



NEWS ADVISORY

CALIFORNIA DENTAL ASSOCIATION TO SHOWCASE CRITICAL ROLE OF DENTISTS IN IDENTIFYING AND TREATING SLEEP DISORDERS

*NEARLY 100 OTHER PIONEERING LECTURES SCHEDULED OVER THE FOUR-DAY
CONVENTION*

WHEN: Thursday, September 10, 2009 to Sunday, September 13, 2009

WHERE: Moscone West Convention Center
San Francisco, CA 94103

CONTACTS: Doug Elmets (916) 206-8662

WHAT: *CDA Presents*, the bi-annual convention of the California Dental Association, will bring together some of the nation's greatest minds in dentistry to share their vast experience and knowledge with their peers. Approximately 16,000 dental professionals will attend the four-day convention. More than 600 exhibitors will also be on hand to demonstrate the latest equipment and technical innovations to dentists from all over California and beyond.

Show highlights include:

Snoring to Sleep Apnea – Why Dentistry? And Why Now?

Are you one of the 40 million Americans affected by sleep disorders? Did you know your dentist may be an integral part of helping you sleep soundly again? Dr. Michael Simmons is an expert in sleep disorders with post-doctoral work from UCLA. Dr. Simmons' presentation will address normal and abnormal sleep physiology, screening and diagnosis of disorders and current approaches and therapies that dentists can provide.

Thursday, September 10, 2009, 9:00 a.m. to 10:30 a.m.
Moscone West Convention Center, Room 3014/16

Sports Dentistry and Trauma

Injuries are a part of almost every sport, but injuries to your mouth and teeth can be especially traumatic because of how sensitive and crucial the region is to the human body. Dr. Howard Chi of Stockton specializes in injuries of this nature and is an expert in sports dentistry. His presentation will cover the role and responsibility of being a dentist for a sports team and how to handle the trauma when a player sustains an injury.

Thursday, September 10, 2009, 1:30 p.m. to 3:00 p.m.
Moscone West Convention Center, Room 3014/16

CSI San Francisco: Forensic Dentistry – Who Was This?

Dentistry plays a key, yet many times overlooked, role in solving some of California's worst crimes. This lecture explains forensic dental identification procedures from A to Z and addresses how dentists work along side investigators in these difficult cases. Offered by four of the industry's leading forensic dentists, the fast paced seminar covers actual casework to illustrate the value of forensic dentistry in the judicial system and criminal investigations.

The California Department of Justice will also be on hand to speak about what happens when cases can't be solved through conventional forensic identification means.

Saturday, September 12, 2009, 10:00 a.m. to 12:30 p.m.
Moscone West Convention Center, Room 3022/24

The California Dental Association is the non-profit organization representing organized dentistry in California. Founded in 1870, CDA supports its members in their practices and service to the public through innovation in education, advocacy and related programs. CDA also contributes to the oral health of Californians through various comprehensive programs and advocacy. CDA's membership consists of more than 24,000 dentists, making it the largest constituent of the American Dental Association. For more information, visit cda.org.