochures, websites and even social media posts.

Liptak cited Glidewell as an example of a dental laboratory that has invested resources in developing both branding and marketing by telling its story to customers in a clear, cohesive and relentless way. And it’s worked—there probably isn’t a dental laboratory in the country that doesn’t know the name Glidewell.

Realistically most small dental laboratories—of which 7,000 have fewer than five employees—don’t have the resources that Glidewell or MicroDental have to properly brand themselves. Still, Liptak encourages even small laboratories to perform a marketing audit. He recommended listing all the ways laboratories touch their

customers: Phone, email, website, study groups, fee schedules, trade shows, lunch and learns.

Develop a consistent message, a consistent look (right down to the FAX cover page and e-mail signature) that reflects what you do and who you are as a business. Train your technicians about what to say on the phone and how to interact with dentists. Remember that each dental practice interaction is part of your branding and marketing outreach.

For example, if you pride yourself on being the most modern and up-to-date laboratory in your area, with the latest digital technology, but your delivery drivers are tooling around town in smoke-belching gas guzzlers, you’re not telling your brand story consistently. Another touch point may be how quickly you provide service. If you are telling your clients through marketing materials that you provide two-day turnaround on X product, but really it’s closer to three days, you haven’t lived up to your brand story.

Strategies

Your branding and marketing programs are dependent on what you want to accomplish. Do you want new clients, more business from existing clients, to expand nationally or locally, to expand or fill current capacity? Most importantly, what kinds of cases do you want to be working on?

Naomi Minoa recommended a few baseline marketing must-haves, such as a website that clearly identifies the brand, has easily accessible contact information and is visually strong and contemporary and is viewable on many different devices. A website is your calling card, and often your first touch point with a potential customer. Even if a dentist hears of your laboratory through word-of-mouth (the most common source of referrals), the dentist is probably going to Google the laboratory.

Another relatively easy tactic Minoa recommends is to become what she calls a thought leader in the industry. By blogging on your website and sharing interesting articles through social media and e-mail, you can become a resource for clients who may want to know about dental laboratory technology or best practices. Using social media tools, you can establish your laboratory and its technicians as experts in the field.



Lanier is still a believer in face-to-face contact as the best form of marketing. Even in today's online culture, meeting a dentist in person still holds a lot of weight.

"When you do a lunch and learn at your laboratory, it becomes more personal then," she said. "So many offices have no clue about how a crown is made or how long it takes. We try to do it on Friday and spend a lot of time with the doctors and their staff. We make it a lot about the doctor; it's their time to brag. It gives them time to show the staff that they do know what they are talking about. Once you have done a lunch and learn, they are really committed to you."

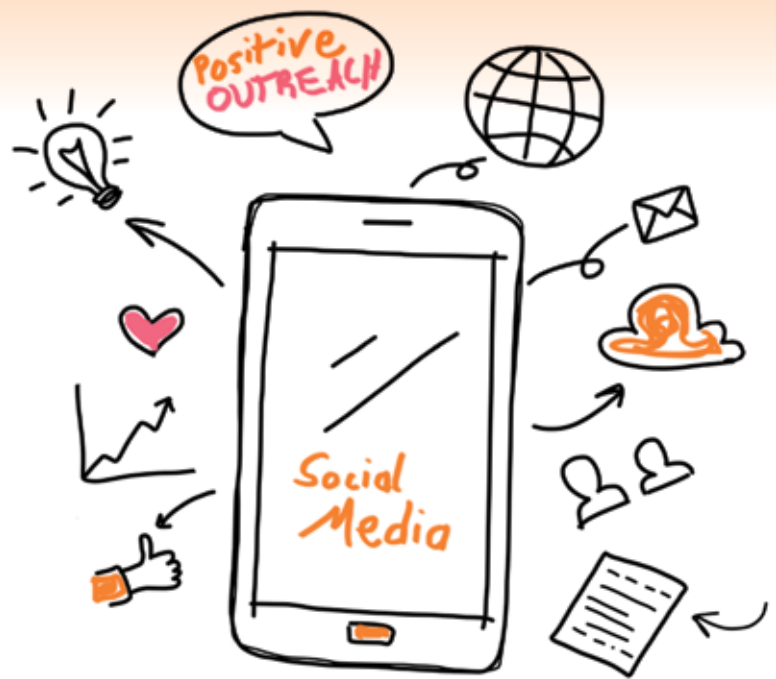
However you choose to market your dental laboratory, try to measure the response to your efforts. For example, you can place different phone numbers in different journal and Yellow Pages ads. Tally the numbers of calls on each phone line to track which ad was most successful. And online tools have tracking built in—Google Analytics can tell you who clicked on your ads and where they came from. Social media, too, is trackable, and better yet, it combines word-of-mouth with a powerful ability to spread much further and wider.

"Social media gives all clients a microphone," said Minoa. "You can ask friends and colleagues to recommend you [online]. Instead of telling one person, social media takes word of mouth and puts an exponent on it."

Budgeting and Planning

No matter what your marketing and branding goals are, Minoa emphasized the importance of planning and budgeting for each marketing expense. She categorized marketing expenses into four buckets:

- 1) Infrastructure marketing expenses: Signage, website, business cards, stationary, etc.
- 2) Return on investment marketing: Search engine optimization for your website, direct mail marketing, pay-per-click advertising. These marketing expenses should see some financial return, whereas infrastructure expenses are cost-of-doing-business expenses.



- 3) Goodwill marketing: Join the local chamber of commerce, sponsor the little league team, whatever it is you do that makes you a good corporate citizen. Minoa said that this should only comprise 10% of your budget.
- 4) The fourth type of marketing expense is the one that trips up many dental laboratories, and that's the knee-jerk, last minute ideas that pop up.

"Those are expenses that are incurred when 'so-and-so called and wants the laboratory to sponsor their event.' It wasn't in the budget and wasn't part of the planning process.

According to Minoa, 90 percent of your marketing budget should be spent on infrastructure and ROI marketing that's measurable. Use 10 percent for goodwill and community events, and try to avoid last minute or reactive marketing.

Lanier also has a few warnings for laboratories.

"Don't talk bad about the competition. And don't compete on price. You can go out of business in a price war. And don't make promises you can't keep. You're always the good guy if a case is there early, and the bad guy if it's late." Keep your marketing fun and upbeat, Lanier said. "Don't be scared to try something, even if it's just dropping off donuts to your favorite accounts." ⓘ

Social media ... combines word-of-mouth with a powerful ability to spread much further and wider.

10 Tips To BOOST The Effectiveness Of Your

SOCIAL MEDIA MARKETING

By John S. Wright

We all know that Social Media is a powerful marketing tool, and when used in the right way it is very effective. If used in the wrong way, however, it can just waste your time. The tips in this article are designed to help you use your time wisely and effectively when working with social media marketing.

1. It is important that you blog high quality content every day if possible. Statistically you will get up to five times as much traffic as if you blog only once a week or less. High quality content that is relevant to your site is essential to your success.

2. It is a really good move to incorporate customer service into your social networking. It is likewise important that your social media pages are organized well so as to allow your customers to navigate easily and find what they need quickly.

3. Another helpful tactic is the use of check-in deals. Offering rewards to users that respond quickly to your specials is also a great way to keep users coming back.

4. Customer appreciation goes a long way. When a customer posts frequently on your pages, recognize their value.

Communicating directly with them is usually worth the time that you put into it. Every now and then give them a great deal or offer that will leave them happy and keep them coming back.


5. Whatever it is that you sell it is a good idea to dedicate a section that offers solutions and ideas, especially to people who are new to the product. This helps differentiate you from other sites that are out there just to sell. It gives your site more legitimacy and authority.

6. Do not fall into the temptation of bragging about yourself through your tweets. An authority on the subject states that tweets about personal accomplishments should be left to friends and family. On the business side of things such tweets are usually counter productive.

7. If you want your customers to like you, give them a reason to. For example offer them a bonus or a special price on their first order. Do something to make them happy to choose you over another site.

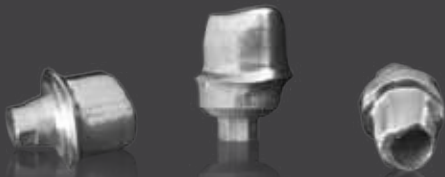
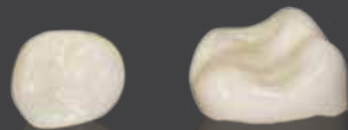
8. It is important to incorporate share icons and social following icons to your site and all of your communications.

9. Most are surprised to learn that it is better for you to follow few people. The search engines give more importance to those who have a lot of followers, but do not personally follow a lot of people. So be very selective with who you choose to follow.

10. Social skills are obviously at the heart of social media. For someone who is using a social network just for fun, it comes natural to be social, however, for most of us that are in it to make money it can be a challenge to keep things social. A good way to keep yourself in check is to regularly read other sites and look for tactics in them that will help you. There are also a lot of good sites and books out there on social relations that might be worth looking into. 



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Harmonious Treatment of Peg Teeth

By Dr. Olivier Etienne and Dominique Watzki

Achieving the best possible outcome with as little effort as possible is a popular principle of economics that, if applied to dental medicine, translates as follows: Create an esthetic restoration with minimally invasive or non-invasive procedures.

