

# HIGHWAY TO THE SMILE ZONE

2025 VIRGINIA DENTAL ASSOCIATION  
**VIRGINIA DENTAL SHOWCASE**

JOINT MEETING WITH:  Virginia Academy of Pediatric Dentistry

**September 26-27, 2025**  
Hilton Norfolk The Main, Norfolk VA



# Welcome to the 2025 Virginia Dental Showcase!



## WE'RE THRILLED TO WELCOME YOU TO THE 2025 VIRGINIA DENTAL SHOWCASE — VIRGINIA'S PREMIER EVENT FOR DENTAL PROFESSIONALS.

This year's event brings together dynamic speakers, hands-on workshops, the latest dental products, and countless opportunities to connect with peers and industry leaders.

Whether you're here for CE credits, to explore the exhibit hall, or to reconnect with colleagues, there's something for everyone. We've designed this year's program with flexibility, fun, and professional growth in mind.

We can't wait to see you in Norfolk!



To see the most up-to-date information, please

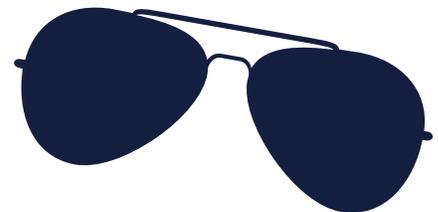
# Event Schedule

## THURSDAY, SEPTEMBER 25, 2025

Time	Event	Speaker(s)/Host	CE	Cost
4:00 PM - 7:00 PM	Registration for Attendees and Exhibitors	n/a	n/a	Incl'd
4:00 PM - 7:00 PM	Vendor Check-in and Set-up	n/a	n/a	Incl'd
6:15 PM - 10:00 PM	ACD Reception and Dinner (Invitation Only)	American College of Dentists	n/a	\$100

## FRIDAY, SEPTEMBER 26, 2025

Time	Event/Course Title	Speaker/Event Host	CE	Cost
7:00 AM - 8:00 AM	ICD Breakfast	International College of Dentists	n/a	\$50
7:00 AM - 9:00 AM	Coffee Break	n/a	n/a	Incl'd
7:00 AM - 5:00 PM	Registration for Attendees and Exhibitors	n/a	n/a	Incl'd
8:00 AM - 11:00 AM	<b>Introduction to Endodontic Therapy &amp; Impact of CBCT on Treatment Planning</b>	Dr. Tim Finkler and Dr. Amber Ather	3	Incl'd
8:00 AM - 1:00 PM	<b>Anterior Composite Magic: Rapid, Precise Techniques For Aesthetic Excellence</b>	Dr. David Rice	4	\$150
8:00 AM - 10:00 AM	<b>Contemporary Treatment of Permanent Teeth with Deep Carious Lesions</b>	Dr. Marcio Guelmann	2	Incl'd
9:00 AM - 12:00 PM	Vendor Check-in and Set-up	n/a	n/a	Incl'd
12:00 PM - 1:00 PM	<b>Foundational Basics of Endodontic Treatment</b>	Drs. Tim Finkler, Amber Ather, Joe Vaughan, Nick Schroeder, Chet Mayo	1	\$125
12:00 PM - 1:30 PM	Boxed Lunch Pick-Up	VDA	n/a	Incl'd
1:30 PM - 2:30 PM	VDA Annual Business Meeting	VDA	n/a	Incl'd
2:00 PM - 3:30 PM	Welcome Reception with Exhibitors	VDA	n/a	Incl'd
2:00 PM - 6:00 PM	Exhibit Hall Open	VDA	n/a	Incl'd
4:00 PM - 5:00 PM	<b>Introduction to Medical Billing</b>	Christine Taxin	1	Incl'd
5:15 PM - 6:15 PM	VDA Academy CDOP Meet and Greet (Invitation Only)	VDA	n/a	Incl'd
5:30 PM - 6:30 PM	AGD Reception (Invitation Only)	Virginia Academy of General Dentistry	n/a	Incl'd
6:00 PM - 7:00 PM	VDA PAC Reception (Invitation Only)	VDA	n/a	Incl'd



To see the most up-to-date information, please

## Event Schedule (continued)

### SATURDAY, SEPTEMBER 27, 2025

Time	Event/Course Title	Speaker/Event Host	CE	Cost
7:00 AM - 9:00 AM	Coffee Break	n/a	n/a	Incl'd
7:00 AM - 5:00 PM	Registration for Attendees and Exhibitors	n/a	n/a	Incl'd
8:00 AM - 10:00 AM	<b>A Simplified Geometric Technique for Analog or Digital Denture Fabrication</b>	Dr. Lyndon Cooper	2	Incl'd
8:00 AM - 10:00 AM	Heartsaver / AED Course	Gordon Degges	2	\$100
8:00 AM - 10:00 AM	<b>The Challenge of Esthetic Restorations for the Adolescent Patient</b>	Dr. Andre Reis	2	Incl'd
8:00 AM - 10:00 AM	<b>Resilience RX: Healing Burnout</b>	Lynne Leggett	2	Incl'd
10:00 AM - 11:00 AM	Power Hour with Exhibitors - Mimosas and a Snack	VDA	n/a	Incl'd
10:00 AM - 2:30 PM	Exhibit Hall Open	VDA	n/a	Incl'd
11:00 AM - 1:00 PM	<b>The Opioid Epidemic and Dental Pain Management: Past, Present, and Future</b>	Dr. Omar Abubaker	2	Incl'd
11:00 AM - 1:00 PM	<b>Prevention and Remineralization Agents – Update</b>	Dr. Kevin Donly	2	Incl'd
11:00 AM - 1:00 PM	<b>Making Better Dentures Better</b>	Dr. Lyndon Cooper	2	\$125
11:00 AM - 1:00 PM	<b>Curiosity Revived the Cat: How a Sense of Wonder Can Revive Your Career</b>	Amanda Hill	2	Incl'd
11:00 AM - 1:00 PM	<b>Maximizing Revenue “Takes A Team to Accomplish”</b>	Christine Taxin	2	Incl'd
1:30 PM - 2:30 PM	Closing Reception (includes boxed lunches) with Exhibitors	VDA	n/a	Incl'd
2:00 PM - 4:00 PM	<b>Path to Practice Ownership</b>	Brad Peiffer, Aaron Tyson, and Todd Garfinkle	2	Incl'd
2:30 PM - 5:30 PM	BINGO (All invited to sign up on-site to play)	VDA	n/a	Incl'd
6:00 PM - 7:00 PM	New Dentist and Student Reception (All attendees invited)	VDA New Dentist Committee	n/a	Incl'd
7:00 PM - 10:00 PM	Membership Party presented by VDA President Dr. Justin Norbo	VDA	n/a	Incl'd

### SUNDAY, SEPTEMBER 28, 2025

Time	Event/Course Title	Speaker/Event Host	CE	Cost
8:00 AM - 9:00 AM	Farewell Fuel-Up: Say goodbye over coffee and conversation. Before you head out, stop by for a warm cup of coffee or tea and enjoy a light morning spread of pastries and fruit. It's our way of saying "thank you" for being part of the 2025 Virginia Dental Showcase!	VDA	n/a	Incl'd

