

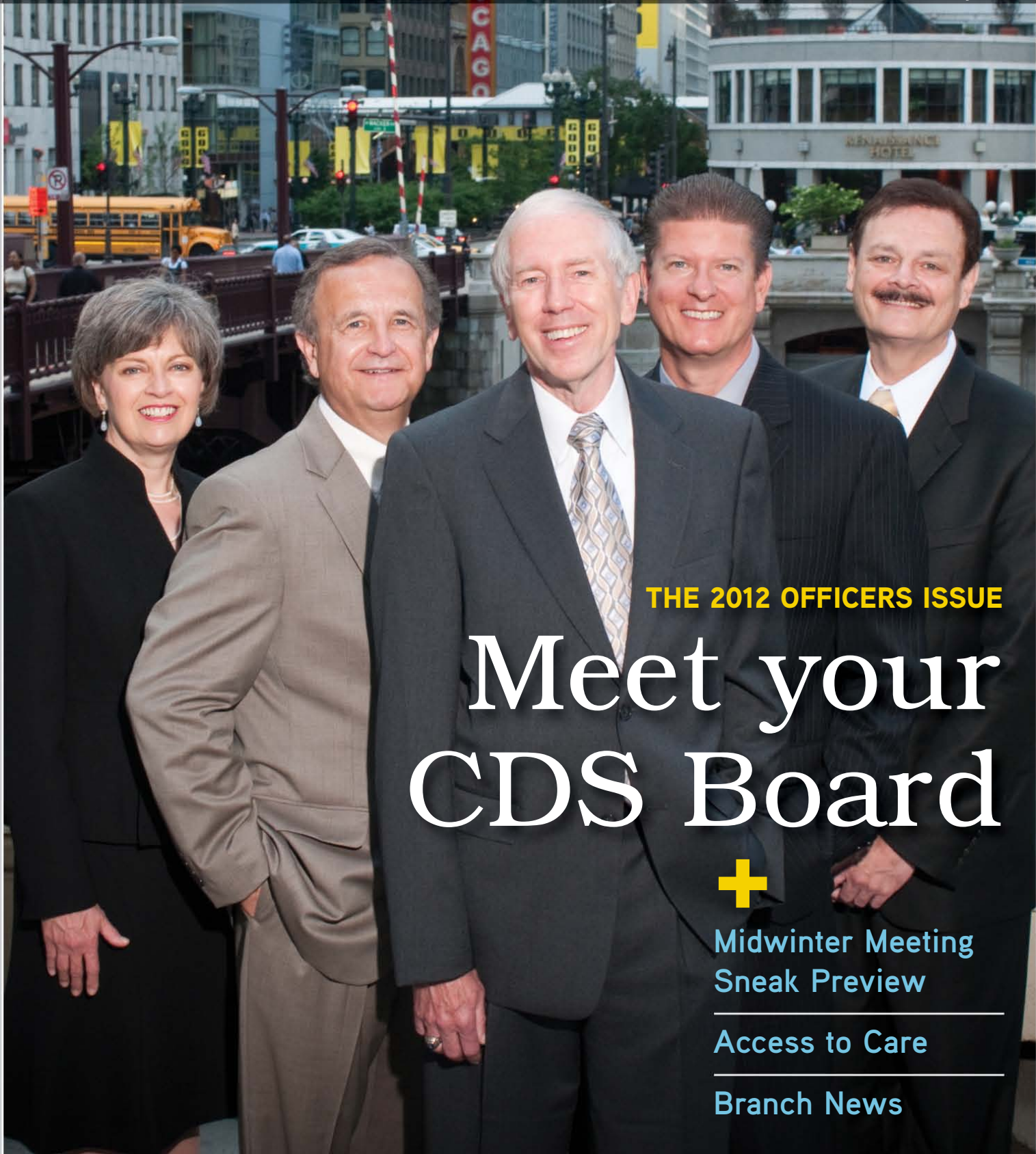
JANUARY/FEBRUARY 2012

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REVIEW

Continuing Excellence in Dentistry



THE 2012 OFFICERS ISSUE

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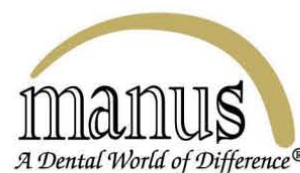
Chicago Dental Society
147th Midwinter Meeting

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November 9 Regional Meeting minutes

The Regional Meeting of the Chicago Dental Society convened Nov. 9 at the Drury Lane Oak Brook, Oak Brook Terrace, with CDS President Ian Elliott presiding.

Dr. Elliott called the meeting to order at 9:05 a.m.

Attention was directed to the minutes of the meeting of Sept. 21. Inasmuch as the official minutes of the meeting of Sept. 21 had not yet been published, Dr. Elliott said he would forego the reading and approving of the minutes at this time until everyone had an opportunity to review them.

There were no reports of the Board, Standing or Special committees.

There was no Unfinished Business to report.

Dr. Elliott reported that the nominating petitions for the 2012 officers had been duly filed in the CDS central office, and their names duly published in the May/June 2011, July/August 2011, and September/October 2011 issues of the *CDS Review*, in accordance with the bylaws.

Dr. Elliott further reported that since not more than one candidate had been nominated for each elective office, in accordance with CDS Bylaws, the secretary would cast a single unanimous ballot on behalf of all the respective candidates for office.

MOVED by Andrew Browar, seconded by John Hagopian, and carried, that a single unanimous ballot be cast on behalf of all the respective candidates for office.

Dr. Elliott then congratulated Treasurer-elect George Zehak, Vice President-elect Susan Becker Doroshov, Secretary-elect Richard Holba and David Fulton Jr., who will become president-elect.

Dr. Elliott noted that these officers would be installed Nov. 13, along with John Gerding, who will assume the office of the president. These officers will assume their respective duties Jan. 1 and will continue through Dec. 31, in accordance with the fiscal year. Dr. Elliott noted that the CDS 50-year graduates would also be recognized at that time.

Dr. Elliott extended an open invitation to all CDS members, their families and friends to join him on this occasion at the Four Seasons Hotel, to personally congratulate them and wish them well while enjoying refreshments.

Dr. Elliott announced that earlier in the day, representatives from the Dental Life-line Network held a ceremony to dedicate their new dental van and that the van was parked in the lot outside for attendees to view the equipment during the break.

With no further business, Dr. Elliott called upon Astrid Schroetter to introduce Marvin Fier, DDS, to present the program entitled "How to Thrive in the New Economy."

The meeting was adjourned at 1:55 p.m.

Think baseball, Cubs and rooftop this summer

Play ball! Words to warm your heart during another Chicago winter. Here's a CDS Special Event that adds warmth to those words.

Watch your Chicago Cubs take on the Arizona Diamondbacks, a predicted playoff team, from Beyond the Ivy Wrigley Field Rooftop at 1010 W. Waveland Ave. Sunday, July 15.

There are 200 tickets available and they will go on sale at CDS.org at 9 a.m. Wednesday, Feb. 15. Members are limited to two tickets each. You must log in to the website as a member to purchase your tickets.

The ticket includes all your favorite American ballpark food, beer and wine. This \$137.13 ticket is available to members for \$70, with CDS providing a \$67.13 subsidy. The subsidy is nearly a 50 percent savings per ticket.



Fraud alert » » »

CDS recently learned about fraudulent dues invoices currently being circulated to dentists nationwide. We encourage you to review the following information with your office staff to protect your practice from predators.

Here are a few ways to sniff out a questionable invoice:

- **Examine the source of the invoice:** Slight differences in the name of the billing organization are an easy way to identify a fraud. Your real dues invoice will come from the American Dental Association, the Illinois State Dental Society or the Chicago Dental Society (depending on your membership class). The ADA and CDS are based in Chicago. ISDS is based in Springfield. Each association processes your membership applications in its home state.

- **Look at the amount due:** In 2012, regular membership fees are as follows: ADA: \$512, ISDS: \$340 and CDS: \$125.

- **If you're not sure, ask us.**

A legitimate organization lists its phone number and web address on the invoice for ease of use. Local members can contact CDS, ISDS or the ADA to confirm that what you've received is for real.

Create a virtual floor plan for MWM

While you prepare for the upcoming Midwinter Meeting, be sure to visit CDS.org and create your own Exhibitor Agenda Plan. This tool allows attendees to view the virtual floor plan and create a personalized contact list of "must-see" exhibitors for when you arrive on site.

Please remember to thank our exhibitors, our course and event sponsors, our advertisers and the CDS Foundation's partners while you're at the meeting. These relationships have allowed CDS to continue to provide a world class Midwinter Meeting for all attendees to enjoy, including more than half of the educational courses at no charge.

We look forward to seeing you and your staff at the Midwinter Meeting. ■



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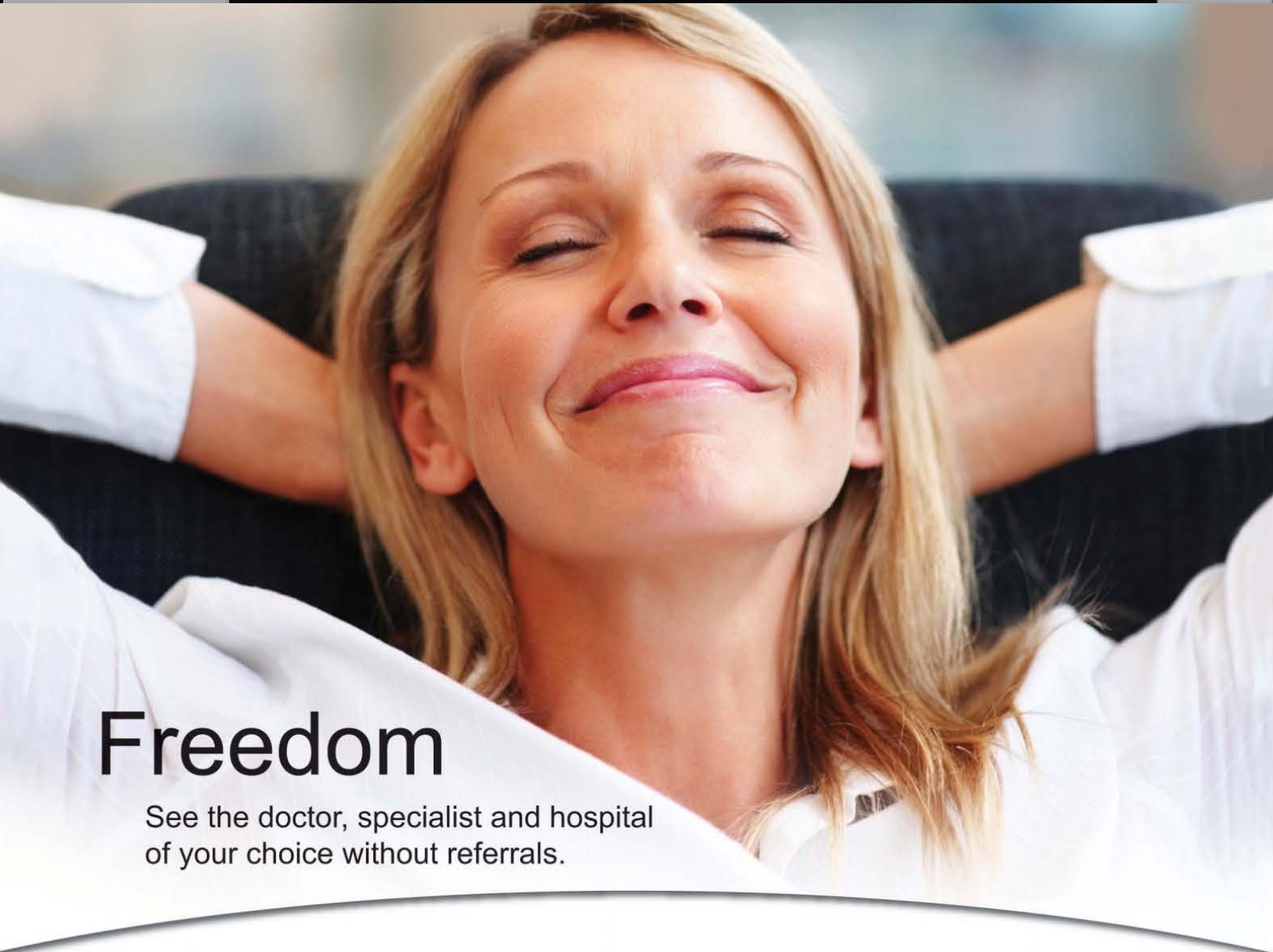
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VOX POP

comments from our readers

Do you take my insurance?

How many times have you heard a patient say "Do you take my insurance?" This is a phrase that dental offices are hearing with increasing frequency; and, unfortunately, it can be signaling an end to fee-for-service dentistry.

The physicians that I talk to feel that the private practice of medicine is over, simply because there is not a fee that they can determine for the services they provide. The insurance industry and third party payers determine their fees. The physicians feel hopeless that this will ever change and warn, "don't let this happen to dentistry."

The dental benefit plans are heavily promoting their managed care products. Plan purchasers work with dental plan representatives to reduce their companies' financial exposure in providing a dental benefit to their employees. In talking to plan purchasers they openly acknowledge that they purchase plans that discount fees to dentists, but affirm their commitment to the financial well being of their respective companies. They are also quick to point out that they are just following the industry standards.

It is evident that the reimbursement levels in managed care plans are established without any concern for the costs of operating a dental practice. The decision to join low reimbursement plans is left to the judgment of the dentist.

Dentists complain to our professional organizations to petition our federal and state legislators for relief. But after decades of trying, dentists (and physicians) still can not meet to specifically discuss fees that are imposed upon us. And dentists (like physicians) are still not allowed to unionize.

At this past Illinois State Dental Society Annual Session in St. Louis, the House of Delegates had the opportunity to hear debate on a proposal to present a bill to the Illinois legislature to deal

with the capping of Non-Covered Dental Services by dental benefit plans and insurers that offer a dental benefit. Two models for this legislation were discussed. The first model was developed by the National Council of Insurance Legislators (NCOIL). This favored the non-capping of procedures that are considered non-covered services (veneers, implants etc.). This model does, however, allow the insurance companies to maintain their ability to cap dental services as agreed upon in the original contracts. In the states where this model was used, there was a high success rate in the passage of Non-Covered Services legislation.

The second model discussed was based on the American Dental Association's policy statement on Non-Covered Services. The State of Iowa has passed a law that apparently parallels the ADA's model. Essentially, in these models, the dental benefit plans lose their ability to cap fees on dental services that are not going to be actually reimbursed by the dental benefit plan. So, in cases of non-covered services or when a plan's maximum has been reached in a given plan year, if the dental benefit plan is not actually going to pay for the service, the dentist can charge his/her usual and customary fee. The agreed upon fee schedule in managed care plans ends when the actual payment for the dental services by the insurance companies no longer occurs. This would apply, therefore, to all dental services, covered or non-covered.

The House of Delegates voted to utilize the NCOIL model for fear that the insurance lobby would not allow a bill based on the ADA's model to be heard. The questions now are, did Illinois dentists miss an opportunity to take a stand to partially regain the ability to set their own fees? The passage of any legislation can take years. Do Illinois dentists have the time? What is our desired legislation; are we depleting our political energy on the NCOIL model? Despite our mone-

tary gifting, do we really have the Illinois legislator's ear? Should Illinois dentists look to the courage displayed by the Iowa dentists and say, why not us?

For those of you who have taken the time to read this, please call ISDS with your thoughts.

—Joseph Zucchero, DDS
Chicago

It's an 'ugly weather pattern' for dentistry

Moving from the West to the East, like an ugly weather pattern ready to descend upon a region of the country, third party payers are cutting the benefits and reimbursement of their subscribers and the dentists who serve them. Delta Dental of Idaho has informed its preferred providers that reimbursement levels will be reduced anywhere from 4 percent to 13 percent. Washington Dental Service reduced reimbursements to its premier members by 15 percent and its PPO providers by 5 percent.

I guess no one informed Delta that the cost of providing dentistry has been going up, not down, and we as a profession are already in a recession that has affected 95 percent of practices in the nation.

You all knew this was coming. As soon as you and your colleagues signed up for these plans, you were doomed. Once the insurance industry roped enough of us into their plans, they could pull the strings like a puppet and make us dance. By joining Delta, you knew the check was coming to you and not going to the patient.

The American Dental Association has been mute, rightly so, due to antitrust laws. What has happened to the repeal of the McCarran-Ferguson Act? Any group of dentists who tries to influence fee schedules in their area can suffer the wrath of the federal government. What can we as a profession accomplish? The answer to that question lies inward. Is it still a good busi-

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ness decision to participate in these insurance networks? Each individual dentist must answer that question for the practice. Do you want to be truly self-employed, or serve at the whim of insurance executives? I can not answer that question for you. But the financial picture for dentists and the quality of care for our patients does not seem very bright.

— *Thomas Machnowski, DDS
Hinsdale*

‘Volunteerism is not a program’

I have been a dentist for 54 years. During that time I have served on the Access to Care Committee for the Chicago Dental Society, and served as dental director for the Free People’s Clinic at St. Basil’s Church.

The ADA’s opposition to the creation of a mid-level provider in the dental hierarchy, which has been proposed as a solution to the access to care problem, is justified. However, opposing the solution does not solve the problem of inadequate quality dental care for our citizens. It will be viewed by some as an attempt to maintain the status quo.

The dental profession has many intelligent and dedicated members. Why can’t the ADA take some of its precious resources to create and promote a program which will provide dental care for all Americans, regardless of income? As one former president of the ADA stated, “Volunteerism is not a program.”

When a genuine need and desire are present, other non-dental organizations will attempt to fill the void. Nature abhors a vacuum.

For lo many years organized dentistry has repeatedly stated that oral health is an integral component of overall health. It is incumbent upon us then to make that outcome possible by taking a leadership role. As the slogan from the 1960s says, if you are not part of the solution, you are part of the problem.

— *Edward Schaaf, DDS
Chicago*

Where you’ll smile more.

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**PRESIDENT'S PERSPECTIVE**

by John Gerding, DDS

Write to Dr. Gerding at jgerdingdds@msn.com.

The sounds of silence

In the opening verse of Simon and Garfunkel's blockbuster 1960s hit "Sounds of Silence" are the immortal words we all remember:

Hello darkness, my old friend

But is darkness, and the silence that often accompanies it, really our friend? Does that silence not in fact speak a multitude of words?

People talking without speaking

And how often do others hear only what they wish to hear, filtering out the unwelcome words or even making them up altogether from our lack of intonations?

People hearing without listening

Are we in dentistry reaching our own sounds of silence? We see a continuing decrease in market share of licensed dentists who are American Dental Association members, down from 72

percent to 68 percent in just five years. As the number of participating dentists declines, so does the strength of the Chicago Dental Society, the Illinois State Dental Society and the ADA — not only in what these organizations can do for us, their members, but also in how they are perceived by other organizations, the insurance industry, and perhaps most importantly, our politicians. In numbers comes strength. When there are fewer and fewer to speak on our behalf, is silence really golden?

Are we the new Silent Majority of the Spiro Agnew years, so quiet and thus so ineffective? The sounds of silence can certainly be deafening.

