

# Daily Review

Saturday, February 24, 2024

OFFICIAL PUBLICATION OF THE CHICAGO DENTAL SOCIETY 2024 MIDWINTER MEETING

## Bargains, fun take over the exhibit floor



With expanded offerings this year, the Friday afternoon mixer in the Exhibit Hall added wine this year and re-branded as **Sips, Suds & Sales** this year.

Combining beer, wine and soda, the event was the perfect time to socialize and check out special sales in the Exhibit Hall.

The happy-hour vibe lightened the atmosphere on the second day of the meeting as attendees finished up a day of learning in workshops and courses. And with nearly 600 exhibit booths in the hall, attendees were able to mingle, enjoy beverages and learn more about some of the outstanding products, new technology and services on display.



### FAST FACTS

#### EXHIBIT HALL HOURS

Saturday: 9 a.m. – 3 p.m.

#### CE ON THE EXHIBIT FLOOR

Because of an ADA CERP rule change, CE is offered on the exhibit floor only by visiting the Student Scientific Research posters lined up around the stairs in the middle of the Exhibit Hall. Scan the QR code on monitors near the posters to receive 1 CE credit per day.

#### INTERNET ACCESS

Complimentary WiFi is available throughout McCormick Place. The WiFi network name is **MWM2024**. No password needed.

#### BADGES

Badges must be scanned for entry into courses, workshops, the Exhibit Hall and for CE verification. **Need a replacement?** Visit the Reprints Booth in the General Registration area (\$25 reprint charge).

#### JOB BOARD IS LIVE

Attendees can still submit or view job opportunities on the CDS Job Board through March 1. Check on postings for dentists and dental team members on the mobile app or visit the Experience CDS booth (3608) to check the Job Board.

#### REBATE REDEMPTION CENTER

**CDS members:** After you make a purchase on the exhibit floor, stop by to redeem your rebate. The center is on the east side of the Exhibit Hall near Booth 1119. Virtual gift cards will be processed.

#### TOTE BAGS

Pick up your Chicago Dental Society tote bag from bins located on the east side of the General Registration area

# Receptions offer chance to relax, unwind

A new inviting location awaited dentists in practice 10 years or less attending the **Early Career & New Dentists Reception** in Restaurant 270 this year.

Beverages, food and conversation were shared by attendees who took time to meet old friends and meet some new colleagues at this annual gathering held during the Midwinter Meeting.

View and download more photos at [on.cds.org/photos](https://on.cds.org/photos).



The **Dental Student Reception** welcomed nearly 600 to mingle and enjoy some light beverages and appetizers for the annual Friday afternoon gathering.

Christine Malito, a third-year dental student at Midwestern University College of Dental Medicine in Downers Grove, said this is her second year coming to the meeting.

“It is very interesting being able to see the variety of booths (in the Exhibit Hall) and all the different things they have to offer,” she said.

Tibyan Mohamed, a first-year student at Midwestern, said it is her first time coming to the Midwinter Meeting.

“I’ve had a blast meeting different people from different schools,” she said of the experience. “I definitely enjoyed the Exhibit Hall; there was a free massage and I really enjoyed that.”

## REGISTERED ATTENDEES

(as of 2 p.m., Feb. 23, 2024)

Dentists .....	4,799
Graduate students/residents .....	108
Dental students .....	1,741
Hygienists .....	2,597
Assistants .....	1,721
Office personnel .....	1,521
Medical health coordinators .....	77
Laboratory technicians/students .....	112
Hygienist/assistant students .....	870
Guests .....	996
Press .....	38
Trade .....	730
Exhibitors .....	5,548

**TOTAL.....20,858**

## DailyReview

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# KEEP YOUR PRACTICE & PATIENTS SAFE!

## HURRICAINE® Topical Anesthetic Gel 20% Benzocaine Oral Anesthetic

**NEW** 1.5 oz. Tube



HurriCaine® Topical Anesthetic Gel is now available in a 1.5 oz. tube! This new gel tube will help you get a more accurate dose and will decrease the risk of cross-contamination, helping your patients feel more comfortable during their procedures.