To see the most up-to-date information, please

# Registration Fees & Inclusions

Registration Fees	Early Bird (ends 7/31)	Regular
VDA Member Dentist	\$650	\$750
VDA Member New Dentist	\$600	\$700
ADA Dentist (out of state)	\$650	\$750
Retired Life VDA Member	\$450	\$550
NON-Member Dentist	\$1,450	\$1,550
Non VDA Dental Team Member - Assistant	\$1,450	\$1,550
Non VDA Dental Team Member - Hygienist	\$1,450	\$1,550
Non VDA Dental Team Member - Lab Technician	\$1,450	\$1,550
Non VDA Dental Team Member - Office Staff	\$1,450	\$1,550
Spouse/Guest of Registrant	\$450	\$550
Guest, ages 12 and under (includes Membership Party ticket only)	\$50	\$75
Students (Dental, Hygiene, Assisting) and Residents	\$0	\$0
VAPD Resident	\$0	\$0
VDA Dental Team Member - Assistant	\$450	\$550
VDA Dental Team Member - Hygienist	\$450	\$550
VDA Dental Team Member - Lab Technician	\$450	\$550
VDA Dental Team Member - Office Staff	\$450	\$550
Virginia Academy of Pediatric Dentistry (VAPD) Member	\$650	\$750

## WHAT'S INCLUDED:

- Full access to CE courses (except premium workshops)
- Exhibit Hall entry
- Power Hour Reception, New Dentist Reception & Opening and Closing Reception in Exhibit Hall
- Daily coffee breaks
- Two boxed lunches
- Membership Party
- Event app access and digital handouts

### **Team Discount for VDA Members**

If you register more than four attendees from the same office, you can get one registration free!

*\*The lowest cost of the five registrations will be refunded to the team leader. If you have already registered 5 or more attendees from the same office, you're still eligible. To receive the team discount, email Megan Wyman at [wyman@vadental.org](mailto:wyman@vadental.org) after registration.*

## **ADA C.E.R.P.**® | Continuing Education Recognition Program

The Virginia Dental Association is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

The Virginia Dental Association designates each activity the noted CE credits. Please refer to the description of each activity for the number of CE credits.

The VAPD continuing education activities have been planned and implemented in accordance with the standards of the ADA Continuing Education Recognition Program (ADA CERP) through joint efforts between VAPD and VDA.

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [ADA.org/CERP](http://ADA.org/CERP).

## GUESTS:

All guests must register separately under the Spouse/Guest registration type. This will allow your guest to choose sessions and events they would like to attend. If your guest(s) are 12 years old and under you will be able to register them during the registration process.

# Course Descriptions

FRIDAY, SEPTEMBER 26, 2025

8:00am-11:00am

## INTRODUCTION TO ENDODONTIC THERAPY & IMPACT OF CBCT ON TREATMENT PLANNING

Dr. Tim Finkler and Dr. Amber Ather

LECTURE

CREDITS: 3

### PART A

This lecture provides a comprehensive introduction to root canal therapy, targeting new dentists, professionals with limited endodontic experience, and practicing dentists looking to refresh their skills. Participants will learn or revisit the essential steps of a root canal procedure, including diagnosis, access preparation, canal cleaning and shaping, irrigation, obturation, and post-treatment restoration. The course covers endodontic anatomy, treatment planning, and infection management, emphasizing best practices and procedural efficiency. By the end of the course, new dentists will gain the confidence and foundational knowledge needed to perform basic root canal procedures, while those refreshing their skills will enhance their techniques for effective application in practice.

#### Objectives:

- Understand Endodontic Principles and Diagnosis: Participants will be able to identify the indications for root canal therapy, interpret diagnostic tools (e.g., radiographs, pulp testing), and comprehend pulpal and periapical pathology to formulate accurate treatment plans.
- Master Root Canal Procedure Steps: Participants will grasp the key stages of root canal therapy, including access cavity preparation, canal identification, instrumentation, and irrigation, ensuring thorough cleaning and shaping of the root canal system.
- Apply Obturation and Restoration Techniques: Participants will gain insight into how to effectively obturate the canal system using appropriate materials and techniques and understand the principles of post-treatment restoration to ensure long-term tooth functionality.

### PART B

This lecture focuses on the application of Cone Beam Computed Tomography (CBCT) as a critical diagnostic tool in clinical endodontics. With its high resolution, 3D imaging enhances the accuracy of diagnosing tooth and root morphology, as well as tooth- and bone-related pathologies compared to standard intraoral digital 2D imaging. Consequently, practitioners have greater confidence in detecting anatomic variations and pathologies, making it an essential tool for decision-making. This discussion explores the evidence regarding CBCT's role in endodontic diagnosis, treatment planning, outcomes, and practitioner confidence. Through clinical case studies, this lecture will illustrate how diagnostic information from CBCT can influence clinical decisions and outcomes.

#### Objectives:

- Identify the differences between periapical radiography and CBCT scans as diagnostic imaging tools.
- Examine the evidence on how CBCT impacts diagnosis and treatment planning.
- Utilize 3D data from CBCT to inform decision-making and treatment approaches.

*The Speaker has financial interest/arrangement or affiliation with the corporate organization offering financial support or grant monies for this continuing dental education program.*

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To see the most up-to-date information, please

# Course Descriptions

FRIDAY, SEPTEMBER 26, 2025

8:00am-1:00pm

## ANTERIOR COMPOSITE MAGIC: RAPID, PRECISE TECHNIQUES FOR AESTHETIC EXCELLENCE

Dr. David Rice

LECTURE (2)

HANDS-ON (2)

CREDITS: 4

Patients understand 3 things: our ability to consistently deliver a beautiful smile - pain free - with convenience. This course will deliver all 3 - in a very hands-on fashion - so register fast because seats will go fast. With some key principles on the front end of our time, you'll learn to injection mould big cases in less than 30 minutes of chair time. You'll learn when and where warming composites is a win. You'll learn multiple matrix systems for big class IV's and diastema closures. Our goal is show you how the best in the biz are doing and see what works best in your hands.

We will hands-on prep - restore - contour - and polish multiple anterior restorations so you head home with an immediately actionable - next day in the office - winning playbook. Bring your loupes - bring your questions and get ready for an amazing session!

**Objectives:**

- Learn the 7 Deadly Sins of Smile Design and how to apply them to Anterior Composite Magic
- Hands-on Class IV composites
- Hands-on Diastema closures
- Hands-on Injection moulding
- Work with multiple instruments and matrix systems and leave with your best strategy for success

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*\*This course will have a break from 10:00am-11:00am*

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To see the most up-to-date information, please

# Course Descriptions (continued)

FRIDAY, SEPTEMBER 26, 2025

8:00am-10:00am

## CONTEMPORARY TREATMENT OF PERMANENT TEETH WITH DEEP CARIOUS LESIONS

Dr. Marcio Guelmann

LECTURE

CREDITS: 2

Deep carious lesions with close approximation to the pulp require special attention from the clinician. The American Academy of Pediatric Dentistry recently published a systematic review and meta-analysis on vital pulp therapy for permanent teeth. Its results generated conservative and contemporary guidelines on how to approach teeth with deep carious lesions. This presentation will discuss them in-depth and will provide clinicians with clinical and radiographic tools to better assess pulpal status and navigate a newly developed “decision tree” leading to excellent outcome, reducing significantly the need for root canal therapy.