Dent-IL-PAC, the Governors Club, ADPAC: how effective can these be without members, and thus without the political dollars to try to get our dental message through to our governing bodies? Our politicians are legislators, not dentists, and can not be expected to know the answers to oral health issues without being informed. To inform them, however, takes both money and manpower. Lack of donations to our political

action committees (in effect a silent wallet) actually speaks volumes in its inability to say anything to anyone.

Chances are that you, like most of us, did not become involved in organized dentistry through happenstance. It was probably that first invitation to that first branch or component meeting that piqued your interest. Whether it came from the boss when you were an associate or the dentist down the block, or perhaps that phone call from the branch membership committee — however that first contact was made, it was not silence that led you to where you are today. It was communication, verbal or written, that drew you. If the call had not come, you might not have gone.

Although never one to be envious of door-to-door salesmen, I guess we are all salesmen in a sense: "Are you happy with your smile? Do you realize what can happen if you don't have that missing tooth replaced? Are you familiar with sealants and what they can do to protect your child's teeth?" A question not asked is a question not answered. Our children certainly know this, realizing that the worst that can happen is that we, as parents, say "no." Or, to put this in Biblical terms, "Ask and you shall receive."

Outside the dental world, reflect for a moment on the consequences of remaining quiet when something needs to be said. Recall the acquiescence of British Prime Minister Neville Chamberlain to Nazi dictator Adolf Hitler, the many people we have seen voted into office by not doing our civic duty and going to the polls, and the numerous crimes committed with silent witnesses nearby. Think of the many years of tolerated abuse within various religious institutions, the gangs that operate with impunity through the inaction of those who know, and the more recent Penn State and Syracuse University allegations of the cover-up of sexual improprieties with minors. Are we the new Silent Majority of the Spiro Agnew years, so quiet and thus so ineffective? The sounds of silence can certainly be deafening.

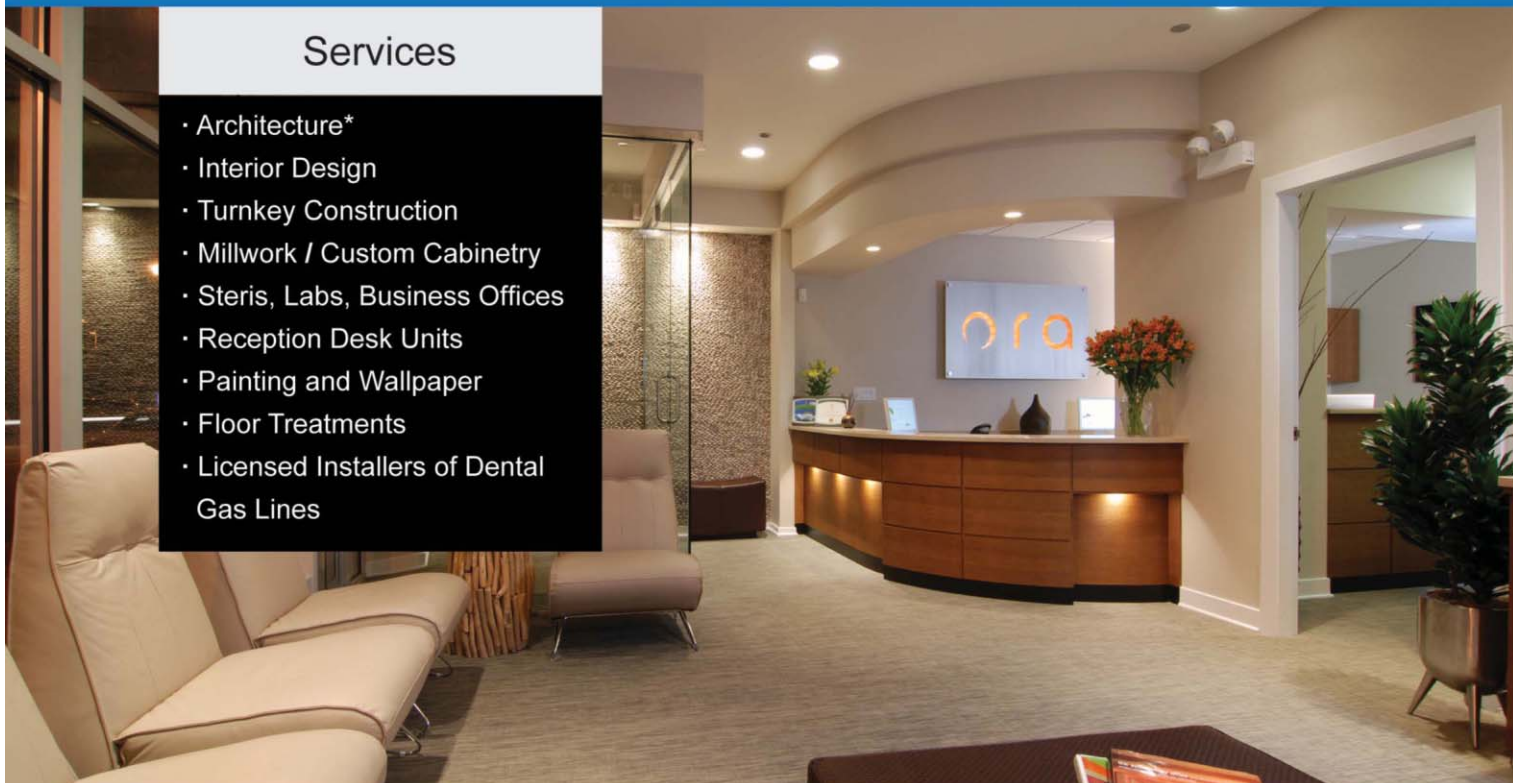
"Fools," said I, "You do not know, silence like a cancer grows." ■



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Live television returns to the Midwinter Meeting!

Back again in 2012, live closed-circuit television returns to the Midwinter Meeting for patient-based lectures each day. Join leading clinicians in the operatory in the southeast corner of the Exhibit Hall for a demonstration and discussion. Every seat in the house is a good one, as techniques will be broadcast live on large screens. At the same time, audience members are encouraged to interact with the presenter; a moderator will facilitate questions throughout each program.

Topics change daily, so make time to visit the course room each day of the 147th Midwinter Meeting. Sherri Hicks will discuss whitening systems Thursday; Nolen Levine will discuss periodontal procedures Friday; and Alex Touchstone, Lee Culp and Shannon Pace Brinker will discuss CAD/CAM Saturday.

NO TICKET IS REQUIRED TO ATTEND.

CONTINUING EDUCATION CREDIT (CE) WILL BE AWARDED.

Chicago Dental Society Midwinter Meeting equipment display for closed-circuit television CE is provided through the generous support of Henry Schein Dental, Pelton & Crane and KaVo N.A. and D4D Technologies, in professional partnership with the CDS.



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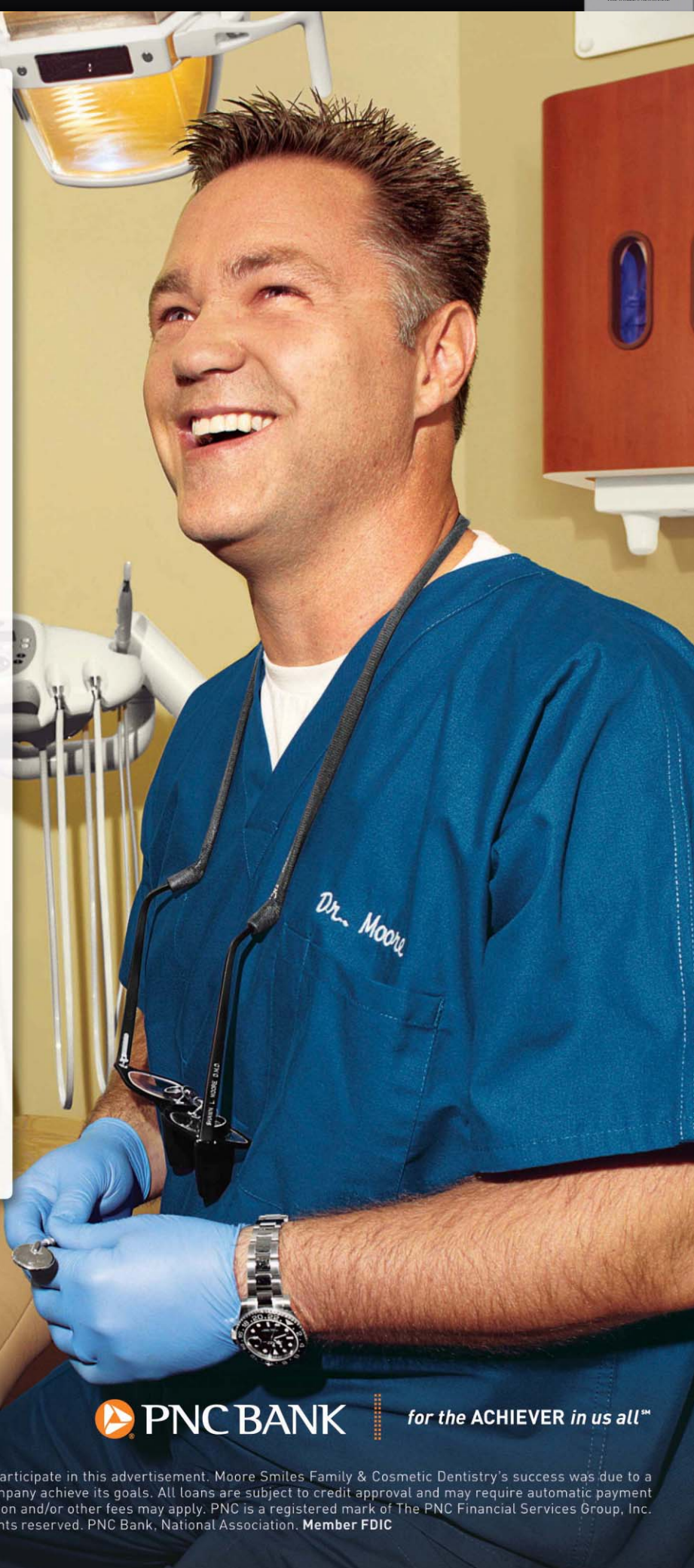
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Q&A with John Gerding

2012 CDS PRESIDENT

CDS Review Editor Walter Lamacki spoke with 2012 CDS President John Gerding to discuss his goals and expectations for his presidential year.

What is CDS doing to increase access to dental care for the needy and underserved?

While interest and debate in access to care issues has increased over the past few years, the Chicago Dental Society has actually been working quietly behind the scenes for more than a decade to do its part for access to dental care for the needy and underserved in our tri-county area.

The predecessor to our Chicago Dental Society Foundation (CDSF), the CDS Grants and Donations Committee, used to annually distribute grants up to \$200,000 to numerous deserving dental clinics and organizations addressing the access problem. CDSF now continues that mission, with an eye to even greater financial help as it grows.

In addition to the financial assistance that CDS has provided, the Government Affairs Committee of CDS that was the brainchild of the late Mike Stablein has made terrific inroads in the Cook County

area to bring awareness to Cook County Board President Toni Preckwinkle of the serious need to address the oral health needs of the county's poor. This has led to the earmarking of \$1 million by the Cook County Board of Commissioners.

CDS has also been a constant supporter of the recently closed DuPage

our expense for this future use.

Yet another area of CDS support for access to care has been the number of volunteers we supplied for the 2010 Mission of Mercy in Bloomington, the 2011 CURE event in Chicago, and the many free dental programs given annually through Give Kids a Smile Day.

Change is certainly upon us from all directions in this age of rapidly advancing technology, and we are trying to stay at the forefront in available forms of CE without sacrificing the strengths of our Midwinter Meeting and Regional Meetings that have been so successful.

Community Dental Clinic in Wheaton, supplying both financial and volunteer support since its inception. It now appears that a new clinic will be opening sometime in 2012 within DuPage County, with CDS planning to reinstall all the equipment currently stored at

This being said, the best answer to this perpetual issue is twofold: to educate the public in preventive oral health maintenance and to secure the passage of all aspects of the Bridge to Healthy Smiles Campaign still before the State Legislature. The key item in the latter

Photo by Ken Franz



Profile

Family: Dr. Gerding has four adult children: John, Joe, Chris and Julie. He lives with his wife, Shirley, in Lisle.

Of all the CDS positions I've had over the years, I've learned the most from: each of the CDS officer years and the West Suburban Branch presidency. But for the initial eye-opener, I would have to go back to my days as *CDS Review* branch correspondent.

My experience there helped me: to get to know my branch members (of which there have always been many, ours being the largest branch) and to help me better understand the workings of the branch system and its relationship to CDS.

If you had to spend \$1 million in 24 hours, how would you do it? I'd buy an annuity that would pay out over time so that I wouldn't have to make a rushed decision on purchasing or donating that amount of money in such a short period of time.

On television, I can't say that I never miss an episode of anything because I watch so little TV, but I was quite a fan of *Boston Legal* until its untimely demise.

People say the weather in Chicago in February is brutal, but I just tell them: that that is what makes our Midwinter Meeting such a success. Attendees are there to attend lectures and to visit the exhibit floor, not just to vacation and sightsee. Besides, it builds character.

What song would be on the soundtrack of your life story? Sinatra's "My Kind of Town"

The best way to spend a long weekend is: for an unplanned romantic getaway with my wife within a few hours from home, low key and under the radar to allow for more privacy.



Photo by Andrew Campbell

THE GERDING FAMILY: Ellen and Paul Gerding (brother); Julie Gerding (daughter), Shirley and John Gerding; sons John and Joe Gerding, Peg Arnold and Joe Sullivan (cousin). Dr. Gerding's son Chris was not available at the time of the photo.

campaign is to increase Medicaid payment rates above the 47 percent maximum so as to allow more dentists to participate in Medicaid without actually losing money on every patient they treat.

With so much continuing education credit available today and no sign of it waning, should CDS expand the amount of CE it offers?

It is probably not so much a question of whether we should expand the amount of CE that we offer, but rather expand the type of CE. We are already moving well along in this through our Virtual Reality Meeting, our webinars and our online CE available to members and non-members alike. Change is certainly upon us from all directions in this age of rapidly advancing technology, and we are trying to stay at the forefront in available forms of CE without sacrificing the strengths of our Midwinter Meeting and Regional Meetings that have been so successful. At the same time, we are reaching out to our younger members through various forms of social media such as *Facebook*, *Twitter* and *You Tube*.

What are your goals for your year as president of CDS?

My main goal for the year is to maintain our status as *The Respected Leader* in

Scientific Dental Meetings while at the same time expanding that concept into the other areas of available CE mentioned earlier. It would be our Board's desire to become the respected leader in all areas of dental CE that we offer, with the CDS brand immediately recognizable worldwide as representing reliable, evidence-based CE. If the executive director of the American Dental Association is correct in stating that dental meeting attendance has dropped throughout the country by as much as 25 percent, then CE not requiring physical attendance may be the answer, at least in these difficult times.

It is also my desire to maintain the 67 percent active CDS membership share that we enjoy, while at the same time increasing the number of associate members. As our reputation with online CE continues to grow, this could be an avenue to increase associate members well beyond our Midwestern region.

Also high on my list of priorities is heavy CDS participation in the 2012 Mission of Mercy in Lake Country in June.

What's new at the Midwinter Meeting this year?

Probably the newest and most exciting thing at the 2012 Midwinter Meeting is not really new at all. It is the return of

It is also my desire to maintain the 67 percent active CDS membership share that we enjoy while at the same time increasing the number of associate members. As our reputation with online CE continues to grow, this could be an avenue to increase associate members well beyond our Midwestern region.

live televised patient education to our Midwinter Meeting, the place where it all began many years ago. This year it will be on the exhibit floor where all the action is, yet in the back of the Hall to allow for a quieter learning environment.

We are continuing the popular Health Screening, but are adding several new options this year such as auditory testing. It is a known fact that dentists tend to start suffering hearing loss after about 10 years chairside next to the ever-present handpiece, so this has been a concern of mine that we are not getting tested on any kind of a regular basis for this occupationally related health issue.

We have 45 new speakers that have never been to the Midwinter Meeting before, and of course we're bringing back many of everyone's favorites. More than 50 percent of the courses continue to be free.

What are the biggest changes you have seen in dentistry over the years you have been practicing?

If I go back to the year that I entered the dental field, I would have to list at least five major changes:

1. The addition of fiberoptics to hand pieces
2. The dawning of the dental insurance era
3. Computerization of our dental offices
4. The explosive change in the percentage of women dentists
5. Intraoral cameras and digital radiography

It will be exciting to see what lies ahead! ■

Dr. Lamacki is editor of the Chicago Dental Society.



Photo by Andrew Campbell

AT THE INSTALLATION OF OFFICERS: John and Shirley Gerding are pictured with 2011 CDS President Ian Elliott and his wife, Jan.

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With honors

CDS installs 2012 Board

by Will Conkis

John Gerding is the 147th president of the Chicago Dental Society. More than 400 people attended the Installation ceremony Nov. 13 at the Four Season Hotel, Chicago.

During his installation speech, Dr. Gerding acknowledged the 36 Jubilarians honored that night for their 50 years of service to the profession and thanked those who encouraged his involvement in organized dentistry, especially CDS.

He also reflected on the theme of the 2012 Midwinter Meeting, *Teeth and All That Jazz*, and provided an “ironic” anecdote.

“I thought that you might find it ironic, or at least amusing given our musical theme, that I do not play any musical instrument and can not read a single note of music,” he said. “For some reason, though, the letters E G B D F come back to me from grammar school — Every Good Boy Does Fine. I can’t remember what it stands for in music, but let’s hope that with God’s blessing and your support, maybe this boy will also do fine in the next 12 months and CDS will have another excellent year.”

[For the full text of Dr. Gerding’s speech, please see page 18.]



Retiring CDS President Ian Elliott welcomes his successor, John Gerding.



Installation photos by Andrew Campbell

2011 Jubilarians:

CDS honored the achievement and commitment of each of these 1961 dental school graduates. Pictured (L-R) are William Kort, Allen Bagdade, Marshall Dolnick, Donald Krzyzak, Walter Lamacki, Paul Landman, David Marcus, Joel Montalbano, Indru Punwani and Charles Watson.

Preceding his remarks, Dr. Gerding and the other officers and new directors for 2012 were installed.

The other officers for 2012 are George Zehak, treasurer; Susan Becker Doroshow, vice president; Richard Holba, secretary; and David Fulton Jr., president-elect.

The new members of the Board of Directors for 2012 are Jack Liu, Kenwood/Hyde Park Branch; Loren Feldner, South Suburban Branch; and James Bryniarski, West Side Branch.

Robert Bitter, president of the Illinois State Dental Society, served as installing officer and administered the oath of office.