Dental anomalies pertaining to the shape or the size of teeth may be symmetrical or asymmetrical. Often, such anomalies are seen on the lateral incisors, a condition for which the term peg tooth is generally used. In the past, various therapeutic approaches were suggested, including extraction of the tooth with subsequent orthodontic correction of the gap or placement of an implant

retained restoration. However, the advent of new possibilities in the area of adhesive cementation in conjunction with highly esthetic and high-strength glass-ceramics has given rise to an economically efficient and functionally sound alternative treatment.

Due to the restricted size of the bonding surface, the treatment of peg teeth requires the use of a high-performance adhesive system. Thus, in such cases, total etch systems are preferred over self-etch systems. In addition, it has to be ensured that tooth preparation is confined to dental enamel.



Figure 1 (left)
The young patient's smile before the dental treatment featured asymmetrical and peg-shaped lateral incisors.

Figure 2 (right)
Pre-operative situation, intraoral view. After the orthodontic treatment, the anterior tooth situation showed an inharmonious appearance with large diastemas. The relative position between the dental arches had been optimally observed (orthodontic treatment by Dr Jean Koch, Strasbourg).



Clinical Case

A 16-year-old female patient expressed the wish to have the esthetic appearance of her smile enhanced (**Figure 1**). Her maxillary lateral incisors were peg-shaped, and she disliked the compromised appearance of her anterior teeth resulting from this. Orthodontic treatment had been initiated two years before, when it was decided that the peg-shaped teeth should be preserved (**Figure 2**). Now the time had come to correct the shape of teeth Nos. 22 and 12 using adhesively cemented all-ceramic veneers made of IPS e.max® Press lithium disilicate glass-ceramics.

Preparation

For reference purposes, an intraoral image taken from the labial aspect was digitally modified.

This information allowed the dental technician to effectively plan the restoration and fabricate a wax-up accordingly, taking his envisaged outcome into account. In addition, the dentist was able to obtain a clear picture of how to modify the gingiva. Prior to the subsequent treatment appointment, the model together with the wax-up was recorded in the form of a silicone key and transferred to the mouth according to the method developed by G. Gürel (**Figure 3**).

The silicone key was filled in the area of the lateral incisors with Telio CS C&B, a self-curing, temporary crown and bridge material for the fabrication of temporary restorations, and then inserted in the mouth (**Figure 4**). After the curing time of two minutes, the impression was removed and the restorative preview was shown to the patient.

Both the patient and the dentist were satisfied with the defined shape of the lateral incisors. We then created depth marking grooves through the composite masks (**Figures 5 and 6**) to ensure that as much dental enamel as possible was preserved, as this is also conducive to the quality of the bond that is achieved. These grooves served as reference points throughout the preparation process. We also made minor gingiva modifications during the same appointment in order to achieve a harmonious and esthetic emergence profile (**Figure 7**).

After a healing phase of one week, we took the impressions for the fabrication of the master model and the final restorations. The dental technician produced two veneers made with IPS e.max Press material in the shade LT A1. In terms of shape and size, the wax-up served as a reference (**Figure 8**).

Cementation of the Veneers

For such very delicate and thin restorations to be cemented according to the best practice in dental medicine, the operation field should always be isolated with a rubber dam.

The two veneers were tried in with yellow-shaded and transparent glycerine gel (Variolink® II Try-In pastes). We decided to use a mixture of both materials to create a harmonious transition between the canines (showing a high shade saturation) and the very bright central incisors.

In this case, we chose the dual-curing composite system Variolink II and the adhesive ExciTE® DSC for the cementation of the veneers. We removed gross cementation material excess after

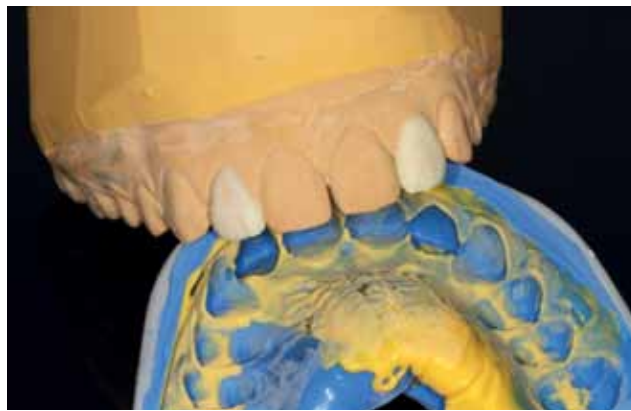


Figure 3
The wax-up as modeled by the dental technician. This wax-up was used for the planning of the gingiva modifications.



Figures 4 to 6
(above, left and right)
Controlled preparation through the esthetic mock-up is a prerequisite to ensure that the permanent restoration is only cemented on dental enamel. This improves the quality of the cementation and gives the restoration a more esthetic appearance in the long term as compared with restorations cemented only on dentin.



Figure 7 (left)
The extent of gingiva modification was kept to a minimum but was indispensable in order for the desired esthetic outcome to be achieved.

Figure 8 (right)
The veneers fabricated
by the dental technician



Figure 9 (below)
The situation directly
after seating of the
veneers



polymerizing it for three seconds in the soft mode of the curing light. The fine excess was removed after final polymerization in the high mode (**Figure 9**).

After one week, the patient came to the practice for another appointment. Everybody involved was completely satisfied with the outcome (**Figures 10 to 13**).

Conclusion

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Figure 10 (above)
One week after seating, the
result was excellent with regard
to both function and esthetics.

Figures 11 to 13 (right)
The patient's new smile will last
a long time. A very favorable
prognosis could
be made, because the materials
used have proved their clinical
suitability.



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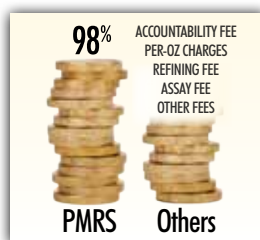
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"Being a member of the FDLA has its benefits," said FDLA Past President Eric Wade, CDT. "I get questioned a lot from individuals who are not members yet about what can they can get for being a member. It seems the list of benefits keeps growing year to year. Consider this just a reminder to all of you, please check out all of the benefits including the new ones listed on our website at www.fdma.net/memberbenefits. Please visit the site, review the benefits and make sure that you are getting the most out of being a member." 📌

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Uncontrolled Document Control

By Mary Borg

Is your document control system becoming uncontrollable? One of the purposes of a quality system is to establish standards that guide the production of the devices you manufacture or have manufactured for your clients. Documentation plays an important role as it provides quality records that should be used to evidence the standards that have been established and then how they are being carried out. How you retain these records is up to you and you have a number of options—paper or paperless—or a combination of the two.

You should provide an investigator with reasonable and useful access to records during an inspection.

The regulations that provide the requirements come from FDA, ISO, DAMAS, and now many state requirements. Let's review those requirements.

FDA Quality System Regulations

- Section 820.40 States that each manufacturer shall establish and maintain procedures to control all documents that are required by this part.
- Part 11, Electronic Records; Electronic Signatures – Guidance to persons who, in fulfillment of a requirement in a statute or another part of FDA's regulations to maintain records or submit information to FDA, have chosen to maintain records or submit information electronically and, as a result, have become subject to Part 11.

FDA's Part 11 applies to records in electronic form that are created, modified, maintained, archived,

retrieved, or transmitted under any records requirements set forth in agency regulations. FDA under Part 11 recommends that you document the decision in a SOP or specification document. Part 11 further states that the agency intends to exercise enforcement discretion with regard to specific Part 11 requirements for generating copies of records. You should provide an investigator with reasonable and useful access to records during an inspection.

All records held by you are subject to inspection in accordance with predicate rules. FDA recommends that you supply copies of electronic records by:

- Producing copies of records held in common portable formats when records are maintained in these formats
- Using established automated conversion or export methods, where available, to make copies in a more common format (examples of such formats include, but are not limited to, PDF, XML or SGML). You should allow inspection, review, and copying of records in a human readable form at your site using your hardware and following your established procedures and techniques for accessing records.

International Organization for Standardization 4.1 and 4.2

- 4.1 Requires that the organization shall establish, document, implement and maintain a quality management system and maintain

continued on page 28



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its effectiveness in accordance with the requirements of this International Standards.

- 4.2 requires that the quality management system documentation shall include documented statements of a quality policy and quality objectives, a quality manual, documented procedures, documents needed to ensure the effective planning, operation and control of its processes, records required by this standard, and any other documentation specified by national or regional regulations.
- 4.2.3 details the documents that are required to be controlled and how they are controlled.

DAMAS Management System Specification 4.11

Requires that manufacturers establish and maintain procedures for identification, collection, indexing, filing, storage, maintenance and disposition of quality records.

Basically, you have two options for retention of your quality records – hard copy and electronic. Even though you may be attempting to go paperless, you're still going to see some hardcopy documentation used on a daily basis because there just don't seem to be systems out there yet that allow for a total electronic quality system.

You may create your documentation in different types of programs on your PC: Excel, case management system, accounting system, Word documents. It's important for those who may have to produce these documents to a manager, an auditor or inspector to know where they exist and how to retrieve the documents. In other words, there should be a clear audit trail. Make sure you have a place to reference where all this information is stored and also ensure that it's backed-up off site.

There are many vendors now who provide very sophisticated case management systems. Understand what is available on the system you've selected and that you're using its full capabilities as this can save a lot of time with manual documentation or sometimes you may be duplicating information on paper and paperless. Some vendors provide lot number tracking, complaint fields, training record fields, equipment maintenance and repair records, internal

rework and external remake reports, root cause investigation, and access to a list of approved vendors/suppliers. If your software system is used for documenting CAPA (Corrective Action and Preventive Action) then it has to be validated – the vendor would provide you this information. Validation shows that the system has good security measures to protect the information and the intended purpose of the system meets your application of the system.