**Objectives:**

- To familiarize the practitioner with contemporary, evidence-based vital pulp therapy techniques for young permanent teeth affected by caries.
- To provide in-depth review of the significance of data gathering (pain history, symptoms, sensibility tests), clinical and radiographic interpretation to facilitate diagnosis and the correct treatment approach.
- To understand indications and contraindications for indirect pulp treatment, direct pulp capping, partial and full pulpotomy.
- To understand the clinical applications of calcium silicate cements.

*The Speaker and the VDA Team do not have any financial arrangements/affiliations to disclose relating to the content of this presentation.*

*The VDA is an ADA CERP recognized provider.*

12:00pm-1:00pm

## FOUNDATIONAL BASICS OF ENDODONTIC TREATMENT

Drs. Amber Ather, Joe Vaughan, Nick Schroeder, Chet Mayo

HANDS-ON

CREDITS: 1

*\*Attendees must attend Introduction to Endodontic Therapy & Impact of CBCT on Treatment Planning in order to attend this course.*

This intensive hands-on endodontic workshop is designed to enhance the clinical skills of dental practitioners in root canal therapy using typodont models. Participants will gain practical experience in access cavity preparation, canal instrumentation, and three-dimensional obturation techniques. Through detailed demonstrations and guided practice, the course will emphasize the importance of precision, efficiency, and preservation of tooth structure. In addition to mastering core procedures, attendees will learn valuable tips, tricks, and clinical pearls to overcome common challenges and improve endodontic outcomes in daily practice.

**Objectives:**

- Understand the principles of endodontic access cavity design and apply them effectively on typodont models.
- Demonstrate proficiency in root canal instrumentation, including working length determination, glide path creation, and use of rotary file systems.
- Execute proper irrigation protocols for canal disinfection.
- Apply different obturation techniques.
- Incorporate clinical tips and tricks to enhance the predictability and efficiency of root canal treatments.
- Critically assess and troubleshoot endodontic procedures for continuous improvement in practice.

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# Course Descriptions (continued)

## FRIDAY, SEPTEMBER 26, 2025

**4:00pm-5:00pm**  
**INTRODUCTION TO MEDICAL BILLING**

Christine Taxin

**LECTURE**

**CREDITS: 1**

*\*This course is part of the VDA Academy's Certified Dental Office Professional curriculum. Registration is not restricted to Academy participants and all meeting attendees are welcome to attend this course.*

After teaching medical for years, I have learned to make it a pie and start from scratch. We will start with the changes in Hygiene so we can work smarter from the first time a patient enters your office. Learning why is that more dental plans have added more benefits for patients with a medical diagnosis. You will learn how to connect to those plans and what treatments they cover for patients that have an oral systemic infection. Changing how to talk to patients will help them change their perspective on how to view our treatments without compromising treatment.

**Objectives:**

- Having all patients provide all the paperwork before they come for their appointment.
- Using a SOAP to document the necessary information since documentation is the key to payments not the codes.

**Outcomes:**

- Learning how to fill out a blank dental form with all the changes for ICD-10-CM codes.
- Update all the plans in your office to let your patients know what is available to them.
- This is a team course, it involves everyone making the changes and keeping the conversations updated from drilling and filling perception, or I just want cleaning in order for patients to see you as providers of the body.

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## SATURDAY, SEPTEMBER 27, 2025

**8:00am-10:00am**  
**A SIMPLIFIED GEOMETRIC TECHNIQUE FOR ANALOG OR DIGITAL DENTURE FABRICATION**

Dr. Lyndon Cooper

**LECTURE**

**CREDITS: 2**

Understanding the average anatomy of the human dentition, we have derived a simple geometric/arithmetic approach to denture construction that relies heavily on intraoral landmarks. This course will describe how to overcome three critical limitations in the clinical management of the edentulous patient. 1) We will describe the significance of the interhamular notch line and related retrozygomatic notch, how it is impressed, and why this is the solution to challenges in maxillary denture retention. 2) We will understand the basis for improved mandibular denture stability and its importance to complete denture acceptance. 3) We will explore how to record centric relation using very simple techniques. By improving maxillary denture retention, mandibular denture stability, and occlusion through accurate centric relation recording, denture comfort and acceptance can be greatly improved.

**Objectives:**

- Understand the importance of key anatomic landmarks in planning denture construction.
- Be able to define the proper techniques for impressions and maxillomandibular records using a simplified analog device.
- Appreciate how a geometric/arithmetic approach to denture design and guide the determination of vertical dimension of occlusion, midline and occlusal plane orientation.
- Be able to follow this approach to making improved dentures in their practice.

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# Course Descriptions (continued)

**SATURDAY, SEPTEMBER 27, 2025**

**8:00am-10:00am**  
**HEARTSAVER / AED COURSE**

Gordon Degges

**HANDS-ON**

**CREDITS: 2**

This 2-hour class includes Adult CPR and AED training. “Hands only CPR” is discussed. Signs and symptoms of a heart attack or stroke are covered, as well as how to handle a choking emergency. Use of a pocket mask and other hands-on skills are practiced. An American Heart Association 2-year CPR certification card is earned upon completion.

**Objectives:**

- Understand the key changes reflecting the latest science as outlined in the American Heart Association 2020 Guidelines for CPR and Emergency Cardiovascular Care

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**8:00am-10:00am**  
**THE CHALLENGE OF ESTHETIC RESTORATIONS FOR THE ADOLESCENT PATIENT**

Dr. Andre Reis

**LECTURE**

**CREDITS: 2**

This course will cover some of the challenges involved in performing restorations in the esthetic zone for young patients. Adhesive strategies will be reviewed, and restorative techniques will be discussed.

**Objectives:**

- Provide participants with the latest materials and techniques available for esthetic restorations on adolescent patients.
- Revise concepts of adhesive and esthetic dentistry.
- Provide a rationale for conservative treatment plans on esthetically demanding cases in young patients.

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**8:00am-10:00am**  
**RESILIENCE RX: HEALING BURNOUT**

Lynne Leggett

**LECTURE**

**CREDITS: 2**

Have you ever reached a breaking point in your dental career and thought, ‘That’s it, I’m done’? Join us in exploring the hidden signs of burnout and discover strategies to revitalize your professional journey.

In an industry where stress can cloud our passion for dentistry, it’s vital to distinguish between stress and burnout. This course isn’t just about identifying burnout; it’s about empowering yourself and your team to prevent its debilitating effects.

**Objectives:**

- Understand the stages of burnout to preempt its onset
- Delve into the nuanced differences between stress and burnout
- Recognize and address warning signs signaling burnout’s encroachment
- Foster a culture of support and resilience within your team
- Design a proactive plan to mitigate burnout’s pervasive influence

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*\*This course is part of the VDA Academy’s Certified Dental Office Professional curriculum. Registration is not restricted to Academy participants and all meeting attendees are welcome to attend this course.*

# Course Descriptions (continued)

SATURDAY, SEPTEMBER 27, 2025

11:00am-1:00pm

## THE OPIOID EPIDEMIC AND DENTAL PAIN MANAGEMENT: PAST, PRESENT, AND FUTURE

Dr. Omar Abubaker

LECTURE

CREDITS: 2

The lecture will discuss how a misunderstanding of substance use disorders (SUD) as a disease led health care providers to have a significant role in the initiation and continuation of the opioid epidemic. The lecture will also discuss how emerging and increased knowledge of SUD and dental pain led to considerable corrections of these past practices. The lecture will present synapses of this emergent understanding. Finally, the lecture will propose a future role of society, healthcare providers, and dentists in preventing SUD and addiction.