Also recognized during the ceremonies for their contributions to organized dentistry were retiring directors and retiring branch presidents, as well as the Jubilarians, members who graduated from dental school in 1961 and have been members since graduating dental school,

The honored Jubilarians included Harold Arai, William Arrow, Allen Bagdade, Robert Berquist, George Brent, Marshall Dolnick, Victor Elizondo, Everett Ellin, Sidney Gault, Adel Gayed, Chester Handelman, Robert Hurdle, Harry Johnson, Roger Kallal, Robert Katin, William Kort, Donald Krzyzak, Walter Lamacki, Paul Landman, Lester Liby, David Liebman, Stephen Lindell, Thomas Manolis, David Marcus, Robert Meyer, William Mischia, Joel Montalbano, Joseph Nykaza, Ronald Olen, Indru Punwani, Alicia Rubinstein, Richard Rudi, Eugene Schklair, D. Carson Steinheimer, Paul Swade and Charles Watson.

Retiring branch directors Melanie Watson-Montgomery, Kenwood/Hyde Park Branch; Philip Schefke, South Suburban Branch; and Donald Tuck, West Side Branch, were also honored.

The retiring branch presidents honored at the installation were John Burke, Englewood Branch; Kimberley Bolden, Kenwood/Hyde Park Branch; Janet Kuhn, North Side Branch;



Retiring Branch Directors:
Pictured (L-R): Phil Schefke (South Suburban), Melanie Watson-Montgomery (Kenwood/Hyde Park) and Donald Tuck (West Side).

Astrid Schroetter, North Suburban Branch; Jeffrey Wittmus, Northwest Side Branch; Tina Smith-Arpino, Northwest Suburban Branch; Generand Algenio, South Suburban Branch; Donald Bennett, West Side Branch; Donald Kipper, West Suburban Branch; and Jerry Cheng, Academic Chapter.

Mr. Conkis is CDS Director of Publications.



Retiring branch presidents:

Pictured (L-R): 2011 CDS President Ian Elliott, Kimberley Bolden (Kenwood/Hyde Park), Janet Kuhn (North Side), Astrid Schroetter (North Suburban), Tina Smith-Arpino (Northwest Suburban), Generand Algenio (South Suburban) Donald Bennett (West Side), Donald Kipper (West Suburban), Jerry Cheng (Academic Chapter) and 2012 CDS President-elect David Fulton Jr.

Dr. Gerding's installation speech

We have a busy year ahead

Welcome everyone to this annual Installation of Officers and Directors of your Chicago Dental Society.

This is, of course, a very special occasion for myself, but also for our 36 Jubilarians celebrating 50 years in our profession. It is certainly an impressive list of names, many of whom we are very familiar with. Congratulations again to each

and every one of you, and thank you for setting the stage for myself and so many others through your dedication to dentistry. Because you were there then, we are here today.

A long, long time ago, I was introduced to organized dentistry through the efforts of one man, one who has himself

been a CDS Jubilarian. I had exited the U.S. Army Dental Corps and was beginning an associateship with my former dental school instructor. I was asked by him — no, “told” would be more correct — that I was going to the opening meeting of the West Suburban Branch. Shortly thereafter, I was “told” why I had to go to the Independent Dental Organization Fall Meeting. And it was not too long after that I found myself with the “volunteer” appointment as West Suburban Branch correspondent for the *CDS Review*. And, like the evolution of the Midwinter Meeting from its origins back at

the Conrad Hilton (days I still fondly remember), I, now some 30 years later, find myself in this honored position tonight. And who is the person largely responsible for my metamorphosis? It is none other than one of our illustrious past presidents of CDS, Dr. Joseph Discipio, my first boss back in civilian life and my mentor from Day 1. Thank you, Joe, for helping make this night possible!

I could point to a similar story, equally long ago, when I was the one doing the appointing. This was in Scouting, and there was a need for an assistant Cub Scout den leader. I boldly nominated an individual for the position, who happened to be in absentia that evening. That frequently happened in those days, by the way, so you did not want to be absent very often. Three weeks later, the den leader quit; the assistant den leader that I had appointed was moved up to den leader and guess who was nominated (also in absentia) to be the new assistant den leader (by the same lady I had nominated)? You’ve all heard the expression “Hell hath no fury like a woman scorned,” but guess what? This led to more than 20 years of Scout volunteerism, two times as a Webelos leader, 10 years as assistant scoutmaster, and another 10 as troop committee chairman. The point of these stories is the influence one person can have in initiating volunteerism and the positive long-term effects that can result. As

is so often stated by our past ADA vice president and ISDS president Tom Sullivan, a one-on-one approach is the best grassroots way to involve people, whether in organized dentistry, scouting, church, coaching sports or just about anything else. Remember, it is “from little acorns that great oaks grow.”

So what will 2012 bring the Chicago Dental Society during my tenure as president?

Let’s start with our fun, down-to-earth theme, *Teeth and All That Jazz*. My love of jazz goes back to the early ‘60s when I would often find myself studying well past midnight and listening to jazz on WCFL 1000. *The Real McCoy* was the program, hosted by Sid McCoy, and later also Yvonne Daniels. This led to a sizable jazz album collection, concerts at the London House, Mr. Kelly’s, and even the old Chicago Stadium, where I was fortunate enough to see Frank Sinatra, Ella Fitzgerald and Count Basie all on the same stage together. Ultimately, after dental school and the Army and into my own practice, WNUA’s Smooth Jazz 94.5 was my station of choice in the office as background music for my patients. WNUA has now become WLFM 87.7.

None of us can deny that our profession centers around teeth; even the word dentist comes from the Latin word “dens” meaning tooth, but it’s all the other areas and specialties having to do with the oral cavity, head and neck that make up our

The dentist may be the
head musician on the team,
but the music produced,
the end product of our efforts,
is the result of everything
coming together
“all. . . that. . . jazz.”

profession. The tie-ins to systemic health, the staffs with whom we so closely work, our software programs, annual CE, in other words, "Teeth and All That Jazz." The dentist may be the head musician on the team, but the music produced, the end product of our efforts, is the result of everything coming together "all... that... jazz."

Where will this lead us? Hopefully to our best Midwinter Meeting ever, for that is the goal of each and every CDS president: that his or her meeting will surpass the one preceding, and that CDS will continue to thrive and improve year after year as *The Respected Leader in Scientific Dental Meetings*.

Unlike so many of our politicians, I won't regale you with promises for next year, but we are planning some exciting things, not the least of which will be bringing back live televised patient-based education to the Midwinter Meeting where it all began many years ago. We will continue our popular health screenings, and be adding some new options such as hearing testing. Some of you may remember those massive vans in the Exhibit Hall for that purpose decades ago. Now it is quick, simple and doesn't need the big van. (I think I'm a victim of being a little too close to that handpiece for a few too many years... but my wife keeps insisting it's "selective hearing.")

There will be another Virtual Reality Meeting, which was very successful in its debut, largely

due to the efforts of our president-elect, Davey Fulton, and more webinars. Special Events, of course, will continue to offer exclusive sports, plays and cultural events for purchase by CDS members, yet another perk of membership.

So I am excited about our Midwinter Meeting and our year; my general chair, Dean Nicholas, and program chair, Ed Segal, are excited, and our officers and Board of Directors are excited. We hope it is contagious and that you, too, will get caught up in the excitement.

And now, just like at the Academy Awards, come the thank-yous. As already stated, I owe so much to the CDS staff and to my mentor, Joe Discipio, and to our CDS officers and Board of Directors. And of course, how can I thank my predecessor, Ian Elliott, enough for all he has done for CDS and for me personally as I approach this role. But there are others, so many others: former CDS president Bill Kort, who once told me that you're not done serving when you finish a branch presidency, you have to keep giving back; Bob Banks, who trusted me to be his program chair at the West Suburban Branch many years ago; and Ron Testa, Todd Cubbon, Tom Machnowski, George Zehak, Ed Segal and so many others who urged me to run for this position.

I would like now to introduce my long-standing, loyal staff, who are already feeling the effects of the many schedule

changes that come with this job:

My first employee, Cindy, and still one of my hygienists to this day, has been with me since the mid '70s, minus a few child-raising years. How come she still looks the same and I don't?

My other hygienist, Lela, has been with me since the mid-80s.

My front desk duo: Patti, also since the mid-80s, and Jennifer, off and on since 1981 when she started as my dental assistant and then left to have a family.

And the rookie on the team, with only 10 years, is my chair-side assistant, Trish, who is not able to be with us tonight because she is in Florida with her daughter.

I would also like to introduce my associate for the last year and a half, Andy Wiers, who has been a godsend with all the time I now find myself out of the office.

When I am asked how I am able to keep staff so long, my first response is that I must be paying them way too much. To a person, however, they trash that theory whenever they get a chance. The truth is, I guess I'm a very lucky person.

And family: my only sibling, brother Paul, in from Arizona with his wife, Ellen, of nearly 50 years, has not only been a great brother, but a mentor, a friend and a father-figure to me ever since my dad died when I was a freshman in high school. Thanks, Paul, for being there when I needed you and for being here tonight.

And there are my children: twins John and Joe, in from San Diego and Portland, ME, respec-

tively. Joe's wife, Dawn, and their two little ones, Molly (3) and Connor (1) are in town, but bedtime won out over coming tonight. John's wife, Jenny, with my grandson Jamie (3) and granddaughter-to-be on the way, were unable to make this trip. My third, son, Chris, is also here, with my daughter, Julie, who many of you have met at various CDS functions over the years. Regrettably, Shirley's daughters Laura and Sara and their husbands and seven children could also not make it tonight.

Saving the best for last, I for sure would not be up here without the unending support of my lovely wife, Shirley. She has been a continuing source of encouragement, inspiration and most importantly, love. Thank you so much, Hon. I am fortunate that endurance is also one of your strong points because I believe we have a busy 12 months ahead.

In closing, I thought that you might find it ironic, or at least amusing given our musical theme, that I do not play any musical instruments and can not read a single note of music. For some reason, though, the letters E G B D F come back to me from grammar school: Every Good Boy Does Fine. I can't remember what it stands for in music, but let's hope that with God's blessing and your support, maybe this boy will also do fine in the next 12 months and CDS will have another excellent year.

— Nov. 13, 2011

Meet your CDS Officers for 2012

David Fulton Jr., DDS • PRESIDENT-ELECT

Family: Dr. Fulton has been married to Kimberly for 26 years. They have three sons: David (21), Spencer (19) and Lucas (16).

Of all the CDS positions I've had over the years, I've learned the most from: Having started my journey in organized dentistry in year one of practice, every CDS position has offered personal and professional rewards and growing experiences, but I would say when I served as my father's program chair for the 1998 Midwinter Meeting, I discovered the real passion I have for the inner workings of the world of dental meetings and catalyzed my passion to help CDS maintain the Midwinter Meeting as the greatest of its kind offered to our profession.

My experience there helped me to: better understand that there is a whole lot more going on in the world of dentistry than just what's going on in the four walls of my office and that if I am to be the best doctor I can be, I'd better immerse myself in it!

If you had to spend \$1 million in 24 hours, how would you do it? Make one phone call to the CDS Foundation and BAM, it's donated! Now if I had \$2 million. . .

On television, I never miss an episode of: *The Sons of Anarchy*. They are my "brothers of the iron."

People say the weather in Chicago in February is brutal, but I just tell them: "Obviously you've never felt the warm kiss of a Midwinter Meeting breeze that we are often rewarded with." Otherwise I tell them to "Suck it up, spring break is around the corner!"

What song would be on the soundtrack of your life story? "Born to Run" from my hero, Bruce Springsteen.

The best way to spend a long weekend is: Sleep in, hot coffee, newspaper, big breakfast, no lunch, long gourmet cooking session with Kim, candlelight dinner, great wine and conversation, late night movie, and then repeat all over again the next day. No, it doesn't happen enough!



Officers photos by Ken Frantz

Richard Holba, DDS • SECRETARY



Family: Dr. Holba is married to Kathy. They have four married children, Paul, Janice, John and James; and 11 grandchildren.

Of all the CDS positions I've had over the years, I've learned the most from: my tenure on the Midwinter Meeting General Arrangements Committee.

My experience there helped me to: better understand how one of the best dental meetings in the world really works and why it does. Also, it gave me the opportunity to know and interact with many branch members, other dentists, lecturers, exhibitors, and most of the behind-the-curtain support people such as the decorators, sign makers, and audio visual professionals, just to name a few.

If you had to spend \$1 million in 24 hours, how would you do it? I would give half to various charitable organizations and the other half to my children and grandchildren.

On television, I never miss an episode of: *The Mentalist*.

People say the weather in Chicago in February is brutal, but I just tell them: what better weather to attend various lectures and participation courses and to walk the exhibit floor to see and purchase equipment and supplies, especially new products.

What song would be on the soundtrack of your life story? "It's The Hard Knock Life," from the musical *Annie*.

The best way to spend a long weekend is: having a leisurely breakfast, reading the newspaper, going for a long walk with my wife and dog, spending time with my children and grandchildren, and of course, watching a sporting event.



Susan Becker Doroshow, DDS • VICE PRESIDENT

Family: Dr. Doroshow is married to William. They live with Labrador retrievers Bandit, age 13, and Delilah, age 7.

Of all the CDS positions I've had over the years, I've learned the most from: serving on the Exhibits Committee for Midwinter Meeting.

My experience there helped me to: better understand what goes on "behind the scenes" among CDS staff members, our committed member-volunteers, our speakers, the McCormick Place contractors and the exhibitors, all with a common goal to create a terrific experience for our meeting guests.

If you had to spend \$1 million in 24 hours, how would you do it? Give most of it to my favorite charities, after paying off my parents' mortgages and buying one really fantastic pair of earrings as a souvenir of my spending spree.

On television, I never miss an episode of: *Top Chef* or *Project Runway*.

People say the weather in Chicago in February is brutal, but I just tell them: that they're correct. (My mom is from North Dakota and still insists that it's colder here!)

What song would be on the soundtrack of your life story? "Lot of Livin' to Do" from *Bye Bye Birdie*.

The best way to spend a long weekend is: a visit to Cedar Point in Sandusky, OH, riding my favorite roller coasters, napping on the beach, enjoying the shows, chatting with strangers, binging on junk food and barbeque, and people watching — doing nothing but having fun for a few days!

George Zehak, DDS • TREASURER

Family: George and Maria have 3 children: David, Natalie and Connor.

Of all the CDS positions I've had over the years, I've learned the most from: That's a good one, since I have learned from all of them, but if I had to pick just one it would be my time as CDS Foundation chair.

My experience there helped me to better understand: how helping to grow an important new organization from a well established one brings out the greatest passion from everyone. This further develops patience and character, and allows one to grow in many ways. That is what great organizations are built on: putting everything together. It was both fun and challenging, and I really felt honored and appreciative of the opportunity to serve in this role.

If you had to spend \$1 million in 24 hours, how would you do it? I would split the money among a few charities that serve the needy, including the CDS Foundation. We have been blessed, and we must give back to those who have not been.

On television, I never miss an episode of: *Supernatural*.

People say the weather in Chicago in February is brutal, but I just tell them: It depends on who I am talking to. If I am speaking to a non-dental related person, I tell them there is so much to do in the great City of Chicago, you don't even realize what the weather is like – rain, snow or sun. If I am talking to someone in the dental profession, I tell them that the Midwinter Meeting is not only the greatest show on earth, but it is like a vacation seeing all of your friends and enjoying the festivities. Everything is inside anyway at the Midwinter Meeting, and transportation to the meeting from your hotel is extremely organized and comfortable — hence weather is not an issue.

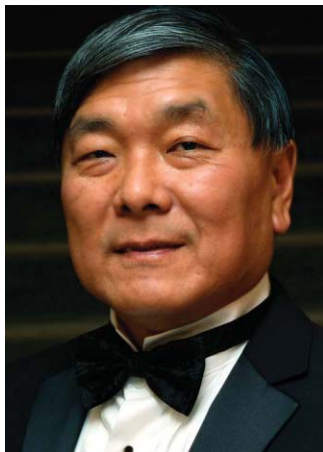
What song would be on the soundtrack of your life story? "Living on a Prayer," by Bon Jovi.

The best way to spend a long weekend is: spending time with my family, friends and dog.



New Branch Directors

Jack Liu, DDS • KENWOOD/HYDE PARK BRANCH



Directors photos by Andrew Campbell

Family: Jack and Vickie have two daughters, Alexa and Rebecca.

Of all the CDS positions I've had over the years, I've learned the most from: serving on CDS's Mediation Committee.

My experience there helped me to better understand: the patients we serve.

If you had to spend \$1 million in 24 hours, how would you do it? I would donate it to those organizations that directly serve under-served patients.

People say the weather in Chicago in February is brutal, but I just tell them: the snow is beautiful and you do not need to go to the North Pole to experience this kind of winter.

What song would be on the soundtrack of your life story? "I'm Gonna Be (500 miles)," by The Proclaimers.

The best way to spend a long weekend is: biking down the expressway.

Loren Feldner, DDS • SOUTH SUBURBAN BRANCH



Family: Dr. Feldner has a daughter, Alexandra.

Of all the CDS positions I've had over the years, I've learned the most from: I have learned different things from every position, even going back as far as the Academic Chapter.

My experience helped me to better understand: working with people from all backgrounds and walks of life.

If you had to spend \$1 million in 24 hours, how would you do it? I would pre-pay my daughter's college tuition, assist with my niece's and nephew's tuition, book a two-week cruise for my staff, add more horsepower to my boat, and invest in a fuel card.

On television, I never miss: a Formula One race.

People say the weather in Chicago in February is brutal, but I just tell them: it's to be expected when you live in the Windy City.

What songs would be on the soundtrack of your life story? "Good Life," by One Republic, and "You Get What You Give," by the New Radicals.

The best way to spend a long weekend is: on the water.

James Bryniarski, DDS • WEST SIDE BRANCH

Family: Dr. Bryniarski is married to Leona. He has two children: Jeff and Amelia.

Of all the CDS positions I've had over the years, I've learned the most from: serving as program chair for the 2009 Midwinter Meeting.

My experience there helped me to better understand: all the efforts and preparations that are needed to put on a world class dental meeting.

If you had to spend \$1 million in 24 hours, how would you do it? I would rent out Navy Pier and throw one heck of a party for all my friends, relatives, past and present students, colleagues and patients.

On television I never miss an episode of: I never used to miss *24*. Since it's been canceled I guess my answer would be *PBS Mystery* on Sunday night.

When people complain about the weather in Chicago in February I tell them: "It builds character and it's better than January!"

What song would be on the soundtrack of your life story? "Let's Stay Together" by Al Green.

The best way to spend a long weekend is: to go biking or cross country skiing in Wisconsin or Michigan, depending on the season. ■



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TEETH AND ALL THAT

Jazz

by Joanna Brown

The 147th Midwinter Meeting preview

Experience *Teeth and All That Jazz* when the 147th Midwinter Meeting opens at McCormick Place's West Building Feb. 23-25. Chicago Dental Society President John Gerding and his leadership team — general chair Dean Nicholas and program chair Ed Segal — promise a meeting that will blend continuing education with commercial exhibition and first-class entertainment in harmony.

"It will truly be about *Teeth and All That Jazz*," Dr. Gerding said, alluding to the theme he selected for this year's meeting. "With our renowned list of speakers covering such a wide variety of subjects, an Exhibit Hall full of diverse products and services, and an entertainment program promising to complement the overall theme, we look forward to having everyone here with us."