You've most likely heard of cloud-based applications. Here at SafeLink we have converted our system to a Microsoft Cloud-based storage system. When you're selecting a vendor, ensure that it's a vendor who has adequate securities and you take into account what you will do for storage of those records if you discontinue using the Cloud-based application. The beauty of the cloud is that it doesn't recognize or require any special type of software—just internet access. Also, there's no limit usually to the amount of storage space you use. But be prepared to pay for the space you use.

Whatever method you're using to store and retain your quality system documentation and records, you must establish a change procedure. That procedure must be communicated to everyone in your organization and the Document Control Specialist, or whoever is responsible for the Document Control System, must ensure that the procedure is being followed. ⓘ

About the Author:

Mary Borg is the co-founder and president of SafeLink Consulting, Inc. Since 1991, she has actively participated as a presenter and on-site instructor to audiences of dentists, dental hygienists, dental assistants, and dental laboratory technicians throughout the US.

Prior to founding SafeLink Consulting, Borg held senior level management positions in mortgage banking, banking and the family entertainment business. Her positions included responsibility for facilities management, human resources, risk management, crisis and disaster recovery and health and safety.





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Recently, *focus* talked with two Florida Dental Laboratory Association past presidents about their experiences with FDLA and where they see the association going. Buddy Wester, CDT, was president in 2008. Gary R. Gann, CDT, was president in 1987.

Why is FDLA needed?

BW: I feel like it provides a networking resource for labs and technicians that is unprecedented in our profession.

GG: FDLA and NADL are the only voices for our profession to the outside world. When I opened my business in 1974 it seemed only natural to join FDLA and NADL and pursue my CDT. I wanted to be part of my industry's professional organization. FDLA has been a leader in Florida representing Dental Technology concerning regulatory change and is recognized throughout the industry as a leader in educational opportunities.

What does it say about FDLA that the organization has been around for 50 years?

GG: Many states do not even have an active laboratory organization so for FDLA to be celebrating 50 years speaks volumes about its effectiveness as an organization, its value to its membership over the years and the men and women who have given of their time and talents in leadership positions. We should be very proud of our history!

BW: That it changes with the times. It's always evolving with the profession.

What was the most important thing FDLA accomplished during your tenure as president?

BW: It's a two-fold answer. The first one is we helped build *focus* magazine into what it is today. Have to give a lot of that credit to Warren Rogers because during my time he was head of the *focus* committee. The second thing is moving the continuing education legislation forward.

GG: I had many goals during my term as FDLA president, but the program I am most proud of is the start of FDLA's Crowning Achievement Award.



Gann



Wester

What do you think are the three most important things FDLA has accomplished in its 50 years?

GG: 1. Education. I think FDLA has done a wonderful job of providing the members with current information and in a rapidly changing industry that is crucial. 2. Legislation. I think FDLA has been a leader, not only in Florida but around the country, in pursuing legislative change to improve our industry. I agree we have not achieved all that I would like to see happen, but what has been achieved has been positive. 3. Fellowship. Membership in FDLA has been one of the most rewarding experiences in my professional life. I have made so many life long friendships through my involvement in FDLA. I look forward each year to the annual convention to see all of my valued friends. There is something inspiring about being around other professionals who share the same love and respect that I do for the profession of dental technology. I always go back to my business re-energized.

BW: 1. Allowing labs to take shade taking in the lab. 2. The continuing education legislation. 3. Building the symposium into what it is today and the transition from FDLA meeting to the Southern States Symposium & Expo.

What would you like to see FDLA accomplish in the next 50 years?

BW: Maintain its position in the profession as the premier association in the country.

GG: As for the next 50 years, I would say continue providing great educational opportunities, continue pursuing legislative change and to not forget the people who have paved the way for the success that has been achieved. ●

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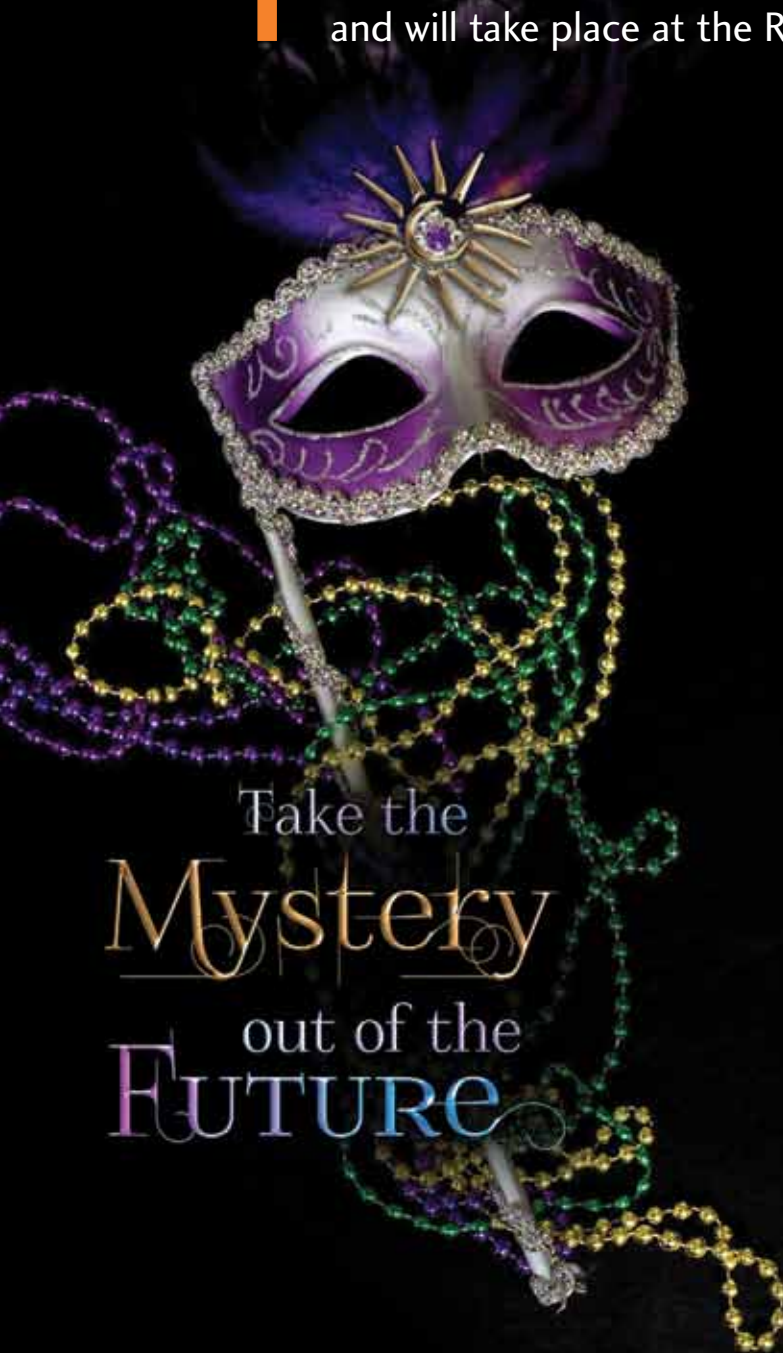


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2014 SCHEDULE OF EVENTS

THURSDAY – MAY 8

- 9:00 a.m. – 11:00 a.m. **FDLA Board of Directors Meeting**
- 12:30 p.m. – 5:30 p.m. **FDLA Matheson Memorial Golf Tournament**
Shingle Creek Golf Club
Sponsored by: Heraeus Scrap Refining

FRIDAY – MAY 9

- 7:00 a.m. – 6:00 p.m. **Registration Desk Open**
- 7:30 a.m. – 8:00 a.m. **Morning Beverage Break**
Sponsored by: Zahn Dental
- 8:00 a.m. – 8:45 a.m. **Welcome, Board Installation and Awards Presentation**
- 8:45 a.m. – 9:45 a.m. **KEYNOTE SESSION PART I: The Future of the Dental Laboratory Industry**
Presented by: Robert Ganley
CEO, Ivoclar Vivadent, Inc.
Sponsored by: Ivoclar Vivadent, Inc.
- 9:45 a.m. – 10:00 a.m. **Mid-Morning Beverage Break**
Sponsored by: Zahn Dental
- 10:00 a.m. – 11:45 a.m. **KEYNOTE PANEL: The Digital Dental Laboratory: Tomorrow's Successful Business Model**
Panelists:
Mark Jackson, RDT
Precision Ceramics, DAMAS
Gary Iocco
Dimension Dental Design, CDL
Bennett Napier, CAE
Sponsored by: DENTSPLY Prosthetics
- 10:00 a.m. – 11:45 a.m. **OPTIONAL HANDS-ON WORKSHOP: Zirlux FC Universal System**
Presented by: Alwyn Naraine, CDT
Sponsored by: Zahn Dental
(Pre-registration and additional fees required – Capacity 20.)
- 10:00 a.m. – 11:45 a.m. **OPTIONAL HANDS-ON WORKSHOP: Denture Waxing: More Than Festooning**
Presented by: Tom Zaleske, AS
Sponsored by: Renfert USA
(Pre-registration and additional fees required – Capacity 15.)
- 11:45 a.m. – 12:45 p.m. **FDLA Annual Luncheon**
Sponsored by: The Argen Corporation
- 1:00 p.m. – 3:00 p.m. **Hands-On Workshops – (continued)**
(Pre-registration and additional fees required.)