**Objectives:**

- By the end of the presentation, the attendees will be made familiar with the following:
- The historical role of healthcare providers (including dentists) in the genesis of the current opioid epidemic in the US (the past).
  - The current understanding of Substance Use Disorder (SUD), addiction, and acute dental pain, and how to integrate this knowledge into evidence-based management of acute dental pain and patients with SUD (the present).
  - The future role of healthcare providers (and dentists) in preventing and managing addiction and pain (the future).

*The speaker has received honorarium/travel fees from DentaQuest.  
 The speaker has a financial interest/arrangement or affiliation with the corporate organization offering financial support or grant monies for this continuing dental education program.  
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11:00am-1:00pm

## PREVENTION AND REMINERALIZATION AGENTS – UPDATE

Dr. Kevin Donly

LECTURE

CREDITS: 2

This course will discuss the early diagnosis of tooth demineralization and intervention with sodium fluoride, stannous fluoride, and monofluorophosphate toothpastes, fluoride (including professionally applied topical fluorides, fluoride varnish, and silver diamine fluoride), glass ionomer surface protectants, sealants and minimally invasive products and procedures (including CPP-ACP paste, xylitol, povidone-iodine, and chlorhexidine). Risk assessment utilization in decision-making for restorative care will be discussed and related to recommendations made by the American Academy of Pediatric Dentistry for restorative dentistry care in children and Evidence-Based Clinical Recommendations of the American Dental Association.

**Objectives:**

- Be exposed to early diagnosis of enamel demineralization and understand preventive regimens available, as well as appropriate intervention with these agents, using minimally invasive techniques.
- Understand pediatric dentistry standards of care using risk assessment in decision-making.

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# Course Descriptions (continued)

**SATURDAY, SEPTEMBER 27, 2025**

**11:00am-1:00pm**  
**MAKING BETTER DENTURES BETTER**

Dr. Lyndon Cooper

**HANDS-ON**

**CREDITS: 2**

*\*Attendees must attend A Simplified Geometric Technique for Analog or Digital Denture Fabrication course in order to attend this course.*

This hands-on course will guide participants through the steps required to produce an integrated “prosthetic guide” to enable the quick and accurate impression and clinical record steps in the fabrication of complete maxillary and mandibular dentures for an edentulous patient.

**Objectives:**

- Perform a cast analysis.
- Create maxillary and mandibular prosthetic guides.
- Work through the clinical steps of creating all records leading to successful analog or digital manufacture of complete dentures.
- Participants will be guided through the process of digital denture design, the printing of try-in dentures, the possible modifications at the try-in visit, and delivery of milled CAD-CAM dentures.

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**11:00am-1:00pm**  
**CURIOSITY REVIVED THE CAT: HOW A SENSE OF WONDER CAN REVIVE YOUR CAREER**

Amanda Hill

**LECTURE**

**CREDITS: 2**

Attention dental professionals! We all know what it feels like to be unfulfilled, lose sight of our purpose, or be ready to throw in the towel.

It’s time to break free from those chains and unleash the power of our curiosity! Sure, as kids we were all curious little explorers, but as we aged, society conditioned us to believe our curiosity could lead to trouble. So we stopped questioning and just went through the motions, sinking into the monotony of “getting it done.” But let’s be real: that’s when we lose sight of ourselves, our passion, and our connection to our profession, teams, and patients. Well, no more! It’s time to rekindle that natural sense of awe and wonder that got us here in the first place!

In this course, we will delve into various techniques to manage stress, communicate effectively in challenging scenarios, use motivational interviewing techniques, and more. We will travel down the five pathways and explore our: self, profession, education, patients, and team. By tapping into our inherent sense of wonder, we’ll not only ignite our passion for our work but also enhance the connection with our patients, team, and ourselves. So come along and discover how curiosity will revive you...just like the cat!

*The speaker has a financial interest/arrangement or affiliation with the corporate organization offering financial support or grant monies for this continuing dental education program. The speaker is a consultant for ProEdge Dental Water Labs, Perio Protect, DentalPost, Dove Dental PDT, Parkell. The speaker has received honorarium from Curaden, Zirc, GC America, Safco, and Kettenbach. The VDA Team does not have any financial arrangements/affiliations to disclose relating to the content of this presentation. The VDA is an ADA CERP recognized provider.*

To see the most up-to-date information, please

# Course Descriptions (continued)

SATURDAY, SEPTEMBER 27, 2025

**11:00am-1:00pm**  
**MAXIMIZING REVENUE “TAKES A TEAM TO ACCOMPLISH”**

Christine Taxin

**LECTURE**  
**CREDITS: 2**

*\*This course is part of the VDA Academy’s Certified Dental Office Professional curriculum. Registration is not restricted to Academy participants and all meeting attendees are welcome to attend this course.*

You will need to learn more laws, updated treatments, AI, plus new treatments and ways to provide the best care for the patients in our practice.

The lack of time and skill among the team to effectively manage systems, along with inconsistent execution, has led to incomplete work due to inadequate preparation. We will review and discuss the systems to help your office establish one that best suits your practice. It is important to note that everyone in the office, from the owner to all team members, is affected by these issues.

Insurance companies are not easy to work with and change all the time. The very first thing that you need to do is contact all plans you bill for patients and make sure you get an updated contract for the New Year.

**Objectives:**

- Learning how insurance companies are moving towards the Dental loss ratio and diagnostic codes on all Federal Plans.
- Learning to use the updated Medical History for better record keeping and malpractice protection.
- Use of budgets per treatment to increase knowledge of what all patients’ visits cost.
- Setting goals for every hour of patient time.
- Talking about virtual assistants, changes that assistants can make within your state to increase their roles.
- The updated hygiene treatment that must be used and documented for every patient.

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 The VDA is an ADA CERP recognized provider.*

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To see the most up-to-date information, please

## Course Descriptions (continued)

**SATURDAY, SEPTEMBER 27, 2025**

**2:00pm-4:00pm**

### **PATH TO PRACTICE OWNERSHIP**

Brad Peiffer  
 Aaron Tyson  
 Todd Garfinkle

**LECTURE**

**CREDITS: 2**

Whether you're looking to acquire an existing dental practice or start one from the ground up, success begins with preparation. This session will walk attendees through the key steps, considerations, and resources necessary to launch or acquire a dental practice with confidence. From understanding the financial landscape and building your advisory team to evaluating opportunities and creating a solid foundation for ownership, attendees will leave with a clearer roadmap to practice ownership.

**Objectives:**

- Identify the critical differences between acquiring a practice and starting one from scratch.
- Understand the personal, professional, and financial preparation required for ownership.
- Assemble the right team of advisors, including financial, legal, and clinical experts, to support their transition.
- Evaluate practice opportunities using key metrics and due diligence techniques.
- Outline the essential steps and timeline involved in the acquisition or startup process.

*The Speakers have financial interest/arrangement or affiliation with the corporate organization offering financial support or grant monies for this continuing dental education program.*

*The VDA Team does not have any financial arrangements/affiliations to disclose relating to the content of this presentation.*

*The VDA is an ADA CERP recognized provider.*



# Speaker Bios



## DR. OMAR ABUBAKER

Dr. A. Omar Abubaker, DMD, PhD, received his degrees from the School of Dental Medicine, University of Pittsburgh. He also completed his residency training and OMFS fellowship in Oral and Maxillofacial Surgery at Presbyterian University Hospital in Pittsburgh, Pennsylvania. He is certified by the American Board of Oral and Maxillofacial Surgery.