Pre-registration continues online through Feb. 17 at CDS.org. It's the fastest and easiest way to secure your spot among the top-notch clinicians and exhibitors who will assemble in just a few short weeks.

LEARN

"With Dr. Nicholas's experience as president of the Illinois State Dental Society and Dr. Segal's as president of the Illinois Society of Periodontists, we have



been able to put together a very balanced program," said Dr. Gerding, touting the scientific program his team has planned. More than 220 courses will be offered by 120 speakers over three days.

"Many of the courses will be participation courses for a hands-on approach, and there will be even more emphasis this year on classes for hygienists and assistants, many of them free of charge," he said. "Just a few of the highlighted topics, over and above the expected dental specialty fields, will be: marketing and social media, nutrition, finances, geriatric care, substance abuse, diabetes, bisphosphonates, Botox, ergonomics, mouthguards, snoring and sleep apnea, smoking cessation, and

practice transitions."

Scientific courses will be offered Thursday-Saturday, Feb. 23-25. Attendees who pre-register prior to Jan. 31 will receive their tickets by mail; those who pre-register online in February must pick up their registration materials on site at McCormick Place. Please allow time to pick up your materials prior to the start of your first course.

Also, please remember that course handouts will not be available on site. Plan ahead and download any handouts that our lecturers have prepared for your classes ahead of time. Look for the red Acrobat icon next to course descriptions online to indicate that your instructor has provided a handout.

Photo by Ken Frantz



again witness the buzz of the sold-out audiences, and I can't wait for this excitement to be part of our own exhibit floor come February."

And while you're in the Exhibit Hall, spend some time browsing the booths. CDS is proud to offer 1 CE credit hour per day when you visit the Exhibit Hall. Look for signs with CE Codes near the Overlook Café.

For more information on televised courses, see the following page.

CELEBRATE

After the last course has been dismissed and the Exhibit Hall is closed for business, unwind with your colleagues at one of the many social events we have planned for the weekend.

The Opening Session Thursday, Feb. 23, celebrates many achievements in dentistry, including CDS's annual Cushing Award and Christensen Award and the CDS Foundation's first Vision Award. At the conclusion, Ryan Baker will present a tribute to the life and music of Frank Sinatra. The reception begins at 5 p.m. in Skyline Ballroom W375E, followed by the program at 5:30 p.m.

Friday will be a similar celebration. It will be *A Wonderful World of Fashion* at the Chicago Hilton and Towers, where ZZAZZ Productions will again stage a sneak peek at spring must-haves during the annual Fashion Show and Luncheon. The reception begins at 11:30 a.m., with luncheon seating and the show at noon.

The CDS Foundation is hosting the party Friday night, with *Stayin' Alive: One Night of the Bee Gees* at the Park West. Three performers, backed by a live band, bring to life the songs you can't help but sing along to.

Close out the Midwinter Meeting at the annual President's Dinner Dance, honoring Dr. and Mrs. John Gerding. Toast another successful meeting with a black tie-optional dinner and dancing to the music of the Don Cagen Orchestra. The reception begins at 7 p.m., followed by dinner seating at 7:30 p.m.

Tickets are required for admission to all special events during the Midwinter Meeting. ■

Ms. Brown is CDS senior writer.



Photo by John McNulty

©Casar Russ Photography



EXPLORE

Outside of the classroom, attendees will find an Exhibit Hall with the products and services they need to keep make their practices swing. Nearly 600 companies will fill 1,700 booths.

"There is a reason so many exhibitors love our meeting and often choose to introduce new products here," Dr. Gerding said. "Our consistent attendance in excess of 30,000 — so many of whom really visit and purchase on the exhibit floor — is that reason."

LIVE TELEVISED CE RETURNS

The Exhibit Hall presents two additional opportunities for education. In the

southeast corner of the exhibit floor is live, patient-based education broadcast on closed-circuit television to the audience — every seat in the house will be a good one. A different topic will be offered each day, and each course is free. Tickets are not required for admission and CE credit will be awarded, so make time to stop by and witness the return of this Midwinter Meeting tradition.

"As a five-year veteran of our MWM Live TV Committee before it ended back in 2003, I always had a passion for that form of CE and yearned for its return," Dr. Gerding said. "Now a reality again at many dental meetings, I was able to

Televised CE returns to Midwinter Meeting

It was at the 102nd Midwinter Meeting, in February 1967, that live closed circuit color television programs were first offered each morning and afternoon.

Course descriptions read like the *TV Guide*:

“It differs from other television programs in that the actual operations will be performed in full view of the audience, as well as being televised to monitors placed throughout the room.”

Viewers were accustomed to watching live patient demonstrations done in a small studio, but the broadcast resembled movie films, “effective as a demonstration procedure but lacking the impact and understanding of an adequate teaching medium.” Midwinter Meeting broadcasts, however, put the audience in the same room as the instructor and patient.



File photo circa 1979

Back by popular demand, live closed circuit televised courses make a return to the Midwinter Meeting. The courses are free to all attendees; all you need to attend is your badge. Topics change daily.

Back again in 2012, live closed circuit television returns to the Midwinter Meeting for patient-based lectures each

day. Join leading clinicians in the operating room in the southeast corner of the Exhibit Hall for a demonstration and

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discussion. Every seat in the house is a good one, as techniques will be broadcast on large screens hanging from the ceiling. At the same time, audience members are encouraged to interact with the presenter; a moderator will facilitate questions throughout each program.

“Bringing live courses back to the Midwinter Meeting will bring a whole new level of energy to the exhibit floor,” said CDS president John Gerding, who long served on CDS’s Midwinter Meeting Closed Circuit TV Committee during the program’s first run. “I remember watching the live closed circuit TV courses during my days as a new dentist, and I always found them fascinating, especially when they were taking place on stage at the hotels right before my eyes.

“Now we are finding a renewed interest across the country in live patient

education, so it is time for a revival, and what better venue than our CDS Midwinter Meeting where it all began.”

Topics change daily, so make time to visit the course room each day of the 147th Midwinter Meeting. Sherri Hicks will discuss whitening systems Thursday; Nolen Levine will discuss periodontal procedures Friday; and Alex Touchstone, Lee Culp and Shannon Pace Brinker will discuss CAD/CAM Saturday.

Equipment for closed circuit television CE is provided through the generous support of Henry Schein Dental, Pelton & Crane and KaVo N.A. and D4D Technologies, in professional partnership with CDS.

—Joanna Brown

Dental Careers Forum connects dentists with dental hygienists

Looking to hire a dental hygienist? Our online **Dental Careers Forum** is the place to start your search. CDS offers this service FREE to members and dental hygienists.

CDS members may post positions available; dental hygienists seeking jobs may post their résumés; and each may browse the other’s postings. It is a great way to connect the job seekers with the job posters.

To get started, visit CDS.org and click on the **Dental Community** tab.

Looking for a new dental hygienist just got a lot easier.



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CDS.org

RICHARD MONAHAN DDS MS JD

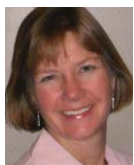
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IN OTHER WORDS

by Stephanie Sisk

Follow the conversation online at <http://on.cds.org/FrontDesk>.

We introduce you to a patient's perspective

The *CDS Review* welcomes veteran reporter and editor Stephanie Sisk to our editorial team. She brings two decades of experience in journalism, as she outlines below.

Ms. Sisk's online feature, Front Desk, will address a variety of topics related to practice management, ranging from first impressions to ongoing communications issues. Her insights will be based on research and interviews, and will appear monthly at <http://on.cds.org/FrontDesk>.

We hope you'll read her articles and respond with your ideas and opinions in the comments section of our website and our Facebook page. Some of your comments may even appear in these pages of the *CDS Review* from time to time.

Get to know Stephanie better, and look for new articles from her online monthly, beginning this month.

CDS Review: *Stephanie, tell us a little about yourself.*

Ms. Sisk: I'm delighted to take a place alongside the other online columnists at the Chicago Dental Society, ready to share – and hopefully, you with me – some thoughts, suggestions and ideas to make your dental practice more perceptive of and responsive to your patients.

Over the past five years, I've had the pleasure to talk with many dental professionals both in the Chicago area and around the country, in preparing articles for the Midwinter Meeting's *Daily Review*.

I've enjoyed talking to many professionals from all walks of life as a newspaper reporter and editor for nearly 20 years. It was my job to write, rewrite and edit material so that it made sense, told a story and of course adhered to standards of accuracy and fairness. I was

lucky to work at two large, award-winning suburban newspaper organizations and win a few awards of my own along the way.

In my current freelance writing career, I've also written for *Midwest Living* magazine and smaller education-related journals.

CDS Review: *What are your plans for Front Desk this year?*

Ms. Sisk: I hope to bring to this space a different perspective, one that sees your practice as I come in the door, size up what you and your staff offer, and make decisions about whether to stay or go – in other words, the viewpoints of your customers.

There's that word: customer. No doubt it rankles many healthcare providers. It does me, too. I like to think of all my healthcare providers as professionals who care about me and want to do what's needed to keep me well. But let me tell you from out in the trenches, it doesn't always feel quite that altruistic anymore. More often than not, it feels like the business it

has become.

But I think (and I hope you do, too) that it doesn't have to feel that way. Your office and the ways you and your staff interact with patients are crucial to how I feel about the care I receive and the value I've received for my hard-earned dollar.

And so, I'd like to tell you what it looks like from the chair, to share what I and others take away from your dental offices every day. Maybe those observations will lead you to pause and consider how such perceptions affect your practice in ways small and large.

CDS Review: *You've been a healthcare consumer for a long time – for both yourself and for your children. What have your favorite providers done to put you and your family at ease, and to let you know that their practice is the right one for you?*

Ms. Sisk: As a mother of two, I have to say that my assessment of a good healthcare practice has evolved. Where I used to place a premium on what I perceived to be top-notch care, I now place more value on my ongoing relationship with my providers.

Like many of us, I've bounced around looking for doctors, taking my share of wrong turns. But for the last 10 years, I have been fortunate enough to find doctors who listen to what I'm saying, ask questions, and speak to me, rather than from a script or memory. I value them as people and as doctors, and in turn they respond to me in ways that go well beyond the name on the chart. It's a relationship built and nurtured on mutual respect. ■

The views expressed in this column are those of the writer and not necessarily the opinions of the Chicago Dental Society.



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IT'S THE LAW

by John M. Green, DDS, JD

Contact Dr. Green at 312.676.5980 or jgreen@greenlawoffice.net.

FAQs about the Illinois Dental Practice Act

Every month I respond to dozens of phone calls and emails expressing dento-legal questions about the *Illinois Dental Practice Act* — the “rule book” for dentists and dental hygienists. Following I will address two sections of the Act from recent inquiries from my dental colleagues.

What is ‘general supervision’ and what must I do to comply with its requirements?

Section 225 ILCS 25/4 of the Act permits a licensed dental hygienist to perform certain dental procedures on a patient when a dentist is out of the office. This provision requires the following:

- The patient must be a “patient of record.” Therefore a hygienist can not treat a new patient under “general supervision.”
- The patient must have been examined by a dentist within one year of the providing of the “dental hygiene services.”
- The dentist must “authorize the procedures which are being carried out by the hygienist by making a notation in the patient’s record.”
- The patient must be “notified that the dentist is out of the office during the provision of the dental hygiene services.”

Keep in mind that “dental hygiene services” are not restricted to just a prophylaxis. Section 18 of the Act permits the dental hygienist to perform the following services under general supervision:

- Prophylaxis
- X-ray taking
- “The application to the surfaces of the teeth or gums of chemical compounds designed to be desensitizing agents or effective agents in the prevention of dental caries or periodontal disease.” (Examples of this would include the placement of sealants or perio-chips.)

The Act does not permit a hygienist to administer nitrous oxide or local anesthesia under “general supervision.” Paragraphs d and e in Section 18 of the Act also discuss the parameters under which a dental hygienist can treat patients in a nursing home or a prison, as well as conducting “school based oral health care” consisting of prophylactic procedures, sealants and fluoride treatments under “general supervision.”

To recap what is required of a dentist and dental hygienist under the “general supervision” section of the Act, I offer an example: Mrs. Jones is scheduled for a prophylaxis with your

dental hygienist Jan. 3, 2012, but you will be out of the office that day. Your hygienist can perform this procedure as long as you, the dentist, have examined Mrs. Jones within one year of that date (or Jan. 3, 2011) and provided that you have given written authorization in Mrs. Jones’s record to allow the hygienist to clean her teeth Jan. 3. Furthermore, Mrs. Jones must be notified that you are not in the office at the time of the prophylaxis.

Am I required to take a Basic Life Support course prior to the renewal of my dental license in September?

Yes.

In 2011, Gov. Pat Quinn signed into law a new provision of Section 16 of the Act that now requires that a dentist and dental hygienist “shall provide proof of current Basic Life Support (BLS) certification by an organization that has adopted the American Heart Association’s guidelines on BLS intended for healthcare providers at the time of renewal.” Section 16 of the Act further states that “BLS certification training taken as a requirement of this Section shall be counted for no more than

4 hours during each licensure period toward the continuing education hours under Section 16.1 of this Act.” (The Act requires that dentists complete 48 hours of continuing education every 3 years.) Section 16 also sets forth that the Illinois Department of Financial and Professional Regulations “shall provide by rule for exemptions from this requirement for a dentist or dental hygienist with a physical disability that would preclude him or her from performing BLS.”

I urge all dentists and dental hygienists to get certified in Basic Life Support as soon as possible in order to be in compliance by Sept. 30.

These questions are just two examples of provisions of the Act that dentists and dental hygienists must follow. While admittedly the Act is lengthy, I highly recommend that dentists and their staffs

take time to review it, especially the sections that deal with those dental services that may be performed by a dental hygienist and those that may only be provided by a dentist.

Remember that ignorance of the law is not a defense if a dentist or dental hygienist ends up violating sections of the act. ■

I urge all dentists and dental hygienists to get certified in Basic Life Support as soon as possible in order to be in compliance by Sept. 30.



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FROM THE GROUND UP A column about the CDS Foundation.

by Milly Goldstein

For more information, visit <http://on.cds.org/CDSF>

Start the year off right

Happy New Year! It is both my honor and my pleasure to start 2012 as chair of the Chicago Dental Society Foundation. I am proud of my family's history of supporting philanthropic causes that speak to our beliefs, values and goals. It feels very natural that I, an active member of the dental community, would include dental education and access to care in my philanthropic activities.

I am excited by the opportunity to work with the CDS Foundation's talented board: Mary Hayes, vice chair; Jeff Socher, treasurer; Terri Tiersky, Major Gifts chair; and Mary Starsiak, secretary.

Serving as trustees are Randy Grove, executive director of the Chicago Dental Society; Barbara Mousel; Kevin King; Ilie Pavel; Dave Lang; Trucia Drummond; Mike Durbin; Keith Suchy; Jamie Robinson; Pat Hann; Karen Neiner; Denise Hale, our liaison to the CDS Board of Directors; and the immediate past chair of the CDS Foundation, George Zehak, now serving as CDS treasurer.

Chairing CDS Foundation committees are Mary Starsiak, Events; Jamie Robinson, Communications; and Mary Hayes, Grants.

Many of our dedicated volunteers have posted short biographies at <http://on.cds.org/CDSF>. I hope you'll get to know them better and contact them with your ideas and concerns. Let us know what you think and how you want to get involved.

You know, of course, that the CDS Foundation supports many projects in the tri-county area. You can find a complete list online. As you read through the list of grant recipients, remember that 100 percent of your donation supports these projects. Your financial support will ensure we can continue this work and expand our reach.

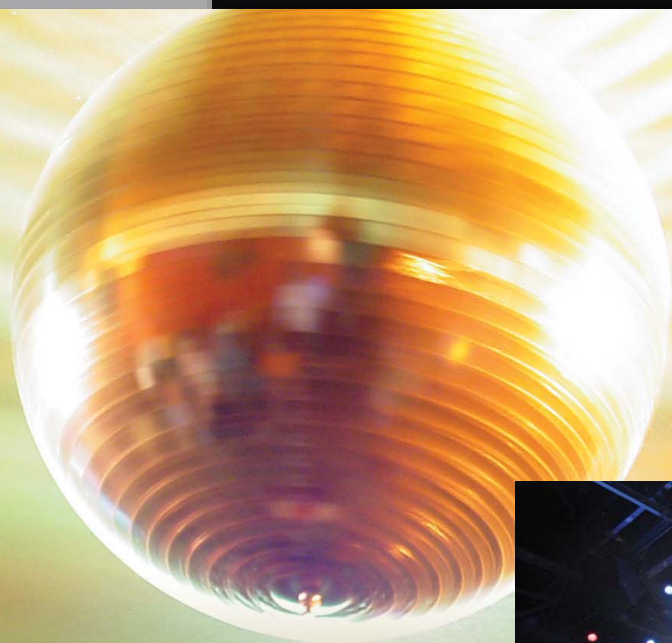
Toward that end, we're planning several events this year. We'll host two events at the upcoming Midwinter Meeting: a Corporate Breakfast Friday morning and *Stayin' Alive, one night of the Bee Gees* Friday night at the Park West. Be sure to reserve

your concert tickets with your Midwinter Meeting registration. We'll announce a few more opportunities to get together in the months that follow – and of course you'll need tickets to our popular fall Wine Tasting – so watch your inbox for more information. I hope to see you there.

When time management firm FranklinCovey polled more than 15,000 customers about New Year's resolutions, four out of five people broke their resolutions; one-third didn't even make it to the end of January. Forty percent of those surveyed attribute breaking their resolutions to having too many other things to do, while 33 percent say they simply aren't committed to the resolutions they set. Start this year right and affirm your commitment to our dental community. Visit our website to see where the CDS Foundation has directed our funds, and make your contribution to our future activities.

Get involved. Contact executive director Rodney Watt at rwatt@chicagodentalsocietyfoundation to learn how you can help! And donate online today at www.cds.org. ■

When time management firm FranklinCovey polled more than 15,000 customers about New Year's resolutions, four out of five people broke their resolutions. Start this year right and affirm your commitment to our dental community.



CDS FOUNDATION PRESENTS

stayin' alive

ONE NIGHT OF THE BEE GEES
AT THE PARK WEST

Their songs you can't help but sing along to: Stayin' Alive, Night Fever, How Deep is Your Love, and Grease. Join us for a night in tribute to these unmatched harmonies that will take you back to the first time you heard them. In Stayin' Alive, One Night of The Bee Gees, the vocal match of Mitch Morrison, Todd Sharman and Tony Mattina — backed by a live band — create an eerie sense of seeing the brothers Gibb live in concert.

For over 40 years, a time span more than any other group in pop history, The Bee Gees dazzled the international music scene with their incredible ability to remain current with each musical era. By 1979, The Bee Gees had made five platinum albums, including 35 hit singles; nine of them reached #1 on the Billboard charts. The album "Saturday Night Fever" sold over 30 million copies. And the hits keep coming: Run to Me, You Should be Dancing, Islands in the Stream, and others. Stayin' Alive is a unique recreation of one of the top acts in music history that should not be missed.