1:00 p.m. – 3:00 p.m.

3:00 p.m. – 6:00 p.m.

3:00 p.m. – 6:00 p.m.

6:30 p.m. – 8:30 p.m.

SATURDAY – MAY 10

- 7:00 a.m. – 3:30 p.m. **Registration Desk Open**
- 7:30 a.m. – 8:00 a.m. **Morning Beverage Break**
Sponsored by: Cardinal Rotary Instruments
- 8:00 a.m. – 9:30 a.m. **A COURSES**
- 8:00 a.m. – 12:00 p.m. **OPTIONAL HANDS-ON WORKSHOP: Complete Denture Workshop**
Presented by: Kristi Neff, CDT
Sponsored by: DENTSPLY Prosthetics
(Pre-registration and additional fees required – Capacity 16.)
- 8:00 a.m. – 12:00 p.m. **OPTIONAL DEMO WORKSHOP: Implants, The White and Pink: Simplify Complex Restorative Cases**
Presented by: Peter Pizzi, CDT, MDT, FNGS
Sponsored by: Jensen Dental
(Pre-registration and additional fees required – Capacity 15.)
– COURSE IS FULL –
- 9:30 a.m. – 10:30 a.m. **Expo Hall Break**
- 9:30 a.m. – 3:30 p.m. **FDLA Expo Hall Open**
- 10:30 a.m. – 12:00 p.m. **B COURSES**
- 11:30 a.m. – 12:30 p.m. **Gavel Club Luncheon**
- 11:30 a.m. – 1:00 p.m. **Lunch in Expo Hall**
- 12:00 p.m. – 1:00 p.m. **Expo Hall Break**
- 1:00 p.m. – 2:30 p.m. **C COURSES**
- 1:00 p.m. – 3:00 p.m. **Hands-On Workshops – (continued)**
(Pre-registration and additional fees required.)
- 1:00 p.m. – 5:30 p.m. **NBC Exams (CDT & RG Exams)**
(Candidates must pre-register with NBC)
- 2:30 p.m. – 3:30 p.m. **Expo Hall Break / Afternoon Beverage Break**
Sponsored by: Accurate Metals & Refining
- 3:30 p.m. – 4:30 p.m. **GENERAL SESSION**
(Regulatory Standards)

KEYNOTE SESSION PART II:

Esthetic Realities For Today and Tomorrow

Presented by Peter Pizzi, CDT, MDT, FNGS
Sponsored by: Jensen Dental

FDLA Expo Hall Open

Expo Hall Kickoff Reception

FDLA Friday Night Reception at the Renaissance Orlando at SeaWorld
Sponsored in part by: Ivoclar Vivadent & FDLA

Friday Keynote Session – Part I

The Future of the Dental Laboratory Industry

Presented by Robert Ganley, CEO, Ivoclar Vivadent, Inc.

CDT/RG: 1 hour of Professional Development Credit • State of Florida: 1 hour of General Credit

Sponsored by:



This session will provide an overview of the recent changes in the dental laboratory industry, their impact on the dental lab community and future implications.

Robert Ganley

As the Chief Executive Officer of Ivoclar Vivadent, AG, Robert Ganley is responsible for the worldwide business of Ivoclar Vivadent. Under Mr. Ganley's direction, the organization has become the worldwide leader in innovative materials and processes for quality, esthetic dentistry.



Mr. Ganley is truly a global leader of an international company, spending half of his time in Europe and half in North America and other global markets. His 30+ years with the organization has given him a deep understanding of the dental market and its customers. After graduating from St. Bonaventure University with an undergraduate degree in Mathematics, he received a Masters of Business Administration degree from the State University of New York at Buffalo and began his career with KPMG. In 1980, he moved to Ivoclar Vivadent, Inc., as Vice President. He was named President of Ivoclar Vivadent North America in 1990 and in 2003, he was appointed Chief Executive Officer of Ivoclar Vivadent AG in Schaan, Liechtenstein.



Friday Keynote Panel Presentation

The Digital Dental Laboratory: Tomorrow's Successful Business Model

CDT/RG: 2 hours of Scientific Credit • State of Florida: 2 hours of General Credit

Panelists:

Mark Jackson, RDT
Precision Ceramics, DAMAS

Gary Iocco
Dimension Dental Design, CDL

Bennett Napier, CAE

This moderated panel presentation will address successful business models in the future; the impact of further industry consolidation; how to maintain value with a changing dental client demographic; and preparing for less physical production and more emphasis on restoration design.

Sponsored by:



Prosthetics

Mark Jackson, RDT

Mark Jackson opened Precision Ceramics Dental Lab, DAMAS in Montclair, California, in 1981, and opened an export laboratory, The Hollywood Smile, in Odense, Denmark in 1991. He holds a number of dental patents and has lectured internationally about dental implants, laboratory management and veterinary dentistry. Mr. Jackson's laboratory has been featured on MTV and in the *Wall Street Journal*.



Friday Keynote Session – Part II

Esthetic Realities For Today and Tomorrow

Sponsored by:



CDT/RG: 2 hours of Scientific Credit
State of Florida: 2 hours of General Credit

Presented by Peter Pizzi, CDT, MDT, FNGS

What will separate us more than ever before in the years to come will be our Talent level and ability to understand the clinical side of dentistry. This course will focus on the "Team Concept" of restorative dentistry and the importance of the dental team's ability to effectively control the esthetic outcome.

Under the best of circumstances, the transfer of information between the dentist and technician for the fabrication of restorations is difficult and challenging. Our educated patients and the advancement of materials has created a need for us to didactically move through the diagnostic process including biomechanical, functionally, periodontal and esthetically. This program will present a rational methodology to help eliminate the frustrations often encountered during this endeavor and discuss the future relationship that will prevail in the years to come.

With the advent of newer technologies such as photographic, video and CAD/CAM, our role in the communication process will be a value to the dental community.

- Case management
- Diagnostic communication
- Preparation guided Ceramic layering and contours
- The use on new technologies
- The importance of photographic communication and perception

Peter Pizzi, CDT, MDT, FNGS

As an educator of dental technology and operatory procedures, Peter has found an easy transition into the lecture/clinician circuit. His personal appreciation and expertise on all phases of crown and bridge, porcelain, Implantology, muscle function, mandibular physiology, Ceramics and photography have made him a source of knowledge and motivation for his peers to draw from. Peter currently lectures nationally and internationally to both technicians and dentists for the communication process and a predictable outcome of success for the patient.

- A technician since 1984 and a business owner and manager of Pizzi Dental Studio Inc.
- A member of the American Academy of Esthetic Dentistry.
- Graduate, Recognized specialist and Mentor of The Kois Center for Dental Excellence.
- Board member of ASMDT (Association of Master Dental Technicians)
- Teacher and educator in Master Dental technician program (New York University)
- Technical Fellow of the NGS (Northeastern Gnathological Society)
- Faculty, NYU School of Dentistry
- Executive Board Member of the NGS
- Editorial Board of IDT (Inside Dental Technology)

Peter has lectured to doctors and technicians throughout the United States, Europe and Asia on several different topics. He also continually studies with some of the world's top speakers and clinicians.



Friday Keynote Panel Presentation, continued

Gary Iocco

Gary Iocco is the owner of Dimension Dental Design, a CDL in Hastings, Minnesota. Mr. Iocco attended DePaul University from 1975-1976 and Winona State University from 1976-1978 where he majored in business. He started Dimension Dental Studio in 1982 as a fixed laboratory, located in Minneapolis, Minnesota. Gary is the past president of the Midwest Dental Laboratory Association and was the lead elected leader of the association in helping to get Minnesota's new laboratory regulation passed into law. Mr. Iocco has served on the NADL Business Management Committee, the JDT Advisory Board and currently serves as the president of the NADL.



Bennett Napier, CAE

Bennett Napier, CAE, is a Certified Association Executive and has served as Executive Director for the National Association of Dental Laboratories and its affiliates, the National Board for Certification in Dental Laboratory Technology and Foundation for Dental Laboratory Technology since 2001. Starting in 1995, prior to working with NADL and NBC, Mr. Napier served as Executive Director of the Florida Dental Laboratory Association and also the Florida Dental Hygiene Association.



Zirlux FC Universal System

CDT/RG: 4 hours of Scientific Credit

State of Florida: 4 hours of General Credit

Presented by Alwyn Naraine, CDT

Workshop Schedule:

10:00 a.m. – 11:45 a.m. Hands-On Workshop

11:45 a.m. – 12:45 p.m. FDLA Annual Luncheon
(included in registration fees)

1:00 p.m. – 3:00 p.m. Hands-On Workshop

(Note: Pre-registration and additional fees required – Capacity 20. Participants must pre-register by 4/16/2014.)

Registration Includes: Friday Only Registration for Hands-on Workshop, Friday Luncheon, Friday Night Reception and unlimited admission to the Expo on Friday and Saturday.