## DR. AMBER ATHER

Dr. Amber Ather earned his Bachelor of Dental Surgery (B.D.S.) and Master of Dental Surgery (M.D.S.) in Conservative Dentistry and Endodontics from Manipal University, India, in 2007 and 2011, respectively. He then served as a full-time Assistant Professor of Endodontics at his alma mater in India. Dr. Ather later moved to Colorado, where he obtained his D.D.S. in 2015. Following that, he worked as a general dentist in Texas. He received his Certificate in Endodontics from the University of Texas Health Science Center at San Antonio in 2020 and completed his M.S. degree in 2021, focusing his research on pulp biology, for which he received a grant from the AAE Foundation for Endodontics. Dr. Ather served as an Assistant Professor in the Department of Endodontics at Virginia Commonwealth University School of Dentistry from 2021 to 2023. His research areas include pulp biology, pain, and surgical endodontics. He is on the Scientific Advisory Board for several journals, including the Journal of Endodontics, Restorative Dentistry and Endodontics, and PLOS ONE. Having published several high-impact research papers, Dr. Ather is committed to a long-term career as a clinician-scientist. Dr. Ather, a Diplomate of the American Board of Endodontics, currently works as an Associate Endodontist at Commonwealth Endodontics and serves as an affiliate faculty member in the Department of Endodontics at Virginia Commonwealth University School of Dentistry. In his free time, he enjoys traveling with his family and hiking.



## DR. LYNDON COOPER

Dr. Lyndon Cooper is the Dean of the Virginia Commonwealth University's School of Dentistry and Harry Lyons Professor of Prosthodontics. He is a Diplomate of the American Board of Prosthodontics and served as the 2010 President of the American College of Prosthodontists. He previously served as Associate Dean for Research (UI Chicago), Chairperson and Graduate Program Director (UNC Chapel Hill). Dr. Cooper remains active in research and patient care and is focused on enhancing dental education, providing for dental therapeutic excellence, and improving access to oral health care.

## Speaker Bios (continued)



### **GORDON DEGGES**

As a Basic Life Support Instructor, American Heart Association [AHA] Training Center Faculty, and a former AHA Training Center Coordinator, Gordon Degges has taught CPR and First Aid courses for over 20 years. While Gordon is still an affiliated instructor with Eastern Virginia Medical School Life Support, he branched out and started his own training company, CPRAnywhere! in 2017. Now, in addition to teaching CPR and First Aid courses, Gordon also offers training in OSHA/Bloodborne pathogens and Naloxone/Opioids emergencies. In his spare time, Gordon teaches college-level CPR and First Aid Courses as an Adjunct Professor at Tidewater Community College.



### **DR. KEVIN DONLY**

Kevin J. Donly, D.D.S., M.S. is currently a Professor and Chair Emeritus in the Department of Developmental Dentistry and Professor Emeritus in the Department of Pediatrics at the University of Texas Health Science Center at San Antonio. He received his D.D.S. in 1984, a Certificate in Pediatric Dentistry in 1986, and M.S. in 1986 from the University of Iowa.

Dr. Donly is a Diplomat of the American Board of Pediatric Dentistry, was on the Board of Trustees for the American Academy of Pediatric Dentistry, was on the Board of Directors for the American Academy of Pediatric Dentistry Foundation, is the previous Chair of the American Academy of Pediatric Dentistry Council on Post-doctoral Education, is Past-President of the American Society of Dentistry for Children, is Past-President of the American Academy of Pediatric Dentistry and was the Pediatric Dentistry Commissioner to the Commission on Dental Accreditation. He was recognized as Pediatric Dentist of the Year in 2002, the Meryl Hunter Leadership Award in 2007, the AAPD Humanitarian Award in 2021, and the AAPD Distinguished Service Award in 2023. He has published over 400 chapters, manuscripts, and abstracts associated with pediatric dentistry, prevention, dental restorative materials research, and clinical utilization.

To see the most up-to-date information, please

## Speaker Bios (continued)



### **DR. TIM FINKLER**

Dr. Finkler was raised in Chester, Virginia. He received a Bachelor of Science in Electrical Engineering from the Virginia Military Institute in 1990.

In 2001, he received his Doctor of Dental Surgery from the Medical College of Virginia, Virginia Commonwealth University. After dental school he continued his dental education in the two year General Practice Residency at McGuire Veterans Affairs Medical Center in Richmond, Virginia.

After five years in private practice as a general dentist, he returned to VCU and joined the Department of Endodontics. In 2011, he received his Certificate in Endodontics and Masters Degree in Dentistry from Virginia Commonwealth University, School of Dentistry. During 2011, he also retired from over 20 years of service in the Virginia Air National Guard. His military service included time with the 203rd REDHORSE and the 192nd Fighter Wing. He has been deployed to both Saudia Arabia and Kuwait.

In 2011, he joined Commonwealth Endodontics. Dr. Finkler is the first endodontist to provide IV Conscious Sedation to patients in the Richmond area. Dr. Finkler was initially trained in administering IV Conscious Sedation during his general practice residency at the McGuire VAMC. His IV Conscious Sedation training was recently updated through the Duquesne University, Mylan School of Pharmacy in 2011. Dr. Finkler enjoys helping patients with dental anxiety maintain their natural teeth by providing comfortable endodontic care.

Dr. Finkler is a member of the American Dental Association, Virginia Dental Association, Richmond Dental Society, American Association of Endodontists, and the Virginia Academy of Endodontists. He also teaches part-time as an adjunct professor at VCU School of Dentistry, Department of Endodontics.

Dr. Finkler currently resides in Glen Allen, Virginia with his wife Kim and their four wonderful children. He enjoys sports, most any outside activity and spending time with his family and friends.



### **TODD GARFINKLE**

Todd is the co-owner of DDSmatch Mid-Atlantic and a seasoned dental transition specialist now in his eighth year of helping dentists navigate practice sales, acquisitions, and succession planning. Together with his wife and business partner, Sheryl Garfinkel, the two bring over 60 years of combined experience in the dental industry. Todd's roots in dentistry run deep - he grew up in a dental family with his father practicing as both a general dentist and oral surgeon, which gave him early insight into the clinical and business sides of practice ownership. Todd and Sheryl have built DDSmatch Mid-Atlantic into a trusted resource for dentists across Maryland, Virginia, and Washington, D.C., offering a relationship-driven, confidential approach to transitions. They are known for guiding clients with integrity, empathy, and a team-oriented model that includes top-tier legal, financial, and valuation partners. Todd and Sheryl live in Annapolis, Maryland, where they enjoy boating, gardening, home renovation projects, and time with their family.