Purchase tickets online at www.cds.org or use the registration form in this issue. Tickets may also be purchased on site Thursday morning at McCormick Place West at the Special Events ticket counter in the Registration Area, Level 3, Concourse, subject to availability.

All proceeds go to the CDS Foundation, access to care and dental education programs.

FRIDAY, FEB. 24

Doors open at 8 p.m.

Performance starts at 9 p.m.

Park West, 322 W. Armitage, Chicago

\$35 per ticket; ticket required for entry

Event number: SE3

Seating is limited and not guaranteed and cannot be reserved.

ACCESS TO CARE

A look at challenges facing our profession.

Dental Lifeline Network hits the road

CDSF grant helps pay for new van used to treat patients in need

by Joanna Brown

It's been more than 20 years since Elgin dentist Frank Maggio first volunteered to treat patients with special needs, patients who are medically compromised, and elderly patients in his office at no cost. He's proud to say that his devotion to the Dental Lifeline Network — Illinois (formerly the Illinois Foundation of Dentistry for the Handicapped) hasn't wavered.

"It is the easiest way, and the best structured way, to serve people in need. It's a way to give back and a way to better understand our society," said Dr. Maggio, now vice chairman of the national Board of Directors. "This is a long-term commitment to giving patients a dental home."

This national organization runs two programs in Illinois: Donated Dental Services (DDS), which pairs volunteer dentists with disabled, elderly or medically-compromised patients who can not afford treatment; and the Dental HouseCalls program, which sends dentists and a van full of mobile equipment on the road to care for residents of nursing homes and other homebound people. In both programs, care is free or very deeply discounted.

Dental Lifeline Network reports that for every \$1 spent, \$15 of care is generated. The organization reported in 2011 that it had 15,000 volunteer dentists and 3,200 volunteer labs nationwide, which have provided \$200 million in



Photo by Tricia Koning

Boris Trukman shows off the new Dental Lifeline Network van at the November Regional Meeting.

dental care to 106,000 patients over the past 25 years. In Illinois alone, 341 patients received more than \$950,000 in donated dental care last year.

GO WITH THE FLOW

In Dr. Maggio's office, this care has been delivered to patients with physical and mental disabilities, but also patients who are waiting for organ transplants. These patients will not receive a new organ until they receive dental care and clear the source of infection from their mouths.

"There is a great need for care, but dental care isn't covered in their insurance, so we get a lot of referrals from hospitals," Dr. Maggio said. "The staff routinely takes great pleasure and pride in helping patients in every way we can."

The program's dental coordinator

prior to any referral to his office screens Dr. Maggio's DDS patients. The coordinator confirms their eligibility for the program and also the current state of their oral health.

"In Illinois, there are thousands on the waiting list to receive services. The dental coordinator goes to the database and looks for a volunteer close by, because often the patients are relying on public transportation," Dr. Maggio said.

"The dentist gets a report on the patient's dental needs, but also their disability. If you feel that something about the patient is beyond what you're capable of handling, you can pass," Dr. Maggio said.

"Maybe your office doesn't have an elevator for a patient in a wheelchair or you're not used to working with kids

with autism. You get one patient at a time, and you work within the normal scope of your practice,” said Dr. Maggio, a periodontist. “A patient who comes in to my practice through the DDS program is handled like every other patient — part of the day-in day-out flow.”

While his care is free, Dr. Maggio’s DDS patients find ways to thank him and the staff.

“Those who are religious pray for us, others bring us baked goods, books and DVDs. They are extremely appreciative and very attune to the significance of their participation in the program. They’re so happy to be coming in, and it makes our day more pleasant,” he said.

REALITY CHECK

Like many charitable organizations, Dental Lifeline Network has struggled recently to raise funds. It had long received funding from the State of Illinois, through the Health Department, but like many other state-funded programs the grant was reduced in this time of financial crisis.

“We’ve really been struggling since then. It slowed the pace at which we clear patients for treatment,” said president Fred Leviton. “In addition, many other grant-makers like to seed projects but don’t like to support projects forever — they like to get more projects going.”

Dental Lifeline Network – Illinois received a \$5,000 grant from the Chicago Dental Society Foundation in 2011 to support its local Dental HouseCalls program. The grant enabled them to purchase a new van, which will be used to take mobile dental equipment to homebound patients and others throughout the tri-county area.

“The old van just fell apart,” Mr. Leviton said, visiting from Colorado in November to dedicate the van. “It had 150,000 miles on it and was 10 years old. But this new van will see about 1,000 patients and travel 12,000 miles over the next year.”

Learn more at DentalLifeline.org. ■

Ms. Brown is the CDS senior writer.

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GOING LOCAL

A look at what's happening in our community

March 8 is UIC Clinic and Research Day

The University of Illinois at Chicago College of Dentistry's 25th annual Clinic and Research Day is set for Thursday, March 8, at the College of Dentistry, 801 S. Paulina St.

The College will take on the appearance of a national dental meeting all day, as the event will run from 7:30 a.m. to 4:30 p.m. and focus on student research presentations, Critically Appraised Topic (CAT) competitions based on actual cases, and an internationally known keynote speaker.

Jeffery Ebersole, current president of the American Association for Dental Research, the Alvin L. Morris Professor of Oral Health Research, director of the Center for Oral Health



Jeffery Ebersole

Research, and associate dean for research at the University of Kentucky College of Dentistry, will be the keynote speaker. He will speak on "Salivary Biodiagnostics in Oral and Systemic Diseases."

"Our students and fellows will present 100-plus posters highlighting their current research," said Phillip Marucha, associate dean for research at UIC. "They cover a wide range of topics in the basic, behavioral, clinical and applied sciences. Predoctoral, postgraduate and graduate students; postdoctoral fellows; and their faculty mentors will be competing for awards in a number of categories."

Also featured will be "CaseCAT" competitions, featuring actual cases that exemplify aspects of dentistry combined with critically appraised topics that summarize individual research.

"There will be dental products and services vendors' exhibits and events planned just for fun, too," Dr. Marucha continued. "Dentists, students, other medical personnel and those interested in research and vendors' exhibits are welcome."

CDS provides scrubs to inaugural class of CDMI

All 130 members of the Midwestern University College of Dental Medicine-Illinois's (CDMI) inaugural class have applied for membership in the Chicago Dental Society. In addition, CDMI students will complete their final exam Thursday, Feb. 23, leaving them available to attend the Midwinter Meeting Friday and Saturday, Feb. 24-25.

In celebration, CDS provided a set of scrubs to each student in the Class of 2015. The blue scrubs bear the CDS Midwinter Meeting logo.



Hyrum Murdoch

Continuing education credit will be awarded for attending a selected number of poster presentations and the keynote presentation. For additional information about the event, contact Katherine Long at longka@uic.edu or 312.996.3465.

UIC reunion to be held April 27 in Oak Brook

CDS MEMBERS TO BE HONORED

Several CDS members will receive awards from the University of Illinois at Chicago College of Dentistry at the College's 2012 Reunion.

Samuel Wexler, who earned his DDS degree in 1964, will receive the Distinguished Dental Alumnus Award.

The Distinguished Dental Alumnus Award is the College's highest honor. Dr. Wexler is one of the foremost dental historians in the world.

As co-chair of the UIC Dental Alumni Board's Committee on the Kottemann Gallery of Dentistry for 10 years, Dr. Wexler was the driving force behind assembling a unique collection of histor-

ical dental artifacts for the College.

He also created the dental history exhibit at Chicago's Museum of Science and Industry and at the Hebrew University-Hadassah School of Dental Medicine in Jerusalem. He also was involved in the development of the Samuel Harris National Dental Museum in Baltimore.

Dr. Wexler has lectured on dental history around the world, including the 2010 Midwinter Meeting.

Kenneth Gehrke, clinical assistant professor, at the UIC College of Dentistry Restorative Dentistry Department, will receive the E. Lloyd Du Brul Faculty Achievement Award. Dr. Gehrke has served on the faculty since 1982.

He has been course director for college courses more than 20 times, group leader eight times, and has served on 30 committees and subcommittees. Dr. Gehrke developed the College's removable partial denture education and patient care policies and guidelines.

Dr. Gehrke also has overseen the Fixed Partial Prosthodontics Laboratory, and he currently serves on the Dr. Allen W. Anderson Faculty Dental Practice Management Committee.

Elected as a faculty member to the

Omicron Kappa Upsilon National Dental Honor Society, Dr. Gehrke is also the recipient of an Award of Merit for Outstanding Clinical Achievement in a Comprehensive Patient Care Program.

The award is named for Dr. E. Lloyd Du Brul, who served on the faculty of the College of Dentistry for many decades and was one of the most famous dental anatomists of modern times. He died in 1996. It is presented for significant and meritorious activity as a faculty member of the College.

In addition, CDS member Robert Hurdle, a 1961 UIC alumnus, will receive the University of Illinois Alumni Association Loyalty Award. The award is given to an outstanding alumnus who has maintained extraordinary interest in and loyalty to the University.

Dr. Hurdle demonstrates his loyalty to alumni and to the college in many ways. He organized a special pre-reception for his fellow Class of 1961 members before the general Reunion in 2011, and he organized an effort to name an operatory in the College of Dentistry for the Class of 1961, which generated more than \$15,000 in donations.

Dr. Hurdle also collaborated with his colleague and fellow donor, William Bennett, '70, to refurbish a classroom. The classroom now features the latest technology.

Samuel Cascio, Loyola '52, and Joseph Discipio, Loyola '52, will receive the Raffaele Suriano Award. The award is given for important contributions to dentistry in the Chicago area on the part of a faculty member or alumnus of a Chicago area dental school or friend of dentistry, reflecting the contributions of Raffaele Suriano, former dean of the Loyola University Chicago School of Dentistry.

Dr. Cascio and Dr. Discipio have been leaders in keeping Loyola University Chicago School of Dentistry alumni together after the school's closing, both as an independent group and in helping Loyola alumni become increasingly active in UIC College of Dentistry events

and initiatives.

Both also have been very active in organized dentistry. Dr. Cascio is a former president of the Arcolian Dental Arts Society and former president of the Chicago AGD and Illinois AGD. Dr. Discipio is a former president of CDS, and Dr. Cascio is a former president of the Illinois State Dental Society; they served in those posts at the same time, in 1990-91.

Dr. Discipio served on the faculty of the Loyola School of Dentistry for three decades. He has been a member of the Northeast Regional Board of Dental Examiners for 31 years.

Dr. Cascio is a former chairman of the Loyola School of Dentistry Annual Fund and Dental Alumni Division Capital Campaign, and is a former president of its Alumni Association. Dr. Cascio also established a scholarship in his name at the UIC College of Dentistry.

Frank Maggio, a 1971 DDS alumnus of the Loyola University Chicago School of Dentistry and a 1975 Periodontics alumnus of UIC, will receive UIC's F. William Towner Organized Dentistry Activity Award.

The award is named for the late Dr. F. William Towner, a 1953 alumnus of the UIC College of Dentistry and is granted for significant and meritorious activity in organized dentistry, reflecting Dr. Towner's commitment.

Dr. Maggio is active with 17 professional dental organizations and five affiliate professional organizations.

He is a past president of the Illinois State Dental Society, the Fox River Valley Dental Society, the McHenry Dental Society, and the Illinois Society of Periodontists, and a former chairman of Dental Lifeline Network. He also served



Sam Cascio



Joseph Discipio

on the American Dental Association Health Foundation, and as the ADA Trustee from the Eighth District.

Dr. Maggio has been the Legislative Issues chair for the Midwest Society of Periodontology and chair of Delta Dental of Illinois. As a faculty member, he currently teaches at UIC and has taught at the Loyola University School of Dentistry and the University of Buffalo School of Dentistry, Buffalo, NY.

The 2012 UIC College of Dentistry Reunion will be held Friday, April 27, at the Hyatt Lodge, Oak Brook. All UIC and Loyola dental school alumni are invited. For additional information, contact Ana Lisa Ogbac of the College's Office of Advancement at 312.996.0485 or aogbac1@uic.edu. ■



Frank Maggio

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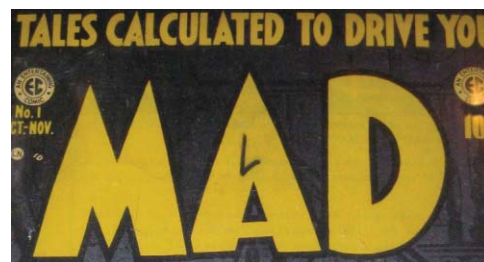
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SNAP SHOTS

Profiles of people in our profession

Steven Kahn is at home with his Inner Child

by Rachel Azark



Some people wonder why anyone would collect anything. Steven Kahn said his reason is simple.

“When we are experiencing stress in our lives, it is especially comforting to have something that either makes you feel good or reignites some memory from the past that gave you a good feeling,” said Dr. Kahn, a 1970 graduate of the University of Illinois at Chicago College of Dentistry. “I think that is the greatest attraction of collecting for me. It gives you something that recreates something from your past that feels good.”

Dr. Kahn doesn't remember a time when he wasn't collecting. As a young boy, he waited every Friday evening for his father to come home from his trips as a traveling salesman. Mr. Kahn arrived with little wrapped bars of soap from the motels he had stayed at. This was Dr. Kahn's first collection.

Since then, the Chicago-based oral surgeon has expanded his collection to include comic books; he guesses that he has 100,000-200,000 comics. He also has an extensive collection of toys that appealed to boys growing up in the '40s, '50s and '60s. And while Dr. Kahn doesn't read his comics, he collects and appreciates them for a different reason.

“I think [comics] are the most underappreciated art form in

America,” he said “I think it's great art.”

Dr. Kahn believes that finding his collectibles is the fun part of his hobby. While he can't reveal exactly where he gets his collectibles because the marketplace is so competitive, he said he travels with wide-open eyes. Dr. Khan has traveled to Indonesia, Afghanistan and India, and has found objects that showed artistic expression.

*I think [comics]
are the most
underappreciated
art form in America.
I think it's great art.*

“Many of my most dear collectibles are not necessarily valuable or beautiful, but I may have lived with the artist or shared something with the artist that was very special,” said Dr. Kahn.

With all of the things he has been collecting, Dr. Kahn has outgrown his storage lockers; he finally bought a warehouse in Kenosha, WI, early in 2011.

“When you go over 100,000, you get a reality check,” said Dr. Kahn. “And you start to realize you're not going to take it with you, and that maybe it's time to start letting it be enjoyed by others.”

Dr. Kahn and his family spent time cleaning and converting the warehouse they purchased in the historical area of downtown Kenosha into a 2,500-square-foot storefront. They named their store the Inner Child because the items in the store make

your inner child feel good and brings you back to your childhood.

Upon entering the store, anyone born after 1950 will find things that remind them of their youth. Both sides of the store highlight figurines and vehicles from many of the characters in pop culture. In the back left are comfy leather chairs where visitors can play Nintendo games; you just need to pick up the controller and pick from the hundreds of games Dr. Kahn's son has collected.

The back of the store is the wall of comic books ranging from the Silver Age, Golden Age and Bronze Age. Ten thousand comics are displayed in boxes. And while some of the comics are first editions (pictured) — and quite pricey — most of the items in the store are reasonably priced.

"I've been able to capture multiple generations of collectibles and have examples of toys and fun things [customers] grew up with," said Dr. Kahn. "That's probably been the nicest part about having the store thus far."

Dr. Kahn loves sharing his stories and collectibles with people of all ages, and is delighted he can share his things with the little community of Kenosha.

"As I've grown older, I've truly begun to realize that you really can't take it all with you. Whatever you obtain in life, whatever you accumulate in assets or material possessions, stay here when you leave," said Dr. Kahn. "So at some point in time you have to figure out a way to share what you have obtained with others." ■

Ms. Azark is the CDS editorial assistant.

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LOOKING BACK

A historical perspective

Our struggle to be heard is not a new one

by Walter F. Lamacki, DDS

The term “lobbying” originated in the 1800s in England. Citizens attempting to influence lawmakers’ votes would approach members of the House of Commons in the lobby of Parliament.

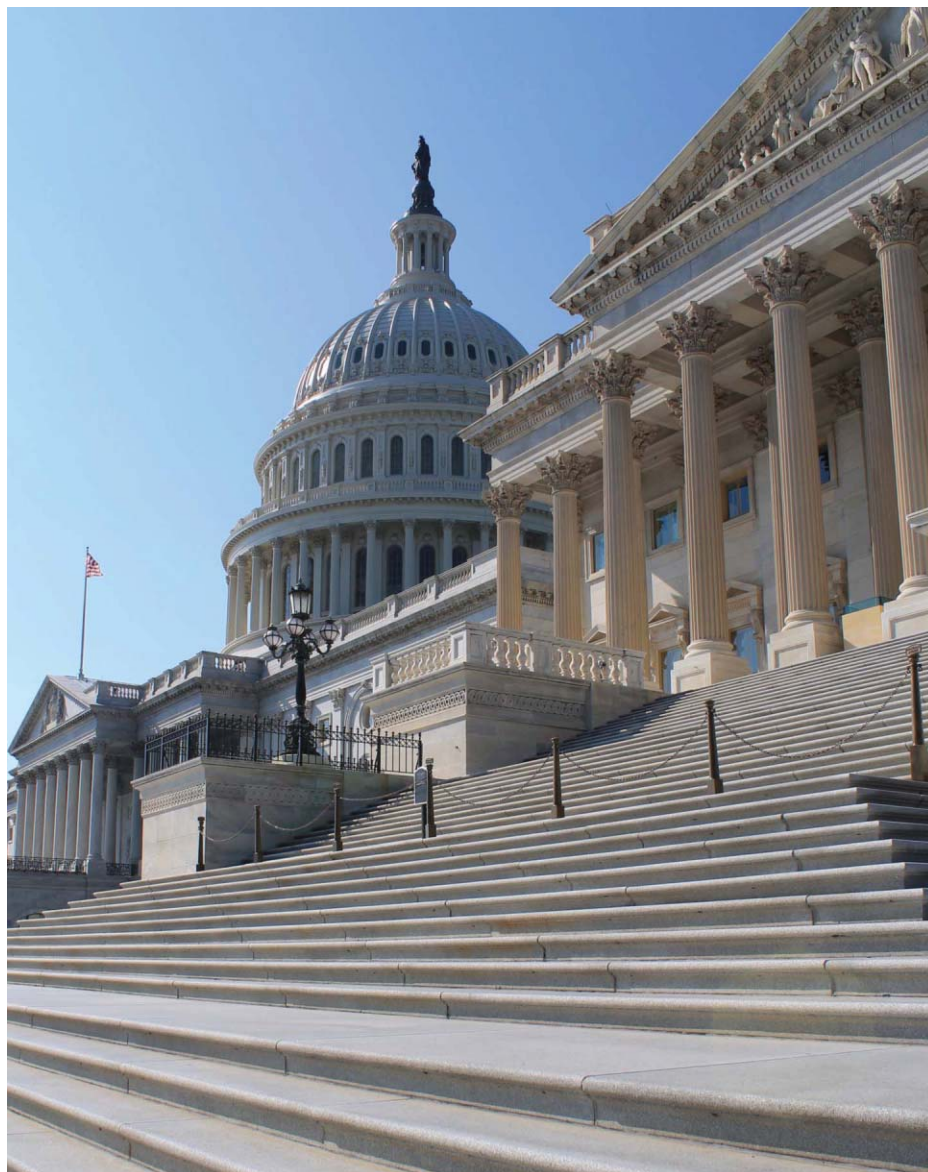
Lobbying became an art in the United States during President U.S. Grant’s term. The General would close up his office in the White House around 5 p.m. and walk across the street to the Willard Hotel. There he sat in the lobby with a snifter of brandy and a cigar as favor seekers flocked to his side like bees to honey.

The Illinois State Dental Society had a legislative committee from the time of its founding in 1864. However, it only monitored state legislation and it was a non-player in the legislative arena.

A bill to create a dental examining board was introduced in the State Legislature in 1871; it went nowhere. George Cushing, the second president of CDS and then-chair of the legislative committee, remarked that they were not professional lobbyists.

The society was attempting to establish formal educational requirements and regulation for the licensure of dentists, but lacked the persuasive skills necessary to convince the legislature. In 1875, they turned to a professional lobbyist, John Palmer; he drafted a new bill, but it too failed. Lawmakers treated the matter as a huge joke. They even recommended that the bill be referred to the committee on internal improvements.

Dr. Cushing and his committee were undaunted. They hit upon the crux of all political action: personal contact with the legislators. In 1881, Dr. Cushing was



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able to report to the state society that 300 members throughout the state personally wrote to individual legislators. Lawmakers who voted against the original bill were sent letters from constituent dentists.

The Chicago Dental Society contributed \$100, the total cost of the campaign. A three-man committee of CDS members — A.W. Harlan, T.W. Brophy

and E.S. Talbot — was appointed to work in cooperation with the state society. The men dug into their own pockets to augment the CDS contribution. Even the manufacturer of the Richmond Crown made a gift to the cause.

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DENTAL DATELINE

Dental Dateline is provided by your Chicago Dental Society member dentists.

Bad breath

Valentine's Day is approaching, and the last thing you want is bad breath marring an otherwise romantic dinner for two. Not all bad breath, though, comes from foods like garlic and onions. Sometimes it can be a medication causing it, an infection in the mouth, or a medical condition that needs to be taken care of promptly. A simple — yet sometimes embarrassing — symptom could be a sign that you need to check in with your dentist or physician.

WHAT CAUSES BAD BREATH?

Bad breath, also called halitosis, can be caused by a multitude of factors. One of the more common factors is particles of food left in the mouth from not brushing or flossing daily. Food that collects between teeth, on the tongue or around the gums can rot, and in turn will cause bad breath.

Garlic and onions are often touted as causing breath odor. What is really causing it is the food being absorbed into the bloodstream and then transferred to the lungs where it is expelled. The odor will continue to be there until the body rids itself of the food. Brushing, flossing and using mouthwash will only remedy the odor temporarily.

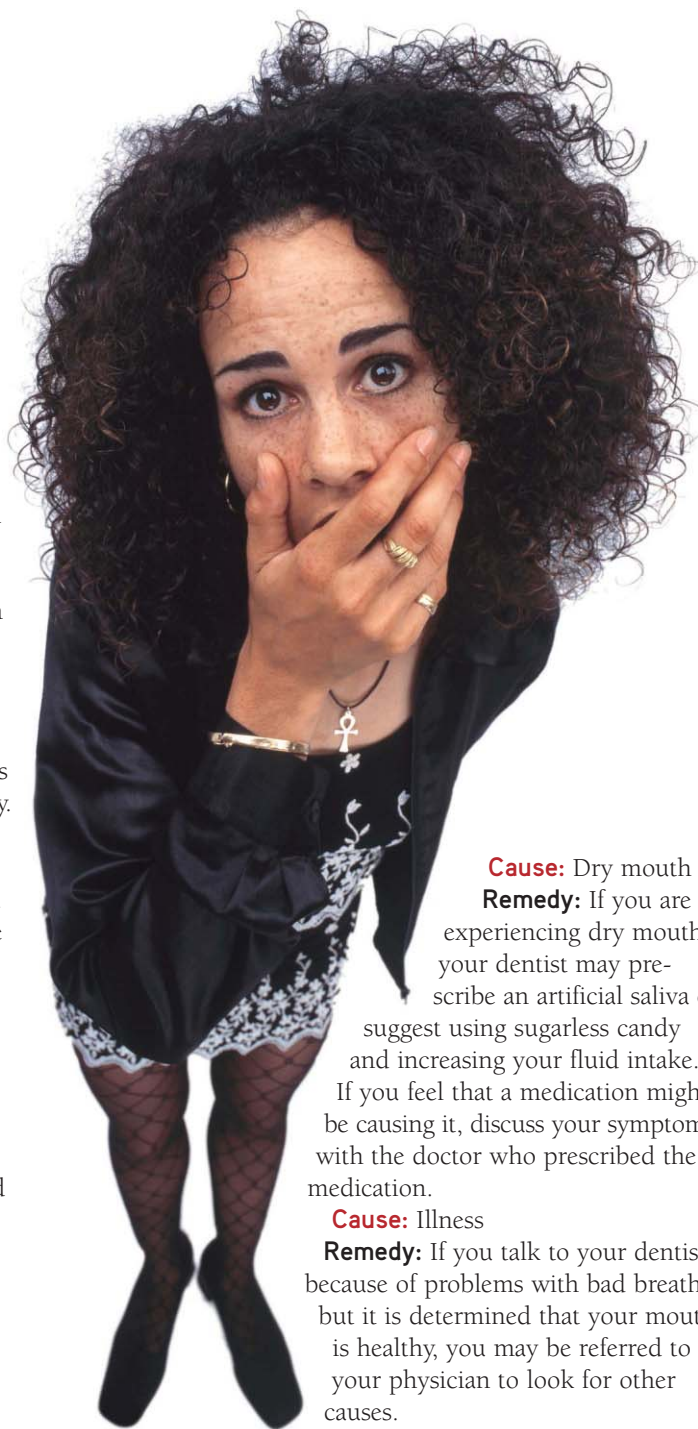
Dry mouth (xerostomia) can cause bad breath when the flow of saliva decreases. Saliva cleans the mouth and removes some food particles that may cause odor. Dry mouth can be caused by various medications, salivary gland problems, or even by continuously breathing through your mouth.

Sometimes bad breath is a sign of a medical disorder. Non-dental disorders causing bad breath could be an infection in the respiratory tract (nose, throat, windpipe, lungs), chronic sinusitis, postnasal drip, chronic bronchitis, diabetes, gastrointestinal disturbance, or a liver or kidney ailment.

WHAT CAN I DO TO FIX BAD BREATH?

Cause: Trapped food particles in the mouth

Remedy: Remember to brush your teeth twice a day for at least two minutes to remove food debris and plaque. Also remember to brush your tongue. Once a day, use floss to clean between the teeth. Using a mouthrinse along with brushing and flossing can help prevent tooth decay.



Cause: Dry mouth

Remedy: If you are experiencing dry mouth, your dentist may prescribe an artificial saliva or suggest using sugarless candy and increasing your fluid intake.

If you feel that a medication might be causing it, discuss your symptoms with the doctor who prescribed the medication.

Cause: Illness

Remedy: If you talk to your dentist because of problems with bad breath but it is determined that your mouth is healthy, you may be referred to your physician to look for other causes.

Remember that maintaining good oral health will reduce bad breath. Schedule regular dental visits for a professional cleaning and an exam. If you have persistent bad breath, try keeping a log of the foods you eat and the medications you take. Make sure to let your dentist know at your next visit if you've had surgery or any illness since your last appointment.

For more information visit the American Dental Association: <http://ada.org/2941.aspx>. ■

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MEETING PLACE

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Upcoming meetings

JANUARY

24: Arcolian Dental Arts Society

Lou Imburgia, DDS: Reducing Your Dental Office Debt. Rosewood Restaurant, 9421 W. Higgins Rd., Rosemont. Cocktails: 6:30 p.m.; Dinner: 7:30 p.m.; Program: 8:30 p.m. For information, contact Chuck Martello, 815.469.9119.

MARCH

6: Englewood Branch

Frank Licari: Update on Midwestern University College of Dental Medicine Illinois. Francesca's Vicinato, 12960 S. LaGrange Rd., Palos Park. Cocktails: 6 p.m.; Dinner and Program: 7 p.m. For information, contact Bill Hajiharis, 708.429.4770 or info@khwporalsurgery.com.

6: Kenwood/Hyde Park Branch

Harold Crossley, DDS, PhD: Pharmacology Update. Carmichael's Chicago Steakhouse, 1052 W. Monroe, Chicago. Cocktails: 6:30 p.m.; Dinner: 7 p.m.; Program: 8 p.m. CDS members: \$55; Non-members: \$65; Staff: \$25; Students: Free! RSVP to Kimberley Bolden at 312.372.7874 or kmhbolden@aol.com.

6: Northwest Side Branch

Mark Hutten, DDS, MS: Treatment Techniques to Optimize Anterior Esthetics. Rosewood Restaurant, 9421 W. Higgins Rd., Rosemont. Cocktails: 6:30 p.m.; Dinner: 7:15 p.m.; Program: 8 p.m. For information, contact George Frayn, 773.777.8282 or gfrayn@ameritech.net.

13: North Suburban Branch

Ann Rowland, MS, MA, CPT: Strategies for Building a Stress-free Dental Practice and Lifestyle. Green Acres Country Club, 916 Dundee Rd., Northbrook. Cocktails: 6 p.m.; Dinner: 7 p.m.; Program: 8 p.m. For information, contact Ted Constantine, drconstantine@comcast.net or 847.272.6646.

13: Northwest Suburban Branch

Jeffrey Kemp, DDS: Restoring Lateral Incisors After Orthodontics. Old Orchard Country Club, 700 W. Rand Rd., Mount Prospect. Cocktails: 6 p.m.; Dinner: 7 p.m.; Program: 8 p.m. For information, contact Scott Smoron, 847.255.2526 or scottsmoron@comcast.net.

May 9 CDS Webinar

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Cathy Jameson

Ten Ways to Have an Excellent Practice in Any Economy

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The webinar is free to CDS members and \$30 for non-members. Registration begins at 9 a.m. Tuesday, March 20, at CDS.org. If you are unable to participate on the day of the event, the webinar will be made available on demand the following day. However, the webinar will only be available to those who registered in advance.

CDS 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.

Study clubs

Central Lake County Dental Study Club

Meets third Tuesday of every month at noon, January-November, Grandma V's Pancakes, 10 E. Maple Ave., Mundelein. For information, contact Paul Showers, 847.816.3636.

Chicago Aesthetic Masters, a Hornbrook Group Study Club

Meets monthly, 6:30-8:30 p.m. at the office of Sheldon Seidman, 410 N. Michigan Ave., Suite 1014, Chicago. For information, call 312.644.4321 or e-mail smilechicago2@aol.com.

Chicago Dental Study Club

For information, visit www.chicagodentalstudyclub.com or call Forrest Tower, 708.423.0610. Newcomers are free. Please RSVP.

Greater Evanston Dentists Association

Meets first Monday of every month, noon-1 p.m., Gio Restaurant, 1631 Chicago Ave., Evanston. For information, contact Roger Nouneh, 847.475.7754.

Uptown Dental Forum

Meets every Friday, 12:30-2 p.m., Via Veneto Restaurant, 6340 N. Lincoln Ave., Chicago. Academy of General Dentistry sponsorship approved. For information, contact Marshall Dolnick, 773.588.3880.

Waukegan Dental Study Group

Semi-monthly meeting, noon-2 p.m., Waukegan Ramada, 200 Green Bay Rd., Waukegan. For information, contact Robert Stanuch, 847.336.8080, or Ellis Neiburger, 847.244.0292.

13: South Suburban Branch

Speaker from AMD Lasers: Laser Applications in Dentistry. Balagio Restaurant, 17501 Dixie Hwy., Homewood. Cocktails: 6 p.m.; Dinner: 7 p.m.; Program: 8 p.m. For information, contact Edward Ruiz, 708.997.1188 or edwardruizdds@yahoo.com.

13: West Side Branch

Donald Bennett, DDS: Occupational Hazards in the Dental Office: An OSHA Update (Staff Night). Barclay's American Grille at The Carleton of Oak Park, 1110 Pleasant St., Oak Park. Cocktails: 6:15 p.m.; Dinner and Program: 7 p.m. For information, contact Frank Orland, forlanddds@yahoo.com or 708.447.2100.

13: West Suburban Branch

Clinic Night. Maggiano's Little Italy, 240 Oakbrook Center, Oak Brook. Cocktails: 6:30 p.m.; Dinner and Program: 7 p.m. For information, contact Dottie Mackie, 630.515.1414 or damr53@me.com.

20: North Side Branch

Barry Freyberg, DDS: Current Standards for Treating Snoring and Sleep Apnea. Reza's, 432 W. Ontario St., Chicago. Cocktails: 6 p.m.; Dinner: 7 p.m.; Program: 8 p.m. For information, contact Lindsey Krecko, ljkkds@gmail.com or 516.428.0458.

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Jeffrey Okeson, DMD



Matthew Lark, DDS

Day 1 – Wednesday, February 22, 2012:

Orofacial Pain: Mechanisms and Treatment Considerations

Peter Baragona, DMD • Jeffrey Okeson, DMD • Charles Carlson, PhD

Occlusion, TMJ Imaging, and Arthrocentesis

John Kois, DDS, MS • Gerhard Undt, DMD, MD • Steven Shall, DDS • Matthew Lark, DDS

Day 2 – Thursday, February 23, 2012:

Sleep and Medical Considerations of Orofacial Pain

James Friction, DDS • Donald R. Tannenbaum, DDS • Alan G. Glaros, PhD • Dennis R. Bailey, DDS

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2 HOURS OF CE CREDIT

In addition to being wildly entertaining, Dr. Crossley is Professor Emeritus of Pharmacology at the University of Maryland Dental School. He has been appointed to several Maryland state commissions and acts as a liaison between local and federal law enforcement agencies and the dental community. Dr. Crossley is recognized as an expert on chemical dependency and has co-authored numerous articles dealing with the influence of clinical and street drug use and the practice of dentistry. He has lectured at many state dental associations from Rhode Island to California and internationally as well.

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BRANCH NEWS

News from the home front

Englewood

by Denise Hale, DDS

Happy New Year to all!

I'm sure we are all missing those 90-degree days now that winter is bearing down on us! With the cooler temperatures come more forest creatures galloping about. Sue Unger, wife of **Joe Unger**, recently hit a deer. No worries, Sue is fine — although her car was totaled. It was a dramatic way to get a new car!! Watch out for Bambi!

Ed Kasper Jr. gave a great presentation on endodontics at our November meeting. Ed Jr., along with **Mark Lingen**, hold the record for keeping the Englewood Branch silent during an entire lecture! Congratulations on a feat well done!

2013 Midwinter Meeting general chair **Tom Remijas** and program chair **John Kozal**, along with current branch director **Denise Hale**, attended the ADA Annual Session in Las Vegas in October.

Walter Lamacki was honored as a Jubilarian on Installation Night at the Four Seasons. Congratulations, Wally, on 50 years of serving dentistry! Wally and Gloria Lamacki also celebrated their 50th wedding anniversary with their family — all 15 of them — July 1. Gloria said, "Both were wonderful celebrations. As to being active in the dental societies, it has been a pleasure for both of us even after all these years."



ENGLEWOOD:
(Top) Bill Kort (West Suburban Branch) and Walter Lamacki were recognized for their 50 years of service to organized dentistry during the CDS Installation of Officers in November.

(Left) Roxanne Dyers, Denise Hale, Dr. Hale's office manager, Bernie Bilder, at the November branch meeting.

Proud papa **John Kozal** reports that his daughter Katarina is on the junior varsity Pom-Pon Squad at Lockport High School. Daughter Anastasia was inducted into the National Honor Society. And daughter Tatiana finished 12th in her conference in girls golf and shot a 94.

Denise Hale's son Christian Sorpassa was inducted into the National Honor Society at Carl Sandburg High School, and was named to the Southwest Suburban Conference All-Academic/Athletic Team as a member of the varsity boys soccer team.

Your correspondents

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Kenwood/Hyde Park

by SHERECE THOMPSON, DDS

HONORING 50 YEARS OF SERVICE

Charles Watson was honored as a Jubilarian Nov. 13 at the Installation of Officers at the Four Season Hotel. He has been a dedicated member of organized dentistry for 50 years. He and all the Jubilarians received plaques marking the milestone in their careers.

Charles graduated from the Meharry Medical College School of Dentistry in 1961. He began his dental career on the South Side of Chicago. His daughter **Cheryl Watson-Lowry** joined him in the practice until, he says, he “quit practicing dentistry” in 1997. He still enjoys consulting and visiting the patients at the practice. We are indeed proud and honored to have one of our members in the 50 Year Club. We congratulate Charles and honor this milestone.

Thank you **Melanie Watson-Montgomery!** Melanie retired as branch director after her full three-year term. She served and represented our branch with dedication, commitment and faithfulness. We thank her, and congratulate incoming branch director **Jack Liu**.

Happy birthday to Melanie’s son Joel, who marked his fifth birthday in November. He celebrated at Fantasy Kingdom Children’s Indoor Play Center in Chicago. He had a fantastic day with his family and friends.

It was indeed a “Mommy moment” for **SHERECE THOMPSON** to give her first career presentation at her twins’ (Jacob and Faith) pre-K class at Willow School. Parents were asked to come and speak about their jobs and how they help people in their community. The children were excited to learn about Dudley the Dinosaur and his first visit to the dentist.

OUR DEEPEST CONDOLENCES

It is with sad hearts that we announce the death of the father and father-in-law of **YETTA MCCULLOM** and **CORNELIUS MCCULLOM**. Flavius Glaiber was a general dentist in private practice in Washington, DC. He was a 1945 graduate of the Howard University School of Dentistry, and a past president of the Robert



KENWOOD/HYDE PARK: (Top left) Melanie Watson-Montgomery congratulates Jack Liu during his installation as branch director in November.

(Top right) Kim Bolden, Lawrence White, Priscilla White, Melanie Watson-Montgomery, Rodney Blaney and his wife, Rosiland.

(Bottom left) SHERECE THOMPSON gave a presentation about her career and how it helps the community at her children’s school.

(Bottom right) Melanie Watson-Montgomery’s son Joel celebrated his 5th birthday in November.

T. Freeman Branch of the National Dental Association. Yetta’s fondest memory of her dad is that he was “the best daddy a girl could wish for.” Dr. Glaiber was 91 when he died in October.

North Side

by AMY VAN FOSSEN, DDS

Chicago Sun-Times current events writer Mark Brown presented at our branch’s New Dentist Night meeting in November. A good time was had by all as he entertained us with insights on the political and journalistic scenes of Chicago.

Many of you know that **STEVEN STEINBERG**, a longtime North Side Branch member, has Parkinson’s disease; he retired from active practice in 2005. What you may not know is that Steve has been busy speaking and writing. He recently released a book in which he shares his experiences along what he

calls his “Path to Happiness.” The book is entitled *Light, Love, Life, ShaLom: Your Path to Happiness at Work and at Home* and can be found on Amazon.com. Steve will be speaking at the South Suburban Branch April 10, and is available to speak at various venues. Check out his website, www.valuesdoctor.com.

KATHERINE LAUDERBACH and her husband, Rick Grant, took a bicycling trip to Argentina to celebrate their 25th wedding anniversary. They are enjoying their new status as empty nesters. Their daughter Claire just graduated from Denison University, and son Jack is a freshman at Miami University of Ohio.

NADINE BRODALA has joined the periodontal practice of Drs. Yamada, Gorin, Marinello, Rosen & Russo. They are excited to have her as part of their practice. Nadine was previously a professor at the University of North Carolina at Chapel Hill for the past eight years.

President Profile

Lawrence White, DDS | KENWOOD/HYDE PARK



The White family: Priscilla, Landon, Lawrence and Laila.

Education: Lawrence White earned his dental degree in 1989 from the Southern Illinois University School of Dental Medicine.

Family and Practice: Dr. White and his wife, Priscilla, have two children, Landon and Laila. Dr. White practices in the Chatham neighborhood on Chicago's South Side.

Outside of dentistry, my interests include: running, reading, drawing with Landon, having tea with Laila, and going to dinner and the movies with Priscilla.

My goal for the coming year is: to strengthen the broad foundation that supports the many varied interests of our very diverse membership. Whether it's 3D digital impressions and radiography, environmentally conscious green practices, new orthodontic methods, or improving access to care, our members express their passion for dentistry in various ways. I hope to grow the professional exchange of ideas beyond the arena of our monthly meetings. We use continuing education to update and improve our practices; we should also understand that insights from our colleagues can function in that same capacity. In our ever-expanding world of dentistry, the experience of one member can be a great resource for another member. In today's difficult economic environment, it's especially important that we leverage all of the technology available to us, including the telephone.

Jun Lim lectured at the Southern Illinois University School of Dental Medicine, addressing contemporary periodontal concepts via lecture and hands-on demonstration on pig jaws.

He also attended the ADA Annual Session in Las Vegas, where he was inducted into the International College of Dentists. Congratulations, Jun!

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William Simon, Gina Rotkvitch and their entire team welcome new associates **Lance Skinkys** and **Kinnery Patel** to their City Smiles and Sonrisa Urbana practices. Lance is a 2010 graduate of the University of Illinois at Chicago College of Dentistry and a 2011 graduate of the GPR at Advocate Illinois Masonic Medical Center. Kinnery is a 2010 graduate of the University of Detroit Mercy School of Dentistry and a 2011 graduate of the GPR at Advocate Illinois Masonic Medical Center.

In July, **Lynse Briney** joined **Melissa Connell** at Children's Dentistry of Bucktown and Wicker Park as an associate. Lynse completed a residency program in pediatric dentistry at UIC in June. Children's Dentistry BWP — located at 1611 N. Wolcott Ave. in Chicago — celebrated its second anniversary in August.

Melissa and her husband, Bob Burger, welcomed their second daughter Oct. 31. Zoe Caroline was born at 5:58 a.m., weighing 7 pounds, 7 ounces, and measuring 21.5 inches. She was excited to meet her big sister, Stella.

Barbara Brisk-Zizic and **Bill Zizic's** daughter, Josephine, is in her second year of hygiene education at Kennedy-King College. Barbara is volunteering to supervise the hygiene students on Thursday afternoons at Goldie's Place. This allows the students to meet their service requirements. Goldie's Place is a wonderful facility and service for the homeless.

Myron (Mike) Winer, now living in Palm Desert, CA, has been promoted to associate professor at Loma Linda University in the graduate prosthodontics program. Mike is co-author of an article entitled "An in vitro investigation into the physical properties of irreversible hydrocolloid alternatives" published in the November 2010 issue of the *Journal of Prosthetic Dentistry*.

If you haven't already, come join us at one of our branch meetings. All are welcome to enjoy a night of camaraderie, fellowship and fun!



NORTH SIDE: Melissa Connell (right) welcomed Lynse Briney as an associate to her practice on the North Side.

North Suburban

by Nikisha Jodhan, DDS, and Ingrid Schroetter, DDS

Sergio Rubinstein presented a webinar called "Simplification of the Complex Case" through DentalXP, an Internet-based lecturing site, and published an article in the *Journal of Cosmetic Dentistry* entitled "Anterior Extraction and Implant Placement in a Severely Deficient Site: Multidisciplinary Enhancement of Hard and Soft Tissue Profiles."

Charles Lockhart attained diplomat status with the American Board of Dental Sleep Medicine in September.

Paul Akers attended the American Association of Oral and Maxillofacial Surgeons dental implant conference in Chicago Dec. 2-4. The annual event highlighted advanced implant site preparation and placement techniques, along with advanced restorative techniques with the use of CAD/CAM scanners. Virtual implant treatment planning was also highlighted with some of the latest technologies available.

Jim Fondriest has been enjoying the lecture circuit. He recently returned

from a trip to lecture at the Swedish Academy of Cosmetic Dentistry. He also was listed for the sixth time in *Dentistry Today's* list of top dental educators.

Robert Johnson of Glenview and **Mark Cannon** of Long Grove are very involved in the development of apps for smart phones. Their apps are educational and direct patients to dentists that specialize in procedures that the patients have expressed interest in.

Nikisha Jodhan, like many periodontists in our area, attended the annual American Academy of Periodontology conference in Miami, Nov. 11-15.

Barry Cherny, Abe Dumanis, Bruce Hochstadter and **Richard Isaacson** presented a symposium on full arch implant supported restorations (all on 5 or 6) and digital dentistry. Guest lecturer Paulino Castellon presented the latest advances in immediate load implant supported prosthetics, impression-less dentistry utilizing the latest scanners, and the team approach to providing



NORTH SUBURBAN: Tom Bleck and wife, Marcia, completed their first half-marathon in Boston Sept. 18, raising funds for the Katie Bleck fund at the Dana Farber Cancer Institute. Pictured are Jane Bleck, Tom Bleck, Marcia Bleck and James Bleck.

session, Mary Beth and **Mark Humenik** and **Ed Segal** discussed resolutions at the Minus 5 Lounge.

Larry Farsakian's son, Troy, is 17 years old and a senior at Glenbrook South High School. The school presented a 24-hour telethon Nov. 4-5 to raise money for Youth Services of Glenview/Northbrook. It was broadcast on cable TV in the Glenview area. The entire production was done by Glenbrook South students. Troy was one of three 24-hour hosts for the program, which raised more than \$80,000 for Youth Services.

Glenbrook South also produced a "lip dub" in conjunction with the telethon, which was reported on by the *Daily Herald*.

Tom Bleck and wife, Marcia, completed their first half-marathon in Boston Sept. 18, raising funds for the Katie Bleck fund at the Dana Farber Cancer Institute in Boston. Katie Bleck was their niece; she died 10 years ago from leukemia. Next year, Tom is planning to complete the full marathon. Good luck training, Tom!

these exciting new procedures for our patients. The presentation was accompanied by a buffet dinner at Maggiano's in Skokie.

The practice and staff also recently

recertified as instructors in Basic Life Support and obtained certification in Advanced Cardiac Life Support.

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Jacqueline Rosen's daughter, Kristina, is currently a sophomore dental student at the University of Southern California in Los Angeles. Dr. Rosen is a 1982 Northwestern University Dental School graduate and completed an orthodontic program in 1984.

Maria Fe Corpuz-Bato is organizing a meeting for the Lake County Dental Society in Las Vegas March 15-17. Everyone is invited.

Several University of Illinois dental students attended our branch meeting at Green Acres Country Club Dec. 6, including Michael Kostal, UIC Dental Student Council president; Marcos Monteya; Amanda Henry; and Michael Cheng.

Northwest Side
by Gordon Ziols, DDS

We hope everyone had a safe and enjoyable holiday season, and look forward to continuing to provide updates in the New Year!

The Northwest Side Branch enjoyed its holiday party at the Cliff Dwellers in downtown Chicago. The Penthouse, located on the 22nd floor, offered a spectacular panoramic view of Lake Michigan, Millennium Park and the Art Institute of Chicago with all the holiday lights on full display.

Paul DiFranco and his wife, Linda, spent some time in Naples, FL, with their two sons. Besides golfing, Paul and his sons caught plenty of redfish and bass, which provided the main course for several enjoyable meals. Paul also had an opportunity to listen to William O'Neil speak on investments.

Bob Moen's son, Jonathan, graduated from the University of Minnesota with a degree in actuary science. Bob said his son has already accepted employment with a firm in Chicago

Spencer Bloom took first place in a wood carving competition in Rockford. Spencer made a seahorse that took 25



NORTHWEST SIDE: Spencer Bloom proudly displays the seahorse for which he took first prize in a scroll saw competition in Rockford.

hours to carve and which he said was one of his best pieces.

Spencer and his wife traveled to Texas the last week of December to visit two of their military sons (who are now stateside) and seven of their 10 grandchildren.



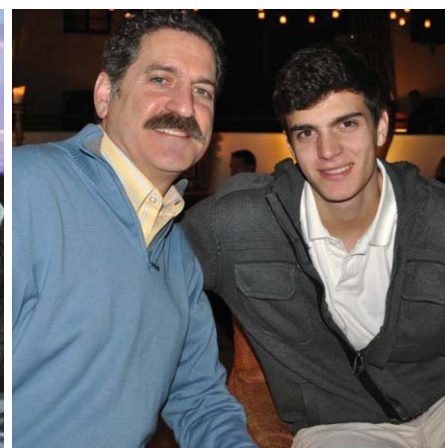
Lou Imburgia looks forward to his annual trip to Las Vegas at the end of January. Joining Lou at the Bellagio will be **Chuck DiFranco**, **Mike Biasiello** and newcomer **Mike Cascio**. Lou says his money is lonely so he needs to give some to the casinos.

Northwest Suburban
by Angie Willox, DDS

Happy Holidays! Northwest Oral and Maxillofacial Surgery kicked off the holiday season by hosting a holiday brunch at the Royal Melbourne Country Club Dec. 4.

It was wonderful to see so many dental colleagues together to celebrate the holidays and enjoy each other's company, not to mention some delicious food, as well. Special thanks to **Pete Chemello**, **Matt Gauthier**, **Todd Jensen** and **Michael Steichen**!

Kevin Lucas had a busy fall. He ran his first Chicago marathon Oct. 9, finishing in an amazing 3 hours, 48 minutes! The next day he and his wife left for Paris to celebrate their 20th wedding anniversary. In addition, Kevin started his 18th year teaching adult orthodontics and orthognathic surgery at the University of Pennsylvania.



NORTH SUBURBAN: (Left) Ed Segal and Mary Beth and Mark Humenik discussed resolutions at the Minus 5 Lounge.

(Above) Larry Farsakian is proud of his son, Troy, who co-hosted a 24-hour telethon at Glenbrook South High School.

President Profile

Kenneth Hauser, DDS | NORTHWEST SIDE



The Hauser family: Kenneth, Olivia, Jasmine and Isabelle.

Northwest Side.

Outside of dentistry, my interests include: spending time with my family, leading small Bible discussion groups, and doing volunteer work for the underprivileged. I also enjoy soccer, camping and exercise.

My goal for the coming year: I look forward to the year ahead and the opportunity to build our branch through friendship and camaraderie. The excellent dinners and fun holiday party helped foster branch relationships. This gives us the opportunity to share our thoughts, get advice, solve problems, and share hopes and dreams. I look forward to your valuable input as we go forward. The continuing education should prove very valuable in advancing our patient care. The year ahead will be fun, educational and welcoming to new branch members.

Education: Kenneth Hauser earned his dental degree in 1986 from the University of Minnesota School of Dentistry. He earned a Master's degree and certificate of specialization in orthodontics from the Columbia University College of Dental Medicine in 1994.

Family and Practice: Dr. Hauser and his wife, Jasmine, have two daughters: Olivia and Isabelle. He practices in the Edgebrook neighborhood on Chicago's

Angela Willox and her staff enjoyed celebrating Halloween in the community by participating, for the second year, in the Make A Difference Day event Oct. 22 at Riley Elementary School. This annual

event, sponsored by Wheeling Township, is a Halloween fun fair for children with special needs and their families.

Don't forget to save the date for the 2012

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Mission of Mercy, to be held June 8-9 at the Lake County Fairgrounds in Grayslake. If you're unable to volunteer your time, consider sponsoring or donating to the event. Contact mom@isds.org for more information.

Hope to see many of you at the Midwinter Meeting! As always, please feel free to submit your branch news to me by phone at 847.670.9020 or by email at smilesforkids@comcast.net.

South Suburban

by Michael Hoffman, DDS

The November meeting of the South Suburban Branch featured Chicago radio personality Garry Meier.

Garry described his extraordinary career in Chicago radio from the 1970s to his present daily show on WGN. He also brought restaurant gift certificates, which were raffled off to benefit a favorite charity of his, the St. Vincent DePaul Society of St. Damian Church in Oak Forest. It provides help to needy individuals and families in the South Suburbs.

Anthony Pallotto graduated from the New York University College of Dentistry in 2011 and marks the third generation of dentistry in his family; his father, **Nicholas Pallotto**, started in 1980 after Romeo Pallotto, who established Pallotto Dental Care in 1946.

Along with his DDS degree, Anthony also received the prestigious American College of Prosthodontists Award and the Eugene Rothschild Memorial Award from the New York Academy of Oral Rehabilitation. In addition, Anthony received the Xi Psi Phi National Editor of the Year Award while serving the dental professional fraternity.

Anthony enjoys running, soccer and biking. He ran the New York Marathon in 2010 and the Chicago Marathon this past October.

CDS past president **Todd Cubbon** remains as involved as ever. ADA president Ray Gist appointed Todd to the ADA Strategic Planning Committee, which lays out the future goals for the



SOUTH SUBURBAN: (Top) Janis Pallotto, Anthony Pallotto, Nicholas Pallotto, Bianca Pallotto and Marissa Pallotto at Anthony's graduation from the New York University College of Dentistry. (Middle left) Program chair Ed Ruiz, his staff member Gail, and WGN radio personality Garry Meier at the November branch meeting. (Middle right) Francis Cardinal George presented the Christifideles Award to Mike and Bernie Hoffman during a ceremony at Holy Name Cathedral in Chicago. (Bottom) Vincent Oganwu and Keyur Shah with two staff members at an open house for Keyur Shah and Rob Manasse.

ADA. They just finished the 2013-14 plan.

Todd also serves as the ISDS representative to the Physicians Benefit Trust, which is the major medical insurance carrier for the ISDS-sponsored plan. Todd is also the chair of the CDS Sesquicentennial Committee, planning how to celebrate our 150th anniversary. The celebration will begin at the 2014 Midwinter Meeting and last through the 2015 Midwinter Meeting.

Mike Hoffman and his wife, Bernie, were presented with the Christifideles Award by Francis Cardinal George, Archbishop of Chicago, during a prayer service at Holy Name Cathedral in November. This ecclesial honor of the Archdiocese of Chicago is given annually to volunteers who have contributed extraordinary service to their parish over a sustained period of time.

CDS past president **Ron Testa** will reduce his working hours in 2012 as his

daughter, **Rebecca Testa**, will be joining Pediatric Dental Specialty Associates on a full-time basis in both the Flossmoor and New Lenox offices.

Rebecca completed both her dental and pediatric training at the University of Illinois at Chicago College of Dentistry, and recently earned her status as a diplomate of the Board of the American Association of Pediatric Dentistry.

Ron and his wife, Barb, probably have the unique distinction of having two separate bizarre events happen while vacationing on cruise ships. Once their ship caught fire and they almost had to abandon ship. Another time, they were unable to leave port in New York City due to the first snow storm to hit New York City in October in more than 50 years.

Keyur Shah and **Rob Manasse** held an open house at their newly renovated Matteson Orthodontics office in November. More than 40 dentists, specialists and staff from many offices were in

attendance. Part of the program included continuing education sponsored by Invisalign. Keyur, Rob and the staff are very excited to be treating patients in their newly remodeled home.

The South Suburban Branch is organizing a ski trip to Utah March 16-20. A tour of Gordon Christensen's complex will be conducted for those who arrive early Friday. Contact **Kevin Patterson** at kpattersondds@aol.com or call 708.849.8627 for details.

For those who like to fish or just be out on Lake Michigan, our annual branch fishing trip is planned for June 8. If you are interested, contact **Loren Feldner** at ljfeldnerdds@pol.net or 708.349.1515. Limited space is available for both of these events.

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West Side

by Michelle Jennings, DDS, and Michael Santucci, DDS

Jim Bryniarski was installed as our branch director Nov. 13 during the Installation of Officers. Congratulations to Jim and thanks to **Don Tuck** for his leadership over the past three years.

George Zehak was also honored. He was installed as the new CDS treasurer. Congratulations to George.

Lisa and **Brian Caraba** went to Paris for Brian's birthday and to celebrate their 20th anniversary. Brian received his rescue diver certification over the summer; he will go to Cozumel, Mexico, to receive his master diver certification. He has been dry suit diving in Lake Michigan.

Brian served as an alternate delegate at the ADA Annual Session in Las Vegas.

In October, Eleanora and **Dick Perry** spent five days in Louisville visiting their daughter Teresa, son-in-law Cody, and grandchildren, Noah (4) and Samuel Richard (1-1/2). The Perrys have 10 grandchildren.

Dick visited his brother in Philadelphia for his 81st birthday, and also participated in a North East Regional Board exam at Temple University.

Laura and **John Perna** traveled to Paris and Madrid in October. They climbed the Eiffel Tower and enjoyed wonderful food. The only problem was the jet lag upon returning home.

Samir Balaney will be associating with **Rashmi Vibhakar** in Chicago.

Courtney Villari is working for **Zach Soiya** as an associate. She purchased an office in Elmwood Park, just down the street from the office. Courtney will be visiting the Oak Park elementary schools for Children's Dental Health Month.

Mario Serrano attended the ADA Annual Session in Las Vegas with his family. A good time was had by all.

Frank Orland and **Carla Orland** had several very hectic and happy months,

culminating with the wedding of their son, Geoffrey, to Jennifer Chiarello at Holy Name Cathedral, with a downtown Chicago reception.

Many friends and relatives flew in from various parts of the country to attend — even from Austria, where Geoff had studied abroad in college. Everyone had a fabulous time, with most people staying on the dance floor until the very end, after midnight. The bride and groom went back to their jobs immediately, because besides working full-time as a CPA, Geoff is attending graduate school at the University of Chicago.

One week later, Frank, Carla and **Gina Orland** traveled to Las Vegas for the ADA Annual Session. Besides having a great time at the meeting and seeing several shows, they also enjoyed a trip to the Hoover Dam and a day-long excursion to the Grand Canyon. It was the perfect ending to a very busy autumn!

Vasyl Baranovsky is currently working in private practice as an associate in Palos Hills and looking for space to open his own practice.

Shana Novick had her second baby girl March 16; Ela Eileen Novick weighed 7 pounds and measured 21 inches. She joined big sister Mira, who is now 3 years old.