The Zirlux FC Universal ZR system is ideal for producing exceptionally esthetic high translucency full contour restorations by using the unique pre-shaded Zirlux FC2 high translucency discs and Zirlux FC2 stains. The highly efficient staining process is used to reach A-D and 3 bleach using the appropriate shade of Zirconia and coordinated stains. Most final shades achieved in a single stain and glaze firing! The instructor of this workshop will teach the process and show participants how the Zirlux FC2 Zirconia discs are compatible with the Zirlux LC layering ceramic. Participants will learn the full overview of how this profitable and easy to fabricate material fits into their product portfolio when providing full contour crowns. Each participant will use the stain and glaze method to create a full contour restoration which complements the unique beauty and translucency of natural teeth.

Course Requirements:

For the workshop, participants should bring porcelain brushes #0,2,4,6, a glass palate, hemostat or crown holder, loops, hand piece with rubber points and diamond grinding tool (optional for teaching additional anatomy tips).

Sponsored by:



Rely On Us

Denture Waxing: More Than Festooning

CDT/RG: 4 hours of Scientific Credit

State of Florida: 4 hours of General Credit

Presented by Tom Zaleske, AS

Workshop Schedule:

10:00 a.m. – 11:45 a.m. Hands-On Workshop

11:45 a.m. – 12:45 p.m. FDLA Annual Luncheon
(included in registration fees)

1:00 p.m. – 3:00 p.m. Hands-On Workshop

(Note: Pre-registration and additional fees required – Capacity 15. Participants must pre-register by 4/16/2014.)

Registration Includes: Friday Only Registration for Hands-on Workshop, Friday Luncheon, Friday Night Reception and unlimited admission to the Expo on Friday and Saturday.

In order to get the best result while contouring a wax denture base, it is important to not only understand how contour relates to tooth emergence and root position, but also depends on the correct technique, instruments and materials to accomplish the task. Creating an imitation of nature is the goal, but providing a wax-up that projects nature which also balances being cleansable and provides natural support is the real art.

This workshop will cover:

- The instruments best suited for the tasks, and how to implement them
- Wax manipulation by matching the melting point of wax
- How wax selections effect overall carving
- Tooth position and imitating contour
- Contouring is about more than around teeth
- Being natural vs. being cleansable

Course Requirements:

For the workshop, participants should bring a preset, but unfinished upper 1x14 maxillary, and 1X14 mandibular set-up, not necessarily articulated, favorite wax carving tools, wax of their preference, and a portable light. The goal is to have participants not only learn the techniques that make a more successful wax-up/case in regard to where and how to place wax and obtain supportive, esthetic and cleansable contours, but also will allow them to use and evaluate digital waxing instruments and tools which aid in obtaining the desired outcome.

Sponsored by:



2014 COURSES & EXPO SCHEDULE – SATURDAY, MAY 10

	CERAMICS / CROWN & BRIDGE	REMOVABLES / IMPLANTS	LABORATORY MANAGEMENT	DIGITAL WORKFLOW	6 HR – OPTIONAL WORKSHOP	6 HR – OPTIONAL WORKSHOP
8:00 a.m. – 9:30 a.m. A COURSES	COURSE A1 How to Compete in the CAD/CAM World with All Ceramic All Options Janet Jones, CDT <i>Sponsored by Ivoclar Vivadent, Inc.</i>	COURSE A2 Designing Overdentures and Implant Supported Dentures for Functional Success Marc Wagenseil, D.D, RDT <i>Sponsored by Vident, A VITA Company</i>	COURSE A3 Why Marketing Matters More Than Ever Terry Fine <i>Sponsored by FDLA</i>	COURSE A4 Going Digital in the Small Lab: The Best Move You Will Ever Make! Al Fillastre, III, CDT <i>Sponsored by Whip Mix Corporation</i>	Implants, The White and Pink: Simplify Complex Restorative Cases Peter Pizzi, CDT, MDT, FNGS <i>Sponsored by Jensen Dental</i>	Complete Denture Workshop Kristi Neff, CDT <i>Sponsored by DENTSPLY Prosthetics</i>
9:30 a.m. – 10:30 a.m.	Expo Hall Open				8:00 a.m. – 12:00 p.m. (Pre-registration required Capacity – 15)	8:00 a.m. – 12:00 p.m. (Pre-registration required Capacity 16)
10:30 a.m. – 12:00 p.m. B COURSES	COURSE B1 Digital A to Z: Bring All Your Product Offerings to the Digital Workflow Marlin Gohn, CDT <i>Sponsored by The Argen Corporation</i>	COURSE B2 Removable Prosthetics: Fabricating the Exceptional Tom Zaleske, AS <i>Sponsored by GC America Inc</i>	COURSE B3 Production Standards Mark Jackson, RDT <i>Sponsored by FDLA</i>	COURSE B4 Merger and Consolidation Trends and Processes in the Dental Laboratory Industry Bennett Napier, CAE <i>Sponsored by FDLA</i>		
12:00 p.m. – 1:00 p.m.	Expo Hall Open (11:30 a.m. – 1:00 p.m. – Lunch in Expo Hall)					
1:00 p.m. – 2:30 p.m. C COURSES	COURSE C1 Keeping It Real Skip Carpenter <i>Sponsored by GC America Inc</i>	COURSE C2 Fixed Retrievable Implant Restorations for the Fully Edentulous Patient David Avery, CDT, TE <i>Sponsored by DENTSPLY Implants/ Prosthetics</i>	COURSE C3 Want More Productivity? Eliminate Waste in Your Lab! Robert Yenknner <i>Sponsored by FDLA</i>	COURSE C4 Digital Workflow: Process to Profit Alwyn Naraine, CDT <i>Sponsored by Zahn Dental</i>	Implants Workshop (continued) Peter Pizzi, CDT, MDT, FNGS <i>Sponsored by Jensen Dental</i> (1:00 p.m. – 3:00 p.m.)	Complete Denture Workshop (continued) Kristi Neff, CDT <i>Sponsored by DENTSPLY Prosthetics</i> (1:00 p.m. – 3:00 p.m.)
2:30 p.m. – 3:30 p.m.	Expo Hall Open					
3:30 p.m. – 4:30 p.m.	Are You Just Dealing With Symptoms? Gary Morgan, CDT <i>Sponsored by SafeLink Consulting, Inc.</i> 1 Hour Prevention of Medical Errors/Regulatory Standards					



FDLA is a State of
Florida Approved
CE Provider



CDT/RG Credits

All Southern States Symposium & Expo
courses have been approved by the National
Board for Certification for CDT/RG Credits.



AGD Credits

Approved PACE Program Provider FAGD/MAGD Credit
Approval does not imply acceptance by a state or provincial
board of dentistry or AGD endorsement.

HANDS-ON TABLE CLINICS IN EXPO HALL

FRIDAY, MAY 9 – 3:30 P.M. – 4:30 P.M.

The Argen Corporation | Booth #222

CDT /RG: 1 hour of Scientific Credit

State of Florida: 1 hour of General Credit

Transitionally Shaded Zirconia: Prep Your Zirconia for Better Esthetics in 30 Seconds

Presented by Marlin Gohn, CDT

Learn how adding transitional shading to your Zirconia units will help you achieve the most natural looking restorations. A quick, 30-second step in your finishing techniques will result in the most beautiful, life-like esthetics.

FRIDAY, MAY 9 – 3:30 P.M. – 4:30 P.M.

Straumann USA | Booth # 422

CDT /RG: 1 hour of Scientific Credit

State of Florida: 1 hour of General Credit

Digital Dental Solutions

This hands-on presentation will focus on Straumann's open CAD/CAM system and the various connectivity options laboratories have to obtain original Straumann® CARES® Customized Abutments – without investing in new hardware or software. CARES® Scan & Shape Online for dental laboratories will be demonstrated. CARES Connectivity for Dental Wings, 3M ESPE, and other companies will be covered. Material options through Straumann's commercial partnerships with Ivoclar Vivadent®, 3MTM ESPETM, and VidentTM, a VITA Company, will be presented for attendees. Technicians will learn about new customized abutment and bar options available within Straumann's diverse applications portfolio.

SATURDAY, MAY 10 – 9:30 A.M. – 10:30 A.M.

Zahn Dental | Booth #422

CDT /RG: 1 hour of Scientific Credit

State of Florida: 1 hour of General Credit

The Zirlux Universal Zirconia System: One System for All Zirconia Indications

Presented by: Alwyn Naraine, CDT

The Zirlux FC Universal ZR system is ideal for producing exceptionally esthetic high translucency full contour restorations by using the unique pre-shaded Zirlux FC2 high translucency discs and Zirlux FC2 stains. The highly efficient staining process creates final shades easily. Often in a single stain and glaze firing! The instructor will teach the process and show participants how the Zirlux FC2 Zirconia discs are compatible with the Zirlux LC layering ceramic.

SATURDAY, MAY 10 – 9:30 A.M. – 10:30 A.M.

The Argen Corporation | Booth #222

CDT /RG: 1 hour of Scientific Credit

State of Florida: 1 hour of General Credit

Polishing ArgencoY+

Presented by Marlin Gohn, CDT

Argen will demonstrate a quick, easy technique for polishing full cast Argenco Y+ crowns. Learn why your units remain dull despite your best efforts and tips for achieving the desired high luster with minimal time and effort.

COURSE DESCRIPTIONS – SATURDAY – MAY 10

CERAMICS / CROWN & BRIDGE

COURSE # A1 – 8:00 A.M. – 9:30 A.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

How to Compete in the CAD/CAM World With All Ceramic Options

by Janet Jones, CDT

Join Janet as she teaches how to make the right choices in marketing and capital investments when it comes to CAD technology and shows ways to make your laboratory distinctive while justifying more profits. What are the various options in all ceramics? She will bring you all ceramics and all options!