### Benefits

- No artificial dyes
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- Helps eliminate cross-contamination
- Fast onset – within 30 seconds

### Ideal Applications

- Sore mouth and throat
- Prior to local anesthetic placement
- On denture sores
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### ORDERING INFORMATION

HurriCaine Topical Anesthetic Gel - Original Wild Cherry - 1.5 oz. tube .....	NDC #0283-0520-27
HurriCaine Topical Anesthetic Gel - Piña Colada - 1.5 oz. tube .....	NDC #0283-1820-27
HurriCaine Topical Anesthetic Gel - Fresh Mint - 1.5 oz. tube .....	NDC #0283-0920-27
HurriCaine Topical Anesthetic Gel - Watermelon - 1.5 oz. tube .....	NDC #0283-0220-27
HurriCaine Topical Anesthetic Gel - Strawberry - 1.5 oz. tube .....	NDC #0283-0522-27

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### FEATURES

### BENEFITS

Fast onset	Works within 30 seconds
Short duration	15-30 minutes
Flexible but firm plastic irrigation tips	Accepted well by patients • Needleless pain-free delivery

### ORDERING INFORMATION

HurriCaine Topical Anesthetic Gel - Original Wild Cherry - Syringe .....	NDC #0283-0520-34
HurriCaine Topical Anesthetic Gel - Piña Colada - Syringe .....	NDC #0283-1820-34
HurriCaine Topical Anesthetic Gel - Mint - Syringe .....	NDC #0283-0920-34
HurriCaine Topical Anesthetic Gel - Strawberry - Syringe .....	NDC #0283-0622-34

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# Wisconsin Dental Breakfast welcomes neighbors

Once again, CDS welcomed Wisconsin Midwinter Meeting attendees with a special breakfast reception Friday morning.

More than 475 attendees from the Badger State signed up for the event that provided breakfast fare, including a cheese platter, said Wisconsin Dental Association Executive Director Mark Paget.

It was the greatest turnout since the breakfast started several years ago after Wisconsin discontinued its own annual meeting and promoted the Chicago event to its members. WDA President Dr. Chris Hansen, a dentist from Manitowoc, said the association appreciates the collaboration between the two dental organizations.

"It works really well for both parties," Dr. Hansen said. He said he personally looks forward to seeing the variety of course offerings as well as the chance to reconnect with old friends.



"I also love being in Chicago and enjoying the nightlife, the restaurants and all the wonderful opportunities we



have for socialization. It's a great place to come and very close for us," Dr. Hansen said.

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# Christensen Award honors Judy Kay Mausolf

Dental practice consultant and long-time Midwinter Meeting presenter Judy Kay Mausolf was named the 2024 Gordon J. Christensen Lecturer Recognition Award winner.

Dr. Christensen, who himself is a long-time speaker at the CDS annual event, presented the award to Ms. Mausolf during one of her courses on Friday.

Ms. Mausolf is a published author and dental culture specialist who coaches dental teams to work together to grow the practice. Dr. Christensen said Ms. Mausolf is an outstanding motivational speaker and extremely deserving of the award.

Ms. Mausolf received a standing ovation from the crowded classroom and with emotion evident in her voice, said she became a speaker because she wanted to “motivate and inspire people and to love people from the stage.”



(from left) Dr. Yendis Gibson, CDS President Dr. David Lewis Jr., Dr. Gordon Christensen, Judy Kay Mausolf, and Dr. David Williams.

## Porter Silhouette® Low Profile Nasal Mask: Enhanced Features, New Lower Price



Porter's new and improved Silhouette® is a translucent, single-use nasal mask and breathing circuit designed with lightweight tubing and a comfortable mask. It provides unobstructed access to the oral cavity and full range of motion for the patient.