While on maternity leave between February and May, Shana did a major remodel of the office. The entire office was gutted and completely rebuilt. She hosted an open house Oct. 6. The new additions include an expanded reception area, an iPad station for patients, a private consultation room, a four-chair open bay treatment area, a pan/ceph and records room and radiant heat throughout the entire office. An open invitation stands to anyone who wants to stop by to see the new office.

West Suburban

by Victoria Rinando, DDS

Our November meeting featuring Robin Wright, PhD, at the Naperville Country Club was a big hit. Despite the cold and stormy weather, we once again had a wonderful turnout! Robin presented lots of tips as a communications expert that will be sure to prove helpful to everyone who attended Team Night. **Darryn Weinstein**, assistant dean at the Midwestern University College of Dental Medicine-Illinois (CDMI), was in attendance.

Congratulations to **Alyssa Brown**, branch librarian, and her husband, John O'Toole, on the birth of their first son, Jack, Oct. 20.

We wish new Illinois State Dental Society trustee **Mark Ploskonka** a very happy 50th birthday! Some of us don't believe he's a day over 25!

Barbara Chang, mother of branch treasurer **Doug Chang**, took a vacation cruise to the island of South Georgia, located in the Atlantic Ocean. The area is known for its rugged, mountainous landscape as well as cold maritime weather. This was surely an adventurous trip for her!

The DuPage County Health Department and CDMI sponsored a half-day conference Oct. 26 in Addison to help low income residents in the Dental Care Connections Program. It is a referral program that connects residents in need of discounted care to local providers. **Gary Drahos** led a discussion on current trends in dentistry.

Kelly Kirtland announced that **Keerthi Golla** joined her practice in April. She recently passed her oral boards and is a diplomate of the American Board of Pediatric Dentistry. Kelly reports that Keerthi is very kind and knowledgeable and has been a great addition to the staff.

Kelly will also become an examiner for the oral portion of the diplomate of the American Board of Pediatric Dentistry exam Sept. 30-Oct. 5 in Dallas. She says it's a great honor to be asked to perform this service.

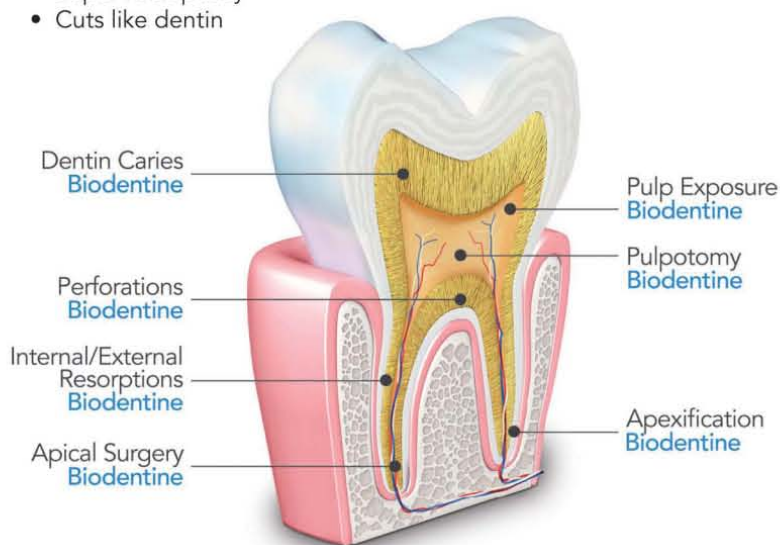
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WEST SUBURBAN: (Left) Congratulations to Alyssa Brown and her husband, John O'Toole, on the Oct. 20 birth of their first son, Jack. (Right) Mark Ploskonka and Paulina Sawicki-Brozowski with Robin Wright at the November branch meeting.

CDS hosted its annual Installation of Officers Nov. 13 at the luxurious Four Seasons Hotel. This annual event celebrates the retirement of the branch presidents, directors and CDS officers, and then the installation of directors, officers and the 2012 CDS president. Our West Suburban Branch had the distinct honor of having both the outgoing and incoming CDS presidents being celebrated in **Ian Elliott** and **John Gerding**.

An emotional Ian thanked all who helped him during his fantastic year,

especially his family and lovely wife, Jan.

John thanked all who have helped and encouraged him throughout the years and his staff, family and wonderful wife, Shirley.

Also being honored were retiring branch president **Donald Kipper** and his beautiful wife, Marge, and seven Jubilarians for their 50 years of service to organized dentistry: **Robert Hurdle**, **Roger Kallal**, **William Kort**, **Thomas Manolis**, **Richard Rudi**, **Eugene Schklair**, and **Paul Swade**. Congratulations

and thank you all!

Also attending were **Robert Banks**, **Thomas Machnowski**, **Taisa Szeremeta-Browar**, **Andy Browar**, **Diane Kleiber**, **Bill Kleiber**, **Joseph Discipio**, **Dean Nicholas**, **Brian Del-Carlo**, **James Maragos**, **Paul Kempf**, **Al Diepstra** and **John Milgram**. This truly is a fantastic event, open to all CDS members, and one all of us should plan to attend. ■

Do you know someone who is interested in a career in dentistry? *Don't let them miss this opportunity to learn about the exciting field of dentistry!*

Tell them to attend the **ILLINOIS PREDENTAL CONSORTIUM CONFERENCE**
Friday, February 24, 2012

@ McCormick Place West Building during the **Chicago Dental Society Midwinter Meeting**

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VISIT BOOTH #1228 AT MIDWINTER MEETING

APPLICANTS & DECEASED MEMBERS

APPLICANTS

Abboud, Abdallah

Loma Linda University, 2010
4049 W. 26th St., Chicago
West Side Branch

Adeleke, Funmi

University of California-Los Angeles, 1998
10554 S. Ewing Ave., Chicago
Kenwood/Hyde Park Branch

Bagai, Sumeet

Marquette University, 1999
6338 S. Pulaski Rd., Chicago
Englewood Branch

Baier, April

University of Pennsylvania, 2011
639 W. Briar Pl., Chicago
North Side Branch

Beckerly, Michelle

Boston University, 2009
750 N. Rush St., Chicago
North Side Branch

Bisterfeldt, David

University of Illinois, 2010
1933 Franciscan Way, West Chicago
West Suburban Branch

Buenvenida, Paul

University of Illinois, 1993
55 E. Washington St., Chicago
Kenwood/Hyde Park Branch

Fetner, Alexander

Florida University, 2011
2359 N. Lister, Chicago
North Side Branch

Garcia, Katherine

University of Nebraska, 2010
467 W. Deming, Chicago
North Side Branch

Garcia, Rowena

Centro Escolar University, 1984
4905 W. Oakton St., Skokie
North Suburban Branch

Gordon, Angela

Meharry Medical College, 1997
2555 W. Lincoln Hwy., Olympia Fields
South Suburban Branch

Harris, Aminah

University of Illinois, 2010
9119 S. Exchange, Chicago
Kenwood/Hyde Park Branch

Israel, Meredith

University of Detroit Mercy, 2003
16739 Torrence Ave., Lansing
South Suburban Branch

Jardeleza Rhee, Anne Marie

University of Illinois, 2010
5644 Roosevelt Rd., Chicago
West Side Branch

Kapmarski, Rita

University of Illinois, 1980
2605 W. Lincoln Hwy., Olympia Fields
South Suburban Branch

Kaur, Sukhjot

New York University, 2003
4727 Willow Spring Rd., LaGrange
Englewood Branch

Korkus, Jeffery

University of Illinois, 2010
2001 S. California, Chicago
West Side Branch

Layne, Reed

West Virginia University, 2008
2124 Ogden Ave., Aurora
West Suburban Branch

Malik, Shuaib

New York University, 2003
15300 West Ave., Orland Park
South Suburban Branch

Massie, Jessica

University of Michigan, 2008
1707 Shermer Rd., Northbrook
North Suburban Branch

Moghadam, Maryam

Marquette University, 2011
5060 Ace Ln., Naperville
West Suburban Branch

Munoz, Isabel

Dominican University, 2001
3540 E. 118th St., Chicago
Kenwood/Hyde Park Branch

Osika-Wozny, Agnieszka

Southern Illinois University, 2009
10033 S. Roberts Rd., Palos Hills
South Suburban Branch

Pappas, John

West Virginia University, 1973
6319 Fairview Ave., Westmont
West Suburban Branch

Patel, Mitulkumar

Tufts University, 2011
1045 Nerge Rd., Elk Grove Village
Northwest Suburban Branch

Scott, Natasha

University of Illinois, 2004
19990 Governors Hwy., Homewood
South Suburban Branch

Shurilla, Gregory

University of Illinois, 1991
8108 W. 143rd St., Orland Park
South Suburban Branch

Sikora, Staci

University of Texas, 1991
141 W. Jackson Blvd., Chicago
Kenwood/Hyde Park Branch

Springer, Ryan

Indiana University, 2010
4833 Church St., Skokie
Northwest Suburban Branch

Terese-Koch, Denise

Loyola University, 1992
235 Burlington Ave., Clarendon Hills
Englewood Branch

Valent, Roberto

University of Illinois, 1991
100 W. Roosevelt Rd., Wheaton
West Suburban Branch

Wang, Frances

University of the Pacific, 2011
902 S. Ashland Ave., Chicago
West Side Branch

Young, Shelley

University of Michigan, 1995
430 E. 162nd St., South Holland
South Suburban Branch

DECEASED MEMBERS

Harbeck, John

University of Illinois, 1963
2030 Caton Rd., Ottawa, IL
Associate Member Branch
Died Oct. 11

Petrauskas, Ludmilla

University of Illinois, 1954
105 Winthrop Ln., Geneva, IL
West Suburban Branch
Died Dec. 3

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 November.....September 3, 2012
 December.....November 2, 2012
 January/February.....December 10, 2012

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Opportunities

GENERAL DENTIST WANTED: Urgent. Our well-established office in the north suburbs is seeking a part-time or full-time general dentist to start as soon as possible. There is an opportunity to buy the practice. New graduates welcome. Please send your résumé to atdss@comcast.net and call 847.791.2600.

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ORTHODONTIST needed for multi-locations dental clinic in the Chicagoland area to do ortho one or two days a month. Please email your résumé to aqel4@msn.com.

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PART-TIME DENTIST: Flexible days for Chicago office. Please fax to 773.375.9526.

PERIODONTIST NEEDED: Water Tower office needs a periodontist for implants, sinus-lifts and standard perio procedures one-two days a month. Periodontist to provide equipment. Please call 312.943.4376 or email drbahu@drarrybahu.com.

ORTHODONTIST needed for a very busy dental office in north suburb. One or two days a month. Please call 847.663.1196.

DENTAL CLINIC located south of downtown Chicago seeks general dentist. Must be comfortable with children and special needs patients. Excellent opportunity for the right individual. Established and growing patient bases, well-equipped with the latest technology and dedicated employees. Fax résumés to 773.962.4620 or email dental@stbh.org.

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HIGHLY SUCCESSFUL dental office opening its second location in the heart of downtown Chicago is looking for a dynamic, charming, highly motivated, dedicated and progressive oral and maxillofacial surgeon to join our team. The current location averages 100-plus new patients monthly and we are estimating the same for the new location as well. The ideal candidate must be comfortable with various oral surgery procedures such as wisdom teeth extractions, dental implants as well as IV sedation. All-on-4 surgical experience preferred but not required.

If interested please email résumé to nodentureschicago@gmail.com, Attention: Tony.

DENTIST WANTED: A well-established and busy dental practice, with a large patient base is in need of a full- or part-time dentist with at least three years of experience. It is important to have good surgical and endodontic skills. The practice is open six days a week with extended hours. Please email résumé or CV to emilyljones9352@yahoo.com.

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GENERAL DENTIST: Libertyville, two days/week to start. Minimum base salary. Specialist on board. New grads welcome. Please email résumé to dentistjob05@gmail.com.

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Orthodontist and pedodontist wanted one to two days per month and growing. Removable tech wanted for Indiana and Illinois four-five office group. Need sub doctor for Merrillville, IN, for vacation last week in January thru first week in February. \$500-\$700+ per day. Also partnership in Indiana available, you make \$300,000 per year.

GENERAL DENTIST: Full-time/part-time opportunity in state-of-the-art, digital offices in the northwest suburbs. Compensation based on production, not collections. PPO, FFS, PA patients. Good work environment with friendly staff. Fax résumés to 847.701.2740. Email to smiles0889@yahoo.com.

PART-TIME PERIODONTIST/ORAL SURGEON wanted: Northwest suburbs. FFS, PPO, some HMO/Medicaid. Must be a team player and be available some evenings and Saturdays. Fax résumé to 847.259.3945 or email to ssdc411@yahoo.com.

ENDODONTIST: Established GP office in northern suburbs is seeking a part-time endodontist one day/week. Opportunity for additional days in our other offices as well. Please email [résumé/CV to maggie@ariadental.net](mailto:maggie@ariadental.net).

ORTHODONTIST AND GENERAL DENTIST opportunity: Highly successful northwest suburbs state-of-the-art clinic. Phenomenal staff support and excellent patient base. Part-time. Please call 847.353.8050 or email artesafamilydental@yahoo.com.

DENTIST: Good with children. Part-time. Please call 773.375.2433.

ORAL SURGEON: Our lovely, all digital Schaumburg PPO/FFS office is looking for an oral surgeon for one-two days/month. Must be able to work Friday or Saturday. Please fax résumé to 847.524.1579 or email to adjuster90@aol.com.

ORAL SURGEON/PERIODONTIST WANTED: New state-of-the-art facility with well-established patient base in Arlington Heights seeking an ambitious oral surgeon/periodontist. Willing to negotiate days/hours. Please forward CV to arlingtonheightsdental@yahoo.com.

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GENERAL DENTIST: Needed for growing north side Chicago and southwest suburbs offices. Experience preferred. Full-time and part-time positions available. Email résumés to vrrj10@gmail.com.

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TWO, FEE-FOR-SERVICE established general practices for sale. Naperville area practice - three operatories in professional building on busy street. \$305,000 per year with three and one half days per week. Digital and current technologies. Reasonable rent with long lease available. Elmhurst area practice - three operatories on corner of busy street. Reasonable rent or buy building separately. Contact George at 630.207.3879 or smilewithus7@aol.com.

ESTABLISHED DENTAL PRACTICE FOR SALE: Lombard. Owner retiring after 30 years. Three fully functional ops. Free standing building with ample parking. Located on busy street with good visibility. Reply to Stephen Lau, DDS, at 630.805.4057.

I-CAT FOR SALE: i-Cat scanner with one year warranty, perfect condition; antique dental chair and miscellaneous dental radiographic equipment. Must sell by February. Call 312.263.4000 for details.

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BELVIDERE: Three ops in a stand-alone building available for purchase. Collections: \$375,000. FFS/PPO.
CHICAGO, WEST LOOP: Big, beautiful, state of the art endodontics office.
CHICAGO, WICKER PARK: Sold!
ELGIN: Four ops in a stand-alone building. Collections \$260,000. FFS and PPO.
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MT. PROSPECT: Seven ops in a busy strip center. Collections: \$1 million+. FFS/PPO/MED. Beautiful, modern facility!
MT. PROSPECT: New! Three ops in a strip center. Collections: \$585,000. FFS/PPO/MED. Newer equipment and build.
NAPERVILLE: New! FFS and PPO patient base sale. Seller motivated!
OAK BROOK: Sold!
ROCKFORD: Sold!
ROCKFORD: New! Data pending call for information.
WHEELING: Three ops in a strip center. Equipment only, no patients. Walk in and start practicing today.



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NORTHWEST #22137: Doctor retiring from established \$550,000 production practice with growth potential.

CHICAGO #22140: Nine operatories, multi-doctor, gross receipts \$1.8 million.

NORTH CENTRAL #22141: Beautiful modern office, four operatories, gross receipts \$850,000.

WEST SUBURBS CHICAGO #22142: Well established, six operatories.

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FINAL IMPRESSIONS

by Walter F. Lamacki, DDS

Contact Dr. Lamacki at wlamacki@aol.com.

What does professionalism mean these days?

My wife and I settled into our seats, soft drinks and popcorn in hand, at our local Megaplex movie house. As always, we were early, which subjected us to a pre-preview of business-related ads. I object on two levels; the ads invariably are annoying, and I have paid to see them, unlike commercial broadcasting where the ads pay for programs. Trying to catch a few zzzs before the start of the movie, I was jolted out of my stupor by an ad for a cosmetic dentist promoting his “unique” skills on a screen 100 feet wide. Although the Supreme Court ruled that dentists and physicians could advertise, it never said we had to.

A letter to the September 2011 *Journal of the American Dental Association (JADA)* from a new dentist expressed concerns that in the eyes of the public we are losing what it means to be professional. Jeffery Esterburg, a member of the ADA Council on Ethics, Bylaws and Judicial Affairs, responded to that new dentist by citing the Preamble to the ADA Code:

The American Dental Association calls upon dentists to follow high ethical standards which have the benefit of the patient as their primary goal. . .

Ethics, professionalism and honesty are cut from the same cloth, a seamless garment. In a 2009 Gallop poll, 57 percent of respondents rated dentists’ honesty as very high or high, down from 62 percent in an earlier poll. I fear that it will be lower in 2012. Some of our “entrepreneurial colleagues” must lie awake devising devious strategies that might benefit them, but they tarnish our profession.

A case in point: Kevin J. Haney, editor of the *New York State*

Dental Journal, relates a new wrinkle employed by the morally challenged dentists using social media to plant negative reviews of a fellow dentist. He writes, “A dentist posting false reviews shows a remarkable lack of ethics. To say the dentist is ethically challenged is to understate the case. If someone can resort to such a tactic, what other corners are being cut? How do you trust such a person?”

The American College of Dentists and the ADA have sponsored symposiums on ethics and published learned articles.

Unfortunately, their efforts do not reach the recalcitrant. We pretty much know what is right and wrong at an early age, estimated by some as learned in the pre-teen years.

The word professional is an abstraction; we recognize the salient characteristics almost subliminally and often relate those traits to persons we admire. Can we improve the respect of the public? CDS has taken a giant step in that direction with its mentoring program.

Since 2002, CDS has partnered with the University of Illinois at Chicago (UIC) College of Dentistry and the UIC College of Dentistry Alumni Association in a mentorship program. Some members of the Lincoln Dental Society and the Hispanic Dental Association are also mentoring dentist participants. The program provides dental students the opportunity to enhance their educational experience by gaining practical experience in the day-to-day management of a dental practice. The interaction of the student and an established, ethical dentist is a win-win situation for the profession and the public we serve.

For more information on how you can take part in mentoring, please visit CDS.org. You can make a difference. ■

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About our speaker:

Ms. Jameson is founder and CEO of Jameson Management in Oklahoma City. She is a popular and frequent lecturer at the Midwinter Meeting.

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To schedule a private career or transition consultation during the Midwinter meeting, please contact Laura Anderson Laehn at 715-225-9126 or landerson@midwest-dental.com.

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To learn more, please contact Laura Anderson Laehn at (715) 225-9126, landerson@midwest-dental.com or Laurie Reardon at (715) 530-4183, lreardon@midwest-dental.com. You can also visit us online at www.midwest-dental.com.

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