COURSE # B1 – 10:30 A.M. – 12:00 P.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Digital A to Z: Bring All Your Product Offerings into the Digital Workflow

by Marlin Gohn, CDT

This course will show you how to maximize your lab's capacity by bringing all aspects of your product offering into the digital workflow.

From scan to restoration, Argen Digital can support your lab with products ranging from Digital models, High Noble SLM copings, transitionally shaded milled Zirconia, Digital Captek and many more.

COURSE # C1 – 1:00 P.M. – 2:30 P.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Keeping It Real

by Skip Carpenter

Skip Carpenter is renowned for his attention to detail. Small details can be the key to allow a brain to believe, or not. Everything has a reason and a place. Cracks, wear patterns, halos, of course, but where, how long, what color, how intense? Our work often causes tension to the mind's eye because we create places without reason. For example, discover the reason cracks are present, and the place to put them is revealed. Come let's discover with Mr. Carpenter the art of creating fine details necessary to make the brain believe.

REMOVABLES / IMPLANTS

COURSE # A2 – 8:00 A.M. – 9:30 A.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Designing Overdentures and Implant Supported Dentures for Functional Success

by Marc Wagenseil, D.D., RDT

Implant supported dentures increase the patients chewing power and ability, but at the same time, increases the load bearing stresses/torque upon a denture. How many times have patients chipped/broken denture teeth or cracked a new implant denture? Repairing and replacing denture teeth can be costly and time consuming. For many, setting-up denture teeth can be routine and easily accomplished, but no one method of set-up fits all. How does the set-up affect individual patient's forces of function? With implant dentures, it becomes critical to manage stresses within the given ridge anatomy and relationship, design of the framework, the set-up and at the same time maintain function and esthetics. Many factors influence our decision making on how we plan and execute a set-up. A wax rim can provide a midline, smile-line and cuspid line, but not the correct position of the posterior teeth. The accepted principle of setting the lower molars over the deepest part of the ridge is not always correct. It does not consider ridge atrophy or the upper posterior placement in relation to the upper ridge at all. Techniques for model analysis, based on the teachings of Prof. Gerber, have resulted in highly predictable yet uncomplicated methods of determining the former positions of natural teeth. These techniques also determine statically suitable load areas of both upper and lower dentures in harmony. This hands-on demonstration reviews model analysis technique and its benefits for dental technicians as well as for dentists. Get ready to be surprised what information can be extracted from an edentulous model that unveils the secrets for functional success!

COURSE # B2 – 10:30 A.M. – 12:00 P.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Removable Prosthetics: Fabricating the Exceptional

by Tom Zaleske, AS

The competitive edge of a removable laboratory comes from the technical knowledge they hold, as well as the physical tools and "know how" to use that knowledge. To fortify their position in the dental team, as well as service and provide a wider range of recommendations to their clients, today's denture laboratories and technicians must continually add new tools and update their knowledge base.

Mr. Zaleske will present and explain new and revisit established products and techniques that will provide rationale and options needed to help stay current and viable in today removable prosthetic specialty.

Topics include, but not limited to:

- Explain and present the various curing options available for today's denture base acrylics with emphasis on the injection, microwave, and conventional techniques and provide technical tips to provide better curing outcomes
- Finishing techniques beyond the standard pumice and polishing methods
- Surface and subsurface denture base colorization techniques
- Basic implant bar processing techniques and random technical tips

COURSE # C2 – 1:00 P.M. – 2:30 P.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Fixed Retrievable Implant Restorations for the Fully Edentulous Patient

by David Avery, CDT, TE

This basic technique has been available since the initial introduction of the root form implant to the US market as a support and retaining device in 1982. The recent "direct to the public" marketing of this procedure has sparked a landslide of interest and demand for the procedure from patients. The marketing focus on "teeth in a day" has enhanced the dental laboratory's involvement as a chairside trainer and assistant as well as created a new revenue source. This course is designed to bring an understanding of the techniques required of the technician in the laboratory and operatory. The discussion will also include an overview of current Digital diagnostic and CAD CAM Fabrication technologies.

At the conclusion of this program, the participant should:

- Understand the clinical techniques required to impress, provide appropriate records, Try in and deliver the immediate and definitive prostheses
- Understand the laboratory techniques required to complete both "all on 4" provisional and definitive restorations
- Have knowledge of a specific CAD CAM fabrication service available for frame fabrication
- Have knowledge regarding the development and clinical value of Lingualized occlusion
- Understand the use and value of VLC Resin technology in the fabrication of this type of restoration

LABORATORY MANAGEMENT

COURSE # A3 – 8:00 A.M. – 9:30 A.M.

CDT/RG: 1.5 hours of Professional Development Credit

State of Florida: 1.5 hours of General Credit

Why Marketing Matters More Than Ever

by Terry Fine - AMG Creative

Mr. Fine will discuss why marketing both traditional print and direct mail along with social media marketing matter more than ever in the constantly shifting landscape of digital dentistry. This course will provide you with useful tools to grow sales with existing and new clients.

COURSE # B3 – 10:30 A.M. – 12:00 P.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Production Standards

by Mark Jackson, RDT

Understand the rationale for establishing production standards, gain methods for tracking technician productivity and learn to utilize production standards when evaluating employee performance. Additionally, you will learn about production incentives, evaluating new products and the effect that CAD/CAM systems have had on technician productivity.

continued

LABORATORY MANAGEMENT, CONTINUED

COURSE # C3 – 1:00 P.M. – 2:30 P.M.

CDT/RG: 1.5 hours of Professional Development Credit

State of Florida: 1.5 hours of General Credit

Want More Productivity? Eliminate Waste in Your Lab!

by Robert Yenker

Waste is defined as “Elements of a process that add time, effort and cost; but add no Value”. Value is defined by the customer as “Activity that transforms or shapes raw material or information to meet true customer requirements”. The trouble begins when the lab is not able to tell the difference between Waste and Value added activity!

The objective of this interactive presentation is to provide a realistic picture of how to prepare and maintain a focus on reducing Waste in the Lab. Using a Lean manufacturing strategy, attendees will learn how to identify waste in their process, and link the waste to root-causes for corrective action. Owners, Presidents, General Managers and Improvement Leaders who are looking for a method to communicate the applicability of Lean concepts to their own environment are encouraged to attend.

The attendees will learn:

1. Understanding what is required to achieve modest improvements given their business constraints.
2. How to identify 8 types of Waste in their lab.
3. How to apply basic root-cause tools for waste elimination.
4. Develop a comfort level with Lean concepts and how they can be used in a small business.

DIGITAL WORKFLOW

COURSE # A4 – 8:00 A.M. – 9:30 A.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Going Digital in the Small Lab: The Best Move You Will Ever Make!

by Al Fillastre, III, CDT

Many small lab owners are still on the fence about making the decision to bring their lab into the digital age. The fears surrounding making this decision range from the perceived high cost and the confusing technology to the seemingly overwhelming logistics. While making the transition does involve a commitment to the process, most if not all of these fears will never materialize. The results of the journey will provide excitement and benefits far beyond what you can even imagine: Increased productivity and profitability, improved quality, control, and consistency, increased product and material offerings, and last but not least, a new-found energy and excitement for Dental technology! This lecture will focus on the 3Shape Scanner and Design software and will chronicle the process and results in a small high quality lab.

COURSE # B4 – 10:30 A.M. – 12:00 P.M.

CDT/RG: 1.5 hours of Professional Development Credit

State of Florida: 1.5 hours of General Credit

Merger and Consolidation Trends and Processes in the Dental Laboratory Industry

by Bennett Napier, CAE

This course will provide an overview of laboratory industry consolidation. It will include discussion on current and future entrants making laboratory acquisitions; and outline formal steps to go through whether you will be a buyer or seller of a dental laboratory in the future.

COURSE # C4 – 1:00 P.M. – 2:30 P.M.

CDT/RG: 1.5 hours of Scientific Credit

State of Florida: 1.5 hours of General Credit

Digital Workflow: Process to Profit

by Alwyn Naraine, CDT

Journey through the workflow and communication between today's modern dentist and dental laboratory with digital technology. Learn how Digital Solutions are seamlessly integrated to work together, yet strategically open to support a large variety of restorative options. Understand how many of today's open digital solutions integrate and connect the lab to its customers and clinicians. We show the many digital tools that enable the lab to send and receive cases from their clinicians and communicate with them effortlessly highlighting the workflow from Dentist to Lab on scan, prescribe design, manufacture or outsource cases. This lecture discusses the new choices in materials from a multitude of final restorative options not limited to Lithium Disilicate, Zirlux FC and other Full Contour Zirconia and layering ceramic and custom abutment and implant restorations while achieving superior esthetics and how to increase the efficiency of the laboratory by streamline communication to the dentist to grow profits and production potential.

REGULATORY STANDARDS

3:30 P.M. – 4:30 P.M.

CDT/RG: 1 hour of Regulatory Standards Credit

State of Florida: 1 hour of Prevention of Medical Errors Credit

Are You Just Dealing with Symptoms?

by Gary Morgan, CDT

At SafeLink Consulting, we've found that the most positive outcome to dental laboratory owners who have implemented an effective Quality System is the significant reduction in the number of remakes and internal reworks. The process of corrective action (CAPA) and root cause analysis (RCA) isn't easy to swallow at first. However, now that quality systems are maturing and lab owners are seeing the positive results, you couldn't take that money-saving process away from them. There's always room for improvement though, so in this seminar, we'll help you look closer at root cause analysis and provide you with knowledge to help you strengthen the depth of your investigation into root cause.