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- Mask and tubing – all single-use disposable
- New nasal cannula shape for improved flow
- New smaller Pedo cannula size
- Mild mint scent
- Capnography port in each mask
- Patients have full range of head motion
- Protective eyewear fits over mask

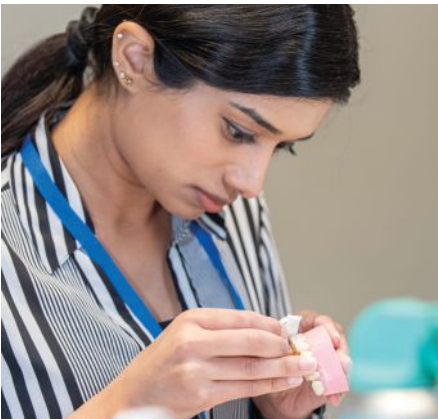
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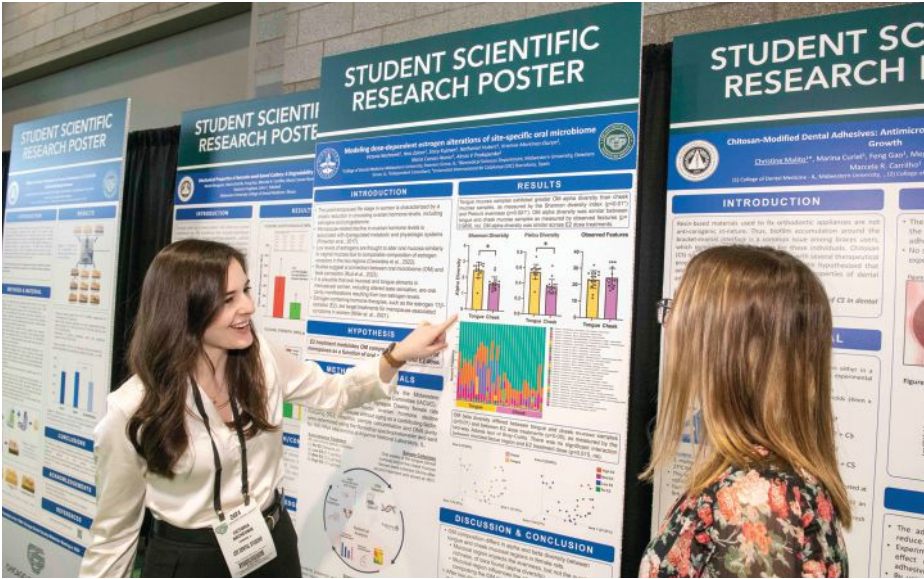
[www.porterinstrument.com/chicago](http://www.porterinstrument.com/chicago)



# Day 3 at the Midwinter Meeting



Due to a change in ADA CERP policy, attendees no longer can receive CE credit just for visiting the Exhibit Hall. Posters depicting research by students from our local dental schools are on display in the Exhibit Hall. Attendees can earn 1 CE credit for each day they visit and view them.



# Thank you for joining us this year



CDS President Dr. David Lewis Jr. (center), along with his team Drs. David Williams (left) and Yendis Gibson, thank our exhibitors for their loyalty to the Midwinter Meeting and especially to our Chicago Dental Society members, associate members, dental students and staff who help bring this huge annual undertaking to life.

2024 brought more than 20,000 attendees to Chicago for three days of continuing education, special events, social receptions and much more, cementing CDS' reputation at The Respected Leader in Dental Scientific Meetings.

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## Come back in 2025 for 160th Midwinter Meeting

As another successful Midwinter Meeting winds down, planning for the 2025 Midwinter Meeting is already ramping up. Dr. Denise Hale, CDS president-elect who will host the annual gathering as president next year, says she is looking forward to continuing the successful formula that has worked for generations of dentists with an eye on making sure the next generation also discovers the many ways the meeting benefits their careers.

The 2025 meeting will be held Feb. 20 – 22 at McCormick Place West.

Dr. Hale's Midwinter Meeting team includes Program Chair Dr. Robert Rada and General Chair Dr. William Hamel III.

Special events are still in the planning stages, but Dr. Hale said she and her team found in scouting other meetings that hands-on courses are what hygienists and assistants enjoy taking.

"People enjoy it," Dr. Hale said of hands-on courses. "Not only are they learning, but they are doing something. In our field, we like to touch the material, we like to try the material, we want to like to see how to do it and not just



Midwinter Meeting General Chair Willam Hamel III, CDS President-elect Denise Hale and Program Chair Robert Rada invite you to the 2025 Midwinter Meeting.

watch someone's technique. It's one thing to sit in a lecture and look at a slide; it's another thing to actually have the handpiece in your hand."

