

September 2019



**Calgary & District Dental Society**  
**2019/2020 Lecture Series**  
**Metropolitan Centre 333 4th Ave SW,**  
**Calgary, AB**  
**Friday, September 27, 2019**

Registration starts at 7:45am Seminar time 8:30am– 4:00pm

**Dr. Van Haywood**

**"Tooth Bleaching: What we now know!"**

How current is your knowledge of bleaching products, appropriate concentrations, and technique variations? What is the proper examination for any bleaching procedure? Which technique is the safest, cost-effective, and efficacious? Explore tray bleaching, in-office bleaching, and OTC bleaching based on published research and clinical experience, especially for children and older adults. Treatment for discolorations such as brown and white spots, single dark teeth, as well as nicotine stains and tetracycline-stained teeth will be discussed.

**Objectives: The participant will...**

**Discover bleaching examination components**

**Understand hydrogen and carbamide peroxide differences**

**Identify differences between tray, in-office and OTC products and techniques**

**Discuss treatment options for brown & white discolorations, plus nicotine stains**

**Review treatment of tetracycline-stained teeth and long-term safety**

**Learn indications for different bleaching techniques and research support for each**

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## MEMBER'S NOTICES

(Notices are No Charge to CDDS Members, but there is a 2 month max. limit per Ad.)

Calgary District Dental Society is looking for volunteers  
Please consider joining our society as a volunteer and get involved  
Contact our Exec Admin Mitch at the following email  
CDDSadmin@gmail.com

Experienced dentist required for busy Calgary practice.  
Excellent office atmosphere, great facility and great team.  
Must be able to manage multiple chairs. Reply to  
Dentalinfo2011@gmail.com

Calgary Comprehensive Spear Study Club  
We are almost full but are looking for a couple of new Dentists willing to learn. We are starting year 2 but You could be brought up to speed.  
Come join us Wednesday evenings central Calgary.  
Contact Dr. Vivienne Allain  
403 988 2123

Please send members submissions by September 23/19 for October Newsletter to:  
cddsadmin@gmail.com

## — NOTICES and EVENTS—



Ever thought of doing some Volunteer dental work? How about Ethiopia, Rwanda, and Eritrea? Hopethiopia, a Calgary based Not for Profit organization has been taking health care teams to East Africa for many years.

We are looking for volunteer teams to help us out in these locations. Whether you are a dentist, hygienist, assistant, or support staff, we are in great need of assistance at our projects. A typical volunteer team lasts for one to three weeks and we take care of all the details. Even adding on a trip to see the Gorillas, taking part in a safari, or experiencing ancient beauty is all possible

For more information, contact Hopethiopia at our website at [www.hopethiopia.com](http://www.hopethiopia.com) or contact Dr. Ralph Dubiensi at [ralph.dubiensi@hopethiopia.com](mailto:ralph.dubiensi@hopethiopia.com) 403 836 5536

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### ATTENTION ALL CURLERS - NEW and BEGINNERS

Calgary is proud to be the host city for the #1 Dental Curling League in Canada. Now is the time for Dental Team members to learn how to curl. Complimentary lessons are still available to ensure you look and perform like a curler in time to join our Calgary District Dental League, which starts 07 October 2019.

Although curling is a fantastic spectator sport, it is inexpensive, not time consuming, and an easy sport to learn. I still guarantee you will LEARN TO CURL, SAFELY, TO AN ABOVE AVERAGE LEVEL, IN LESS THAN 90 MINUTES.

Furthermore, all new curlers will be eligible to win a scholarship (a free registration, transportation, and accommodations, package) for the 52nd Annual Bonspiel, in Edmonton. This year's Victoria prize bundle was valued at \$3400. Call Dr. Neville Headley for more information at 403-880-3138. If you can walk on water, then you can learn to curl!

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Deadline for October newsletter submissions is 12pm Monday, September 23, 2019

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**Oral Health → Total Health:** How dentistry can play a critical role in the provision of new inter-disciplinary therapies and treatments for the total patient life-cycle in the following areas directly, and/or as part of a medical-dental referral network.

**Effective Marketing and Sales:** How do you differentiate your practice, create visibility, attract new patients, retain more patients, and improve treatment planning and case acceptance?

**Disruptive Technology & Systems:** In this noisy and fast-paced technological world, how do you identify and implement an effective, integrated, and sustainable technology strategy that sets you apart?

**Game-Changer Mindset & Execution:** How the right mindset paired with the right business coaching and leadership disciplines can create game-changing performance.

**Blue Ocean Strategies:** Simply put, Blue Ocean Strategy is all about creating new markets in otherwise saturated industries, otherwise known as 'Red Oceans'. How do you identify and implement the right Blue Ocean business model to compete in a rapidly corporatizing world focused on direct-to-patient marketing? Depending on your professional goals and what stage you are in your career, one of the following business models may have the most appeal



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**SHOWCASING THE  
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**TUES. OCT. 22. 2019**

**METROPOLITAN CENTRE**  
333 4th Ave., SW, Calgary, AB  
4 pm - 9 pm

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**RSVP  
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(Attendance Required)

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MUST ATTEND October 22 to be eligible for the Grand Prize.