Complete Denture Workshop

CDT/RG: 6 hours of Scientific Credit • State of Florida: 6 hours of General Credit

Presented by Kristi Neff, CDT

Workshop Schedule:

8:00 a.m. – 12:00 p.m. Hands-On Workshop
 12:00 p.m. – 1:00 p.m. Lunch & Expo Hall Break
 (included in registration fees)
 1:00 p.m. – 3:00 p.m. Hands-On Workshop

Sponsored by:

DENTSPLY

Prosthetics

(Note: Pre-registration and additional fees required – Capacity is 16. Participants must pre-register by 4/16/14.)

Registration Includes: Saturday Only Registration for Hands-on Workshop, Regulatory Standards Course, Saturday Lunch and admission to the Expo on Saturday.

This 6-hour hands-on workshop will concentrate on the concepts of anterior and posterior tooth arrangements while learning the subtle differences nature employs between various face/arch/tooth forms and their relations to esthetic and functional tooth positions. Workshop participants will set-up a 1 x 28 complete maxillary and mandibular denture in bilateral balanced occlusion utilizing Trubyte Portrait IPN 100 Anatoline posteriors. Tooth position and anatomical wax contouring to restore natural appearance and improve functional efficiency is emphasized.

Course Requirements:

Participants should bring any personal instruments that they wish to use.

– **COURSE IS FULL** –

Implants, The White and Pink: Simplify Complex Restorative Cases

CDT/RG: 6 hours of Scientific Credit • State of Florida: 6 hours of General Credit

Presented by Peter Pizzi, CDT, MDT, FNGS

Sponsored by:

Schedule:

8:00 a.m. – 12:00 p.m. Lecture & Demo
 12:00 p.m. – 1:00 p.m. Lunch & Expo Hall Break
 (included in registration fees)
 1:00 p.m. – 3:00 p.m. Lecture & Demo

 **JENSEN**
DENTAL

(Note: Pre-registration and additional fees required – Capacity is 15. Participants must pre-register by 4/16/2014.)

Registration Includes: Saturday Only Registration for Hands-on Workshop, Regulatory Standards Course, Saturday Lunch and admission to the Expo on Saturday.

While our industrial marketing machine seems to focus on single molar dentistry, laboratories need to understand that their ability to communicate with their clinical partners on a variety of topics will help to separate them from the pack. Complex cases are more present today than ever. The laboratories with the knowledge of restoring these cases are in a strong position to secure their future success. Understanding restorative options is a key factor in creating a blueprint for successful case communication. Restorative material choices and the use of implants, which is the largest growth product in the dental market have influenced our options. Today's technician needs a solid foundation of knowledge to control case outcome and esthetic success.

This 6-hour lecture and demo will focus on the restorative options for implant selection and the ability to layer our ceramic materials predictably and esthetically. Peter will demonstrate a 3 unit implant frame with the use of a secondary frame design that will help control a variety of case options and create esthetic solutions for simple to complex restorative case work.

This 6-hour course will discuss:

- Implant options to simplify complex case design
- Layering options for White and Pink ceramic
- The use of Set Screws and Screw retained options
- Patient guided communication tools
- Replacement, Reposition or Restoring options
- Understanding tooth position and the use of pink ceramics

NOTE: This is a lecture and hands-on demonstration performed by the presenter.

Renaissance Orlando at SeaWorld

The 2014 FDLA Southern States Symposium & Expo will be held at the Renaissance Orlando at SeaWorld, located across from SeaWorld Orlando and adjacent to Aquatica and Discovery Cove. From the moment you step into the resort's lush, tropical landscape, you'll feel relaxed and refreshed as you immerse yourself in our flowing, aquatic-themed design. From the breathtaking 10-story sun-bathed lobby to the modern, residential suites and luxurious guest rooms – among the largest in the Orlando area – a truly distinctive, contemporary aquatic experience awaits.

The FDLA has secured a special reduced rate of \$149 inclusive of the resort fee for FDLA attendees. Also included in your rate are 50% discount on in-room high speed internet, complimentary self-parking and access to 24-hour fitness center. Make your hotel reservations directly with the Renaissance by calling **407. 351.5555**. Be sure to mention you are with FDLA and make your reservations by **Wednesday, April 16, 2014** to receive this special reduced rate.



Great Benefits of Staying at the FDLA Host Hotel:

- Special reduced rate of \$149 for FDLA!
- The expo hall is minutes away from your hotel room.
- Increased networking time with attendees in the hotel's restaurants and lounge areas!
- Across the street from SeaWorld Orlando
- Visit www.renaissanceseaworldorlando.com to learn more about this wonderful resort!

Please continue your support of the FDLA Southern States Symposium & Expo by staying at the Renaissance Orlando at SeaWorld, the appointed FDLA host hotel.

Need additional information on the 2014 Symposium & Expo? Please visit www.fdma.net.



FDLA Matheson Memorial Golf Tournament Shingle Creek Golf Club

Thursday, May 8 • 12:30 p.m. – 5:30 p.m.

(Additional registration and fees required.)

Sponsored by:



Shingle Creek Golf Club features a nationally acclaimed 72-par championship golf course designed by David Harman. Bordered by moss-hung oaks and native pine meandering along historic Shingle Creek, this award-winning course is challenging, yet playable. Don't miss playing this course! For more information, visit www.ShingleCreekGolf.com.



Tournament Fees Include:

- Greens fees
- Golf cart with GPS Yardage System
- Unlimited practice balls
- Complimentary valet parking
- Boxed lunch for each golfer
- Prizes awarded for top scoring team, longest drive and closest to the pin

Important Attendee Reminders...

Southern States Symposium & Expo Dress Code: The dress code for the 2014 Southern States Symposium & Expo daytime workshops and courses is business casual (no t-shirts, tank tops or flip flops please).

Age Restrictions & Stroller Policy: No children in strollers or children under the age of 15 will be allowed access into the exhibit hall during booth setup, show hours or during booth dismantling.

Sponsors

(as of 3/17/2014)

KEYNOTE SPEAKERS



Prosthetics



FRIDAY ANNUAL LUNCHEON



MATHESON MEMORIAL GOLF TOURNAMENT



FRIDAY NIGHT RECEPTION



FRIDAY MORNING BREAK



Rely On Us

FRIDAY MID-MORNING BREAK



Rely On Us

SATURDAY MORNING BREAK



SATURDAY AFTERNOON BREAK



ATTENDEE LANYARDS



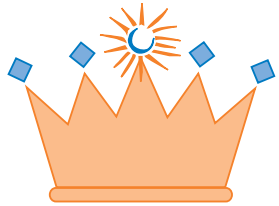
Exhibitors

(as of 3/17/2014)

Accurate Metals & Refining
AD2 (Advanced Dental Designs, Inc.)
Amann Girrbach
American Dental Supply, Inc.
Americana Dental, Inc.
Argen Corporation
Aspen Dental
Atlanta Dental Supply
Axis Dental Milling
Bego USA Inc.
Benco Dental
Brasseler USA
Cardinal Rotary Instruments
Datron Dynamics, Inc.
DENTSPLY Prosthetics
FDLA Insurance Services
GC America Inc.

Handler Mfg Company Inc.
Heany Industries, Inc.
Heraeus Kulzer
Invent Dental
Ivoclar Vivadent, Inc.
Jensen Dental
Kettenbach
Komet USA
Laboratory Solutions
Lang Dental Mfg. Co. Inc.
Lista International
Marathon Solutions Inc.
McFatter Technical Center
NADL / NBC / FDLT
Nevin Labs
Nobel Biocare
Nobilium/Ticonium

Nowak Dental Supplies Inc.
Omni Digital Design Center
Parkway Dental Lab, Inc.
ProLab Solutions, Inc.
Renfert USA
SafeLink Consulting, Inc.
Sterngold
Straumann USA
Sun Dental Labs
Vident, A VITA Company
Whip Mix Corporation
XPdent Corp
Yamahachi Dental Products USA, Inc.
Zahn Dental
Zirkonzahn USA, Inc.



FDLA
Crowning
Achievement



2014 Award Nomination Form

I would like to nominate:

Name: _____

to receive the Crowning Achievement Award during the 2014 Southern States Symposium & Expo presented by FDLA in Orlando, Fla.

Based on his or her career accomplishments in the dental laboratory industry, the nominee should be considered in the area of (choose one):

☐ Education

☐ Laboratory Technology

☐ Inventions

☐ Manufacturing

☐ A brief statement describing the reasons for my nominee to be considered is enclosed.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

FAX _____

E-mail _____

Signature _____ Date _____

Return a copy of this form and supporting information to FDLA by April 18 to FDLA via e-mail to jillian@fdla.net, fax to (850) 222-3019 or mail to FDLA at 325 John Knox Rd, Ste L103, Tallahassee, FL 32303

2014 SOUTHERN STATES SYMPOSIUM & EXPO REGISTRATION FORM

Please print or type. Please photocopy form for additional registrants.



First Name: _____ Last Name: _____

Are you an authorized buyer for your dental laboratory? ☐ YES ☐ NO ☐ CDT ☐ RG ☐ DDS ☐ DMD ☐ Other: _____

State of FL Dental Laboratory/Dentist License Number: _____ CDT/RG Number (if applicable): _____

Laboratory, Dental Practice or Organization: _____ ☐ CDL ☐ DAMAS

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

NOTE: For CDT/RG Registrations, you MUST include your CDT/RG Number to receive CE credits for attending the courses.

FULL REGISTRATION – MAY 9 & 10

Includes: Friday Keynote Sessions, Friday Lunch, Friday Night Reception, choice of Saturday courses, Saturday Lunch, unlimited admission to the Expo on Friday and Saturday

- ☐ FDLA Member..... First Member: \$325 (\$350 after 4/16/14)
☐ Each Additional Member from Same Lab: \$275 (Pre-registration Only)
☐ CDTs and Dentists.....\$375 (\$400 after 4/16/14)
☐ Non-Member.....\$550
☐ Add Friday Workshop.....\$125
(Full Registration Required – Must Pre-register to attend)
☐ Add Saturday Workshop.....\$125
(Full Registration Required – Must Pre-register to attend)
Subtotal Due: \$ _____

FRIDAY ONLY REGISTRATION – MAY 9

Includes: Friday Keynote Sessions, Friday Lunch, Friday Night Reception, unlimited admission to the Expo on Friday

- ☐ FDLA Member..... First Member: \$195 (\$225 after 4/16/14)
☐ Each Additional Member from Same Lab: \$175 (Pre-registration Only)
☐ CDTs and Dentists.....\$250 (\$275 after 4/16/14)
☐ Non-Member.....\$425 (\$450 after 4/16/14)
Subtotal Due: \$ _____

SATURDAY ONLY REGISTRATION – MAY 10

Includes: Choice of Saturday courses, Saturday Lunch, unlimited admission to the Expo on Friday and Saturday

- ☐ FDLA Member..... First Member: \$195 (\$225 after 4/16/14)
☐ Each Additional Member from Same Lab: \$175 (Pre-registration Only)
☐ CDTs and Dentists.....\$250 (\$275 after 4/16/14)
☐ Non-Member.....\$425 (\$450 after 4/16/14)
Subtotal Due: \$ _____

EXHIBITS ONLY REGISTRATION

(Pass good for entry into Expo either Fri. or Sat. or both.)

- ☐ FDLA Member.....\$30 ☐ Non-Member.....\$60

ADDITIONAL EVENT OPTIONS

- ☐ FDLA Friday Luncheon.....\$35 each ticket
☐ FDLA Friday Night Reception.....\$50 each ticket

GOLF TOURNAMENT – THURSDAY – MAY 8

FDLA Matheson Memorial Golf Tournament

(See pg. 12 for more details. Must register and pay in advance.)

- ☐ Conference Registrant or Exhibitor.....\$99
☐ Golf Only.....\$115
Handicap/Estimated Average Score _____
Foursome Requests: _____

Refund Policy: Written notification is required for all refunds. Refund requests received by April 16, 2014 will receive a refund less a \$25 administrative fee. No refunds will be paid after April 16, 2014.

ADA: If you have special needs that require accommodations, please notify FDLA in writing no later than April 16, 2014.

For more information, contact FDLA's Southern States Symposium office by phone at 866.873.FDLA or email fdlareg@mcraemeetings.com.

HANDS-ON WORKSHOPS

NOTE: You must register in advance by April 16, 2014 for all Hands-on workshops. Workshops have limited capacities on a first come, first-served basis, onsite registrations will not be accepted. See page 6 & 11 for additional information. Please provide names with registrations.

4-HR ZIRLUX FC UNIVERSAL SYSTEM – FRIDAY, MAY 9

Includes: Friday Only Registration for Hands-on Workshop, Friday Lunch, Friday Night Reception, admission to the Expo on Friday and Saturday

- ☐ FDLA Member.....\$225 ☐ Non-Member.....\$300
☐ CDTs and Dentists.....\$250

Name: _____

4-HR DENTURE WAXING – FRIDAY, MAY 9

Includes: Friday Only Registration for Hands-on Workshop, Friday Lunch, Friday Night Reception, admission to the Expo on Friday and Saturday

- ☐ FDLA Member.....\$225 ☐ Non-Member.....\$300
☐ CDTs and Dentists.....\$250

Name: _____

6-HR COMPLETE DENTURE – SATURDAY, MAY 10

Includes: Saturday Only Registration for Hands-on Workshop, Regulatory Standards Course, Saturday Lunch, admission to the Expo on Saturday

- ☐ FDLA Member.....\$225 ☐ Non-Member.....\$300
☐ CDTs and Dentists.....\$250

Name: _____

6-HR IMPLANTS – SATURDAY, MAY 10 – COURSE IS FULL –

Includes: Saturday Only Registration for Hands-on Workshop, Regulatory Standards Course, Saturday Lunch, admission to the Expo on Saturday

Payment: TOTAL ENCLOSED: \$ _____

☐ **Check** (payable to FDLA) Check # _____

Credit Card: ☐ MC ☐ Visa ☐ AmEx Charge \$ _____

CC #: _____

Exp: _____ Security Code*: _____

Cardholder Signature: _____

Print Name: _____

Billing Address (if different from above): _____

*The 3 digit number on the back of the card. AMEX: The 4 digit number on the front of your card.

3 Ways to Register:

ONLINE: Go to www.fdma.net, click on the conference tab, then register online. Use your Master Card, Visa or AMEX.

FAX: This form with credit card information to (850) 906-0077

MAIL: Registration Form, Postmarked by April 16, 2014 to:
2014 Southern States Symposium & Expo (FDLA),
1401 Maclay Commerce Dr., Tallahassee, Florida 32312

Florida Dental Laboratory Association Membership Application

All memberships are individual memberships and only cover one person.



Name: _____ ☐ CDT

Laboratory Name: _____ ☐ CDL ☐ DAMAS

Laboratory Owner Name: _____ ☐ CDT

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Toll Free: _____ Fax: _____

E-mail: _____ Website: _____

Florida Department of Health Laboratory License Number: (if applicable) _____

☐ **Laboratory Membership**\$225.00

Any commercial dental laboratory registered by the State of Florida Department of Health is eligible. Membership shall be in the name of the laboratory as registered by the State of Florida. The owner, partner or designated representative shall represent the laboratory in meetings and is eligible for elective office and voting privileges. (Laboratory owners must hold laboratory memberships.)

☐ **Affiliate Membership**\$225.00

Individuals who own or manage a dental office or out of state dental laboratories are eligible. Membership entitles person to all services, social events and educational activities of the association.

✓ *Laboratory and Affiliate Members — Don't forget to sign up your technicians/staff.*

☐ **Technician/Staff Membership**\$50.00

Any dental technician or administrative personnel in a member dental laboratory is eligible for technician/staff membership. Membership entitles person to all services, social events and educational activities of the association.

Additional Technician/Staff Names (\$50 each staff membership)

Registering 5 or more Technician/Staff? The Laboratory Incentive Program offers a discount for multiple technician/staff memberships based on the number of active technician memberships at each laboratory. Discounts begin at 5 technician/staff members from a member lab. Please contact the FDIA office for more information regarding this program.

Name: _____ ☐ CDT E-mail: _____

Name: _____ ☐ CDT E-mail: _____

☐ **Associate Membership**\$225.00

Any sales or technician representative of suppliers, manufacturers or vendors is eligible. Membership entitles person to all benefits and privileges of the state association.

• **For increased company exposure and added marketing benefits contact the FDIA office for information regarding the Business Partner Program.** (\$750 Annually)

☐ **Student Membership**\$15.00

Open to any students at Florida schools offering a dental technology program. Membership entitles person to all benefits and privileges of the state association. Member is not eligible for elective office or voting privileges.

☐ **Retired Technician Membership**\$35.00

Open to dental technicians who have retired and are no longer working in the dental laboratory industry. Member is not eligible for elective office or voting privileges.

FDIA Legislative Action Fund

The FDIA has developed a Legislative and Legal Action fund for members of the industry to contribute to, to ensure that the association can properly respond to state governmental actions or initiatives by corporations or other associations that would have a negative impact on the successful operation of dental laboratories in Florida.

☐ **Yes**, I would like to contribute \$50.00 to the FDIA Legislative Action Fund!

☐ **Yes**, I would like to contribute a unique amount to the FDIA Legislative Action Fund! **Contribution Amount \$** _____

☐ **No** thank you.

Payment Information

Total Amount Enclosed \$ _____

Payment Method: ☐ Check, made payable to FDIA ☐ Visa ☐ MasterCard ☐ AMEX

Card No.: _____ Security Code*: _____ Expires: _____

*This is the three digit number found on the back of your card in the signature area. AMEX - This is the four digit number found on the front of your card.

Name as it appears on card: _____ Signature: _____

Credit Card Billing Address: _____

RETURN APPLICATION TO FDIA at: 325 John Knox Road Ste L 103, Tallahassee, FL 32303 OR Fax with credit card payment to (850) 222-3019.

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And they're off! CAD/CAM technology and advances in material science are setting a record pace in the dental industry. Rounding into 2013, the all-ceramic category (in units) shows growth by 10% during the past two years, gaining stride from PFM restorations¹. The bet is on and it's time to get in the race with Celtra™ Duo!

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It's time to Lab Smarter.®

¹Source: iData Research Inc., 2013



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