## Speaker Bios (continued)



### DR. MARCIO GUELMANN

Dr. Marcio Guelmann is Professor, Chair, and former Residency Program Director of the Department of Pediatric Dentistry at the University of Florida (UF) in Gainesville, FL. His D.D.S. degree is from the Federal University of Parana, Brazil, in 1984, and his Certificate in Pediatric Dentistry is from the Hadassah Faculty of Dental Medicine in Jerusalem, Israel, in 1988. While in Israel, Dr. Guelmann was in private practice and part-time academics for ten years and served as President of the Israeli Society of Pediatric Dentistry from 1995 to 1998. He joined the Department of Pediatric Dentistry at UF in 1999. He became a Diplomate of the American Board of Pediatric Dentistry (ABPD) in 2006, served on the Examination Committee from 2009 to 2017, chaired the Oral Clinical Examination in 2018, and is currently the Immediate Past-President of the ABPD. In addition, Dr. Guelmann served as a consultant and site visitor for the Commission of Dental Accreditation, a Fellow of the American Dental Education Association Leadership Institute, and the American College of Dentists. In addition, Dr. Guelmann served as Executive Director for the Florida Academy of Pediatric Dentistry (2018-2019). In 2021, Dr. Guelmann was honored by the American Academy of Pediatric Dentistry with the “Dr. Lewis A. Kay Excellence in Education Award.” He is the author and co-author of over 60 manuscripts and book chapters, a member of the Editorial Board of the AAPD’s Pediatric Dentistry Journal, and a reviewer for national and international pediatric dental journals.



### AMANDA HILL

Amanda Hill, BSDH, RDH, CDIPC, is committed to providing education that is accurate, accessible, and fun! From coast to coast, her speaking programs attract and delight audiences with her infectious enthusiasm and compelling content. In addition to her monthly column for Dentistry IQ, Amanda is frequently a contributor to industry publications such as *RDH Magazine*, *Inside Dental Hygiene*, *Infection Control Today*, *Dentistry Today*, and *Dr. Bicuspid* (where she received recognition for the most-read article of 2020). A self-proclaimed Waterline Warrior, Amanda is passionate about infection control. She is the recipient of ADS’s Emerging Infection Control Leader Award (2022). She is a member of the advisory boards for RDH magazine, Dentistry IQ, and ADS’s Infection Control in Practice Editorial Review Board. She is an educator for the nation’s largest dental job board, DentalPost.net. Growing up in and then marrying into the military, Amanda has experienced life and dentistry all over the world. She is a lifelong learner who is passionate about staying abreast of the latest clinical developments within the industry. Awards: HuFriedy Golden Scaler Award (1996), ProEdge Educator of the Year (2021), ADS Emerging Infection Control Leader (2022).

To see the most up-to-date information, please

## Speaker Bios (continued)



### **LYNNE LEGGETT**

Lynne Leggett, BS, FAADOM, is the founder & CEO of Victory Dental Management and has over 25 years of business experience in several different industries - dentistry, medical, pharmacy, sales, transportation, logistics, and project management. Lynne has a fresh approach to coaching; as a seasoned basketball coach of middle school teams to AAU teams, she understands that having employees is like having a sports team. Creating teams from employees is an essential part of how she works with clients. Her passion is helping dental practices reach their full potential and increase their productivity and profitability while enabling them to deliver the best patient care and patient experience. She is a member of the Academy of Dental Management Consultants, Dental Entrepreneur Woman, National Speakers Association, Speaking Consulting Network, Women in DSO, AADOM Speaker Consultant Alliance, and a lifetime member and Fellow of AADOM. She is the author of “You Can’t Coach Quit”, a custom burnout coaching program; “No More Struggling with Burnout – Discover, Recover, and Balance”, online CE courses, multiple webinars, and her newsletter, the “Coach’s Corner”. She also contributes to several dental magazines and multiple state association newsletters. Lynne received her BS in Business Administration from Mary Washington College with a concentration in Management, Marketing, and Pre-Law.



### **BRAD PEIFFER**

Brad is a Vice President and Regional Business Development Officer for Bank of America Practice Solutions. In this role, he is responsible for providing lending and financing options to dentists located in the four-state territory of Pennsylvania, Delaware, Maryland, D.C., and Virginia. Brad has two decades of experience working with business owners, medical professionals, and corporate executives. Brad understands the complexity that comes with running your own business and private practice. He helps implement specialized lending solutions specifically tailored to the dental industry. Prior to assuming his role with Practice Solutions, Brad served as a Financial Center Manager with Bank of America. In addition, Brad was self-employed for 13 years and is passionate about helping business owners simplify their current and future business priorities.



### **DR. ANDRE REIS**

Dr. Andre Reis earned his dental degree in 1999 from the Campinas State University in Sao Paulo, Brazil. He earned his master’s degree in Operative Dentistry in 2003 and PhD in 2005 from the Campinas State University. Dr. Reis joined the University of Florida in 2018, as a Clinical Associate Professor in the division of Operative Dentistry of the Department of Restorative Dental Sciences. He has devoted the last 20 years to the practice of Dentistry, teaching and research. His practice focuses on restoring and rehabilitating patients’ oral health, function and smile.

## Speaker Bios (continued)



### **DR. DAVID RICE**

Industry Leader | Executive Coach | Dental Growth Strategist  
 Best-selling author, executive coach, and founder of IgniteDDS, the nation's largest community for new dentists and students, Dr. David Rice is a dynamic thought leader in the world of dentistry. With a passion for mentorship, leadership, and business success, he travels the globe educating and connecting today's top young dentists to their self-determined future. As Editor-in-Chief of DentistryIQ and Adjunct Faculty at The Pankey Institute, Dr. Rice is at the forefront of innovation in dentistry, guiding professionals in clinical excellence, business mastery, and leadership development.



### **DR. NICK SCHROEDER**

Dr. Stephen "Nick" Schroeder was raised in South Boston, Virginia. He earned a Bachelor of Science in Biology from James Madison University. In 2012, he received his Doctor of Dental Surgery from the Medical College of Virginia School of Dentistry. After two years in general dental private practice, Dr. Schroeder returned to academia for his residency in Endodontics at Virginia Commonwealth University where he received his Certificate in Endodontics in 2016.

In 2018, Dr. Schroeder earned his Board Certification from the American Board of Endodontics. He is an active member of the American Dental Association and the American Association of Endodontics. He is passionate about providing volunteer dental care to those in need by participating in various service & mission projects. Dr. Schroeder volunteers with the Mission of Mercy, Piedmont Virginia Dental Health Clinic and with Richmond's homeless community through CARITAS. He has also traveled to Honduras for a medical mission trip providing dental services to those with limited or no access to dental care. Dr. Schroeder also devotes time at CrossOver Healthcare Ministry providing dental treatment for people in need.

Dr. Schroeder enjoys spending time with his wife and two young boys. Dr. Schroeder loves cooking and creating new and unique dishes as well as finding ingredients at local farmers' markets.

To see the most up-to-date information, please

## Speaker Bios (continued)



### **CHRISTINE TAXIN**

Christine Taxin, an Adjunct Professor, is recognized as a leading authority on collaborative work between medical and dental providers. Her professional relationships with esteemed doctors at institutions like Buffalo State University, Harvard, NYU Dental University, and Pacific University have bolstered her reputation. She has authored workbooks and contributed to the evolving landscape of our field. Christine is authorized to teach Coding in conjunction with the AMA and ADA. Her professional memberships, including the DQA Dental Quality Alliance, ADA, AMA, and others, continue to expand annually. She possesses all the necessary billing course credentials for certification through Q'Pro.com, which offers certification programs within the healthcare sector. Christine is a firm believer in acknowledging the contributions of Team Members in the dental industry, offering CE credits for all courses accredited by Pace, and enabling billers to earn certifications that reflect their skills and the annual updates in the field.



### **AARON TYSON**

Aaron started his career with Bank of America in early 2018 and is a vice president of dental financing with a specialization in first-time practice owner startups as well as established projects (remodel, expansion, relocation, additional location, equipment, real estate purchases, etc.). Aaron is well established with relationships in the local community to ensure you are surrounded by the right team of dental-specific resources to ensure a smooth process through building your dream practice.

To see the most up-to-date information, please

## Speaker Bios (continued)



### DR. JOE VAUGHN

Dr. Vaughn was born and raised in northeastern Alabama. He earned a Bachelor of Science degree in Biology from the University of Montevallo and in 2015, he received his Doctor of Dental Medicine from the University of Alabama at Birmingham.

Following dental school, Dr. Vaughn moved to Seattle, WA to pursue additional training by completing a one-year General Practice Residency within the University of Washington hospital system. During this program, he gained experience treating a medically complex patient population as well as receiving credentials in IV sedation. Following completion of the GPR in 2016, Dr. Vaughn began work for a public health organization in downtown Seattle as a full-time general dentist, where he helped to treat the city's most vulnerable population. In 2018, he began splitting his time equally between the public health organization and as an associate dentist at a nearby private practice.

After five years as a general practitioner in Seattle, Dr. Vaughn and his wife made the cross-country move to Richmond to begin residency in Endodontics at the Virginia Commonwealth University. He received his Certificate in Endodontics and Master of Science in Dentistry in 2023.

Dr. Vaughn is a member of the American Dental Association and the American Association of Endodontists and is pursuing Board Certification in Endodontics. Dr. Vaughn and his wife, Rica, have fallen in love with the Richmond area and look forward to serving this great community. Dr. Vaughn's wife is also a dentist and serves as a full-time faculty member at the VCU School of Dentistry! In his spare time, Dr. Vaughn enjoys hiking, spending time outdoors, discovering new restaurants around the city, and watching his favorite sports teams, the Alabama Crimson Tide and the Seattle Seahawks.

To see the most up-to-date information, please

# MEMBERSHIP PARTY

Presented by VDA President Dr. Justin Norbo



**September 27, 2025 | 7:00-10:00 PM**

## Ready to take flight?

Channel your inner Maverick, Charlie, or Iceman with a look that blends military cool and 80s glam. Think: **flight suits, bomber jackets, aviator sunglasses, white tees, jeans, dog tags, and a little attitude.**

Whether you go all-in with a full Top Gun ensemble or just add a hint of high-flying flair, we can't wait to see your style on the runway (aka the party floor).



**Aviators encouraged. Bomber jackets approved. Fun required.**

# Exhibitor Directory

Exhibitor	Website
Abyde	<a href="http://www.abysde.com">www.abysde.com</a>
Adin Implants	<a href="http://www.adin-implants.com">www.adin-implants.com</a>
ADPAC	<a href="http://www.ada.org/advocacy/advocacy-about-adpac">www.ada.org/advocacy/advocacy-about-adpac</a>
Align Technology	<a href="http://www.aligntechology.com">www.aligntechology.com</a>
Bank of America	<a href="http://www.bankofamerica.com/practicesolutions">www.bankofamerica.com/practicesolutions</a>
Benco Dental	<a href="http://www.benco.com">www.benco.com</a>
Best Card	<a href="http://www.bestcardteam.com">www.bestcardteam.com</a>
Brasseler USA	<a href="http://brasselerusa.com">brasselerusa.com</a>
CareCredit	<a href="http://www.carecredit.com">www.carecredit.com</a>
Carestream Dental, LLC	<a href="http://www.carestreamdental.com">www.carestreamdental.com</a>
Children's Surgery Centers	<a href="http://www.capitalchildrens.com">www.capitalchildrens.com</a>
Choice Transitions, LLC	<a href="http://www.choicetransitions.com">www.choicetransitions.com</a>
Commonwealth Endodontics	<a href="http://www.commonwealthendo.com">www.commonwealthendo.com</a>
Dandy	<a href="http://www.meetdandy.com">www.meetdandy.com</a>
DDSmatch Transitions	<a href="http://dmv.ddsmatch.com">dmv.ddsmatch.com</a>
DentaQuest	<a href="http://www.dentaquest.com">www.dentaquest.com</a>
Dental HQ	<a href="http://www.DentalHQ.com">www.DentalHQ.com</a>
Doral Refining Corp	<a href="http://www.doralrefining.com">www.doralrefining.com</a>
DTC, Inc.	<a href="http://dtctoday.com">dtctoday.com</a>
Enova Illumination	<a href="http://www.goenova.com">www.goenova.com</a>
First National Bank	<a href="http://www.fnb-online.com">www.fnb-online.com</a>
Garfield Refining	<a href="http://www.garfieldrefining.com">www.garfieldrefining.com</a>
Germanna Community College	<a href="http://www.germanna.edu/dental">www.germanna.edu/dental</a>
Glidewell Dental	<a href="http://www.glidewelldental.com">www.glidewelldental.com</a>
Haleon	<a href="http://www.haleon.com">www.haleon.com</a>
Hub International	Coming soon
InsureHaven	<a href="http://www.msvi.org/professional-liability-insurance/dentists">www.msvi.org/professional-liability-insurance/dentists</a>
Ivoclar	<a href="http://www.ivoclar.com">www.ivoclar.com</a>
JBA CPA, LLC	<a href="http://www.jbacpallc.com">www.jbacpallc.com</a>
Kettenbach	<a href="http://www.kettenbach-dental.us">www.kettenbach-dental.us</a>
Philips	<a href="http://www.usa.philips.com">www.usa.philips.com</a>
ProSites	<a href="http://www.prosites.com">www.prosites.com</a>
Pulpdent Corporation	<a href="http://www.pulpdent.com">www.pulpdent.com</a>
RK Tongue	<a href="http://www.rktongue.com">www.rktongue.com</a>
Supporting Strategies	<a href="http://www.supportingstrategies.com/locations/richmond">www.supportingstrategies.com/locations/richmond</a>
The Gideons International	<a href="http://www.gideons.org">www.gideons.org</a>
Torch	<a href="http://torchdental.com">torchdental.com</a>
TowneBank	<a href="http://www.townebank.com">www.townebank.com</a>
Ultradent Products, Inc	<a href="http://www.ultradent.com">www.ultradent.com</a>
VDA PAC	<a href="http://www.vadental.org/vda-pac">www.vadental.org/vda-pac</a>

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# Hotel & Local Area Info



## HILTON NORFOLK THE MAIN

100 E. Main Street  
 Norfolk, VA 23510

Hilton Norfolk The Main is centrally located in downtown Norfolk, within walking distance to over 50 restaurants, premier event venues, world-class museums, and the lively nightlife scene.

### To book your Room:

Call - 800-445-8667 and mention the VDA Showcase or [CLICK HERE >](#)

### ON-SITE PARKING AT HILTON NORFOLK THE MAIN

- **Self-Parking:** Available on-site for \$18 per day. This option includes unlimited in-and-out privileges.
- **Valet Parking:** Offered at \$33 per day, also with unlimited in-and-out access.
- **Electric Vehicle (EV) Charging:** Charging stations are available on the top floor of the parking garage.

## NEARBY PUBLIC PARKING GARAGES:

If you prefer alternative parking options, several public garages are within walking distance:

- **Main Street Garage:** Located at 230 East Main St., this garage offers rates starting at \$2 for the first hour, with a maximum daily rate of \$13.
- **West Plume Street Garage:** Situated at 135 West Plume St, approximately 366 feet northwest of the hotel.
- **Town Point Garage:** Found at 110 West Main St., about 458 feet west of the hotel.
- **Waterside Garage:** Located at 50 Martin's Lane, roughly 594 feet south of the hotel.

## TRANSPORTATION FROM NORFOLK INTERNATIONAL AIRPORT (ORF):

Distance to Hotel: Approximately 7.5 miles (12 km), with an average driving time of 11 minutes.

- **Rideshare Services:** Uber and Lyft are available for convenient pick-up and drop-off.
- **Shared Shuttle Services:** Companies like SuperShuttle, Groundlink, and Blacklane offer shared or private shuttle services.
- **Public Transit:** Hampton Roads Transit (HRT) operates the Line 008 bus from Evelyn Butts & Avenue J to Bank & Plume, approximately a 38-minute ride costing around \$2.

## LOCAL PUBLIC TRANSPORTATION

The Tide Light Rail, Norfolk's light rail system operated by HRT, is a convenient option for navigating downtown.

- **MacArthur Square Station:** The closest station to Hilton Norfolk The Main, located just a short walk away.
- **Service Hours:** Trains run every 15 minutes, with increased frequency during peak hours.
- **Fare:** Standard fare is \$2 per ride.

# Terms and Conditions

## REFUND AND CANCELLATION POLICY

All refunds must be submitted in writing to [wyman@vadental.org](mailto:wyman@vadental.org) by August 29, 2025. All refunds are subject to a 20% charge per total registration fee that will be processed within 15 business days to the primary registrant. The 20% fee will be calculated based on the original registration total. Refunds will be processed via the original payment method within 15 business days for receipt of request. No refund requests will be accepted after August 29, 2025.

## DENTIST REGISTRATION

Dentists must register as dentists. If registering as a VDA Member or VDA Dental Team Member, membership dues must be paid in full prior to registering. To pay your dues or to inquire about membership status, contact Leslie Hicks at the VDA (804) 523-2172.

## YOU MUST REGISTER FOR ALL EVENTS/SESSIONS WHICH YOU PLAN TO ATTEND.

Each conference badge will contain a bar code, which tracks all courses and events that you have registered for. Upon entrance to any course or event, your badge will be scanned. By doing so, we can eliminate the need for any tickets, as well as track CE credits for each attendee. You may make changes to your registration at any time. You will be able to make changes leading up to any event/session via the meeting app or by visiting the registration table.

## REGISTRATION MATERIALS

You will NOT receive registration materials before the meeting. This will allow you to edit your registration preferences during the entire pre-registration period. Materials for registrants will be available for pick-up under the registrant's name at the VDA registration table.

## FREE COURSE POLICY CHANGE:

The VDA is pleased to offer many courses at the 2025 Virginia Dental Showcase free with your registration cost. We are also delighted to offer the service of tracking all CE credit that you receive at the 2025 Virginia Dental Showcase. This has led to some changes. Please read the following policy carefully.

To receive CE credit, you must:

- Register for the course. You MUST register for any course that you plan to attend. This will allow you to earn CE credit for your time in the course.
- Check in with the course monitor. Upon entrance, present your badge and the course monitor will scan it. All registered attendees will be granted immediate access to the course. If you are not registered, you will be asked to login into the meeting app or return to the registration table where you will be allowed to register if the course has space available. Please always wear your badge while in the conference center or at the 2025 Virginia Dental Showcase events as this badge will be used as your "ticket" for all courses and events.

A record of your total of 2025 Virginia Dental Showcase CE credits will be emailed to you within 20 business days following the meeting.

## CLASSROOM COMFORT

Per fire codes, once a course is full, attendees will not be allowed to sit on the floor or bring chairs in from other rooms. Lecture space is limited and available on a first come first served basis. No

children are permitted in lectures or workshops. Set cell phones to "silent" during courses.

## LIABILITY WAIVER AND RELEASE

In consideration of being allowed to participate in any way in the 2025 Virginia Dental Showcase, I, the participant, acknowledge, appreciate, and agree that I am voluntarily undertaking participation in the 2025 Virginia Dental Showcase; by doing so I assume all risk and take full responsibility for my own well-being. I am fully aware that possible property damage, physical injury, illness, or death may occur because of my participation in these events and activities. I forever release the 2025 Virginia Dental Showcase and The Virginia Dental Association, its directors, officers, employees, volunteers, agents, contractors, and representatives (collectively "Releases") from any and all actions, claims, or demands that I, my family, or heirs now have or may have in the future related to my participation in these activities.

## PHOTO AND VIDEO RELEASE

I agree and acknowledge that the Virginia Dental Association and the 2025 Virginia Dental Showcase plans to take photographs and video at the 2025 Virginia Dental Showcase and reproduce them in news or promotional material, whether in print, electronic or other media, including the VDA website. By participating in the 2025 Virginia Dental Showcase, I grant the 2025 Virginia Dental Showcase the right to use my name, photograph, and biography for such purposes. I am aware this is a release of liability and rights of use related to photographs and video; a contract between myself and the 2025 Virginia Dental Showcase. I have read, understand and agree to these terms and I am entering into this agreement of my own free will.

## COURSE DISCLAIMER

The VDA makes every effort to present high caliber speakers in their respective areas of expertise. Speaker presentations in no way imply endorsement of any product, technique or service presented. The VDA specifically disclaims responsibility for any materials presented. Speakers may be subject to change due to circumstances beyond our control.

## NON-SOLICITATION POLICY

Except for exhibitors operating within their designated booth space, no attendee, exhibitor, or speaker may solicit business on the exhibit floor or in any other the 2025 Virginia Dental Showcase area. Violation of this policy will result in expulsion from the conference.

## VIRGINIA DENTAL ASSOCIATION (VDA) - GUIDELINES REGARDING COMMERCIAL SUPPORT AND CONFLICT OF INTEREST:

The VDA, in planning continuing education programming for the 2025 Virginia Dental Showcase, will adhere to the following policies:

Program topic selection will be based on perceived needs for professional information and not the purpose of endorsing specific commercial drugs, materials, products, treatments, or services.

Funds received from commercial sources in support of any educational programs shall be unrestricted and the Council on Sessions shall retain exclusive rights regarding the selection of presenters, instructional materials, program content and format, etc.

Any and all commercial support received shall be acknowledged in program announcements, brochures, and the on-site program. Commercial support shall be limited to:

- (a). the payment of reasonable honoraria
- (b). reimbursement of presenters' out of pocket expenses; and
- (c). the payment of the cost of modest meals or social events held as part of an education activity.

Presenters shall be instructed to avoid recommending or mentioning any specific product by its trade name, using generic terms whenever possible. When reference is made to a specific product by its trade name, reference shall also be made to competitive products.

Speakers will be required to disclose any potential bias to commercial supporters of any activity related to the Virginia Dental Showcase.

The Virginia Dental Association (VDA) shall:

- Be responsible for the content, quality, and scientific integrity of all CE activities.
- Assure that presentations give a balanced view of all therapeutic options.
- Assure that commercial exhibits do not influence planning nor interfere with the presentation of CE activities.
- Be responsible for making the ultimate decision regarding funding arrangements for CE.
- Assure that commercially supported social events at CE activities do not compete with nor take precedence over, the educational events.
- Have a policy on conflict of interest and assure that all CE activities conform to this policy.

## QUESTIONS?

Call us at (804) 288-5750 or email Megan Wyman, Director of CE and Meeting Planning at [wyman@vadental.org](mailto:wyman@vadental.org).