Registration for the 2025 Midwinter Meeting starts Friday, Nov. 1.

Check back for details later this year on the CDS website at [www.cds.org](http://www.cds.org).



# What's been around since Lincoln was alive?

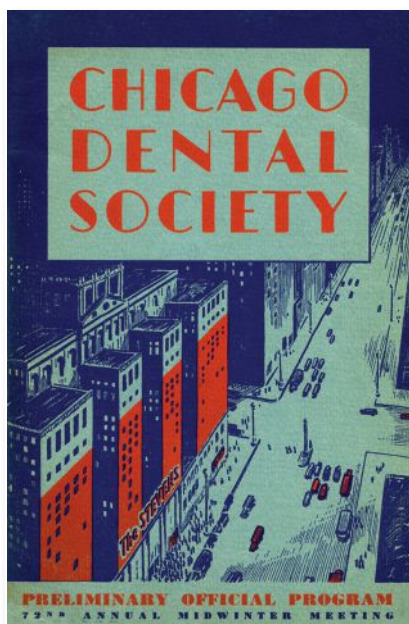
## The Midwinter Meeting!

Next year, the Chicago Dental Society will celebrate the 160th Midwinter Meeting.

To put that achievement into perspective, consider this: our annual meeting was in its 63rd year when the Oscars started, was past the century mark before the Super Bowl was an event, was around for 11 years before Central Park in New York opened, and was a thing for a quarter-century before the Eiffel Tower in Paris, France, was completed. Abraham Lincoln was alive when CDS was formed.

But we can't claim to be older than long-time exhibitor Colgate-Palmolive Company, which started in 1806 (three years before Lincoln was born) as a soap and candle manufacturer. But CDS was around for almost a decade before the company entered the oral health arena and launched its first toothpaste in 1873, selling the jars of the mixture before pioneering the toothpaste tube in 1896.

In what was to be later called "The Chicago Dental Society," the group's origin can be traced back to Feb. 8, 1864, in the "dental depot" of Dr. Samuel S. White with Dr. E.W. Hadley, the oldest living dentist in the area at the time, being named president.



The 1936 Midwinter Meeting Program



The Exhibit Hall for the 1976 Midwinter Meeting at the Chicago Hilton and Towers ballroom.

So, why isn't 2024 the 160th meeting? Keep reading!

The first gathering at Dr. White's place was to exchange professional information with the idea of advancing the profession of dentistry. Writings show early meetings were mostly one-day events featuring the presentation of papers with follow-up questions by attendees. The 25th Anniversary event was a much grander affair and held in 1889 from Feb. 5-7 at the Grant Pacific Hotel and the Chicago College of Dental Surgery. It's most likely the gathering has been known as the Midwinter Meeting in Chicago from the beginning.

According to writings by the editor of *The Fortnightly Review*, a predecessor to the CDS Review, it was established that the first week of February was the best time for the meeting. That time frame lasted from 1865 until 1908 when the meeting switched to January until 1931.

In 1913 the Midwinter Meeting went to two days until 1921, when it became a three-day event. It went to a three-and-one-half day event in 1931 then became a four-day event in 1945 and stayed that way until the move to McCormick Place West in

2010, when it reverted back to three days.

The Silver Anniversary event, celebrating 75 years, was held Monday to Thursday, Feb. 13 – 16, in 1939 at the famed Stevens Hotel. Starting in 1936 the Midwinter Meeting was held mostly at the Stevens, which later became the Conrad Hilton, and in several other hotels and parts of McCormick Place facilities over the years, before making McCormick Place West its home.

The annual coming-together of the dental community in Chicago has been a constant since 1865, although the answer as to why 2025 will be the 160th can now be explained.

In 1945 what would have been the 81st meeting was abruptly canceled only 11 days before it was to begin when the federal Office of Defense Transportation requested Americans to conserve travel facilities. COVID-19 restrictions in 2021 didn't allow for a physical meeting, but the Midwinter Meeting went on as a virtual event.

So, join us next year when we gather for the 160th time to celebrate the storied and historic Midwinter Meeting.