

# THE **NUGGET**



A PUBLICATION OF THE SACRAMENTO DISTRICT DENTAL SOCIETY

DECEMBER 2008



## ROUND UP YER POSSE FOR A **CE SHOWDOWN!**

2009 MidWinter Convention

February 19–20, 2009

Sacramento Convention Center



# DUES TIME!

New! Pay over 12 months!

## *Membership renewal made easy with payment options*

Membership renewal statements will be mailed at the end of November. Members have several simple options available to renew their membership in 2009: online, electronic deductions, mail or phone. You will still have the option of renewing your membership online in addition to the other easy payment options, including the popular electronic dues payment, known as the EDP program.

There have been some changes made to the EDP program this year. First, is the expansion of the EDP program, going from a 6-month payment program to a 12-month payment program. This allows members to evenly distribute their membership dues payments over the entire calendar year. Second, is that ADA has lowered the minimum dues requirement from \$249 to \$125. Third, enrollment for the EDP program will be available online at [cda.org](http://cda.org). Members who are currently enrolled in EDP (meaning you were on it in 2008) can also verify current information and renew membership online. There will be a \$12 service fee (\$1 per month) included for those who chose to enroll in the EDP program for 2009.

Members are encouraged to renew membership by January 2, 2009. This ensures seamless delivery of member benefits. Below are the renewal payment options available to you:

**Online:** Online dues payment offers a single transaction using our secure and password-protected website at [cda.org](http://cda.org).

**Electronic dues payment:** The EDP option offers an automatic deduction of dues in twelve equal installments from the checking account of your choice. Visit our secure password-protected website at [cda.org](http://cda.org) to sign up, or complete the enrollment materials enclosed with your renewal statement. Online renewal will open up on November 30, 2008. The deadline to enroll for EDP via mail or fax is December 22, 2008. EDP enrollment will be available online at [cda.org](http://cda.org) until January 11, 2009.

**Mail:** Complete and return the bottom portion of your renewal statement with your dues payment.

**Phone:** Call **800.CDA.SMILE** to speak with a member service representative and renew via credit card.

If you have any questions regarding your 2009 renewal, please feel to contact (dental society contact info) or CDA at **800.CDA.SMILE** (232.7645)

Online renewal opens: **November 30, 2008**

Renewal deadline: **January 2, 2009**

EDP enrollment ends: **December 22, 2008**

EDP online enrollment ends: **January 11, 2009**

Drop date (for members not paid in full): **March 31, 2009**

# ROUND UP YER POSSE FOR A CE SHOWDOWN

JOIN US FOR A RIP ROARIN' TIME **FEBRUARY 19 & 20, 2009**

**SADDLE UP!** for tons of CE & a great time, including a drawing at high noon.

The **29th Annual SDDS MidWinter Convention** will include speakers on topics from oral cancer to today's dental products & treatment options. We reckon you'll enjoy it.

*now, draw.*



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OUTSTANDING COVER AWARD  
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**MIDWINTER TOPIC**

# PRESIDENT'S MESSAGE



By **Robert D. Shorey, DDS**

## OUR DENTAL SOCIETY

If this editorial were to follow the theme of the *Nugget* this month, it would be exclusively about promoting our MidWinter Convention which will be held on February 19–20. However this is also my swan song for my current tour of duty as our 2008 SDDS President. So fortunately I can kill two birds with one stone and come full circle because working on our MidWinter Committee is where I made my first commitment to be actively involved in the planning and activities of our Sacramento District Dental Society. People like Nicky Hakimi, Matt Campbell, Bevan Richardson, Bob Daby, Glen Tueller, John Orsi and Kevin Keating went out of their way to welcome me and encourage me to rally behind the many diverse activities of our local dental society. I've seen many positive accomplishments

of our dental society over the years. When I go to our state leadership conferences I realize that, in many instances, we are a shining example of what a dental society should be. One of our best attributes is that we are never satisfied with the status quo and as an organization we will always strive to meet the challenges and changing needs of our members and our community. I can't wait to see how SDDS will evolve in the next ten years.

If you've not been involved in our programs or you are a new member, consider coming to the Midwinter Convention at the Sacramento Convention Center. The central location allows you and your staff to enjoy both a learning and social experience without extensive travel plans and arrangements. You will have the

opportunity to gain continuing education and meet the leaders and officers of your dental society at one venue. This year make a point to seek us out — we're not hiding; we are the members with ribbons on our name badges. Please consider those ribbons an invitation to bend our ear. Come to MidWinter and take us aside to let us know your interests and concerns regarding our dental profession. I know it is very likely that one of you will be our future SDDS President and the circle will continue.

I forgot to mention the fun we are going to have this year at MidWinter. Besides my name badge I will also be wearing a cowboy hat and boots — Cathy told me to practice up on riding the mechanical bull — this year's MidWinter is a western showdown theme. ■

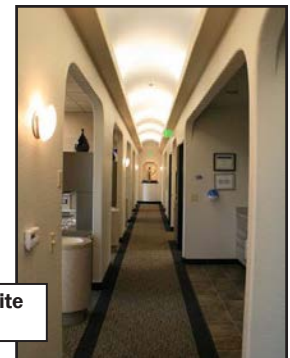


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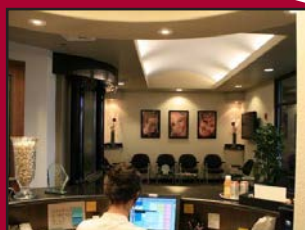
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# FROM THE EDITOR'S DESK

## *Saddle Up!* MIDWINTER 2009

It's amazing it has been almost a year since we left the CE Jungle. For many, 2008 has been a tough economic year, especially on the stock market. We would have done better playing Texas Hold 'Em than investing in the stock market. However, we got ourselves a new president-elect and we are ready for 2009.

The CE Committee is very excited about our MidWinter program. Once again, we have a world-class line up of speakers that will have something to offer you and your entire dental team. We'll even have a mechanical bull! So put on those cowboy hats, boots and wear your poker face and come on down to participate in the CE Shootout. Unfortunately, there are no CE units for bull riding. The two-day

convention is scheduled for February 19<sup>th</sup> and 20<sup>th</sup>. Be sure to look over the full list of speakers and classes on pages 13 to 18.

### GOING GREEN!

*This year, all speaker handouts and course material will be available on the SDDS website.*

Also, this year SDDS is going green by reducing the amount of printed materials. This year,



By Gary Ackerman, DDS & Jonathan Szymanowski, DMD, MMSc  
(CE Committee Co-Chairs)

all speaker handouts and course material will be available on the SDDS website. You will be able to download materials for only those classes of interest prior to commencement of the convention.

This year's exhibitor floor will be sure to have many new and exciting products and services available for you to take advantage of. Again, as with every year, the cost of the convention includes meals for you and your staff. You'll be able to attend the meeting and not worry about where you go to eat as we'll provide the feed bag for all attendees. So, in February, round up yer posse, saddle up and mosey on down to the CE Showdown at Sacramento Convention Corral. ■

## RE-ALIGN IN '09

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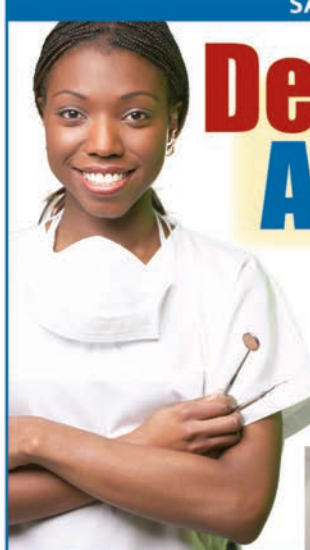
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# CATHY'S CORNER



## END OF THE YEAR — WHOOSH!

By **Cathy B. Levering**  
SDDS Executive Director

It doesn't seem like the end of the year has come already. As I scurry to write my December article, a few things need to be highlighted, emphasized, hammered on, etc. Please read below; I've kept it short.

The upshot is that we are doing our best to help you ease into this economically challenging period of time. I hear from some of our members that things are picking up; others say not. So, with that in mind, we continue to offer member benefits that are priced reasonably, giving you lots of bang for your buck.

### Dues Update: EDP Goes to 12 Months!

This is a huge and important member benefit. Don't forget to sign up before the deadline (December 22<sup>nd</sup> for mail in and January 11<sup>th</sup> for online). You can pay your ADA / CDA / SDDS dues over a period of 12 months. This will help jump start the economy, we are convinced. (At least it will help our members out, yes?)

### MidWinter Convention

Stay close to home and get all the CE you need (or at least most of it) by attending the MidWinter Convention. Obviously, everything you need to know about it is in this issue of the *Nugget*. A special thanks to the wonderful CE Committee who has worked on this event for 18 months – the speakers are terrific and our sign ups are already up from last year. Please join us and BRING YOUR STAFF!

Have a joyous holiday season. Take some time and thank someone for something. Thank you all!

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## QUICKBOOKS, COMPUTERS & EMBEZZLEMENT

By **Susan Gunn** (President, Susan Gunn Solutions)

### Getting the Most Out Of QuickBooks in Your Practice

Accounting is certainly not a trendy topic among dentists but Susan's QuickBