

# Dental ASSISTANT

JOURNAL OF THE AMERICAN DENTAL ASSISTANTS ASSOCIATION  
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## 2010 Editorial Calendar

### Issue

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#### January/February

Ad Closing: Nov. 20

Editorial Materials Due: Dec. 4

Ad Materials Due: Dec. 7

#### March/April

Ad Closing: Jan. 22

Editorial Materials Due: Feb. 1

Ad Materials Due: Feb 5

#### May/June

Ad Closing: Mar. 26

Editorial Materials Due: Apr. 2

Ad Materials Due: Apr. 5

#### July/August

Ad Closing: May 21

Editorial Materials Due: June 1

Ad Materials Due: June 7

#### September/October

Ad Closing: July 23

Editorial Materials Due: July 30

Ad Materials Due: Aug. 6

#### November/December

Ad Closing: Sept. 27

Editorial Materials Due: Oct. 4

Ad Material Due: Oct. 7

### Contents

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#### STRATEGIES FOR PROFESSIONAL & SELF IMPROVEMENT

How to manage issues such as stress, professional image and the benefits of continuing education and professional association membership.

The 2009 Continuing Education Catalog

#### GOING GREEN

Examining ways in which dental practices can "go green"  
Free CE Course & preliminary Annual Conference guide-

#### PATIENT CARE

A look at topics covering patient care, both clinical and administrative in nature.

Journal Product Report

#### DENTAL ASSISTING AS A BUSINESS

Looking at the business aspects of dental assisting  
Free CE Course

#### ADAA/ADA 2010 ANNUAL CONFERENCE ISSUE

Features a big, bonus distribution of the ADA and ADAA  
Joint Annual Conference Guide.

Journal Product Report

#### INFECTION CONTROL

The most popular topic in dentistry is updated annually.  
Free CE course addressing infection control provided by OSAP.  
Convention coverage from Orlando, including new leadership and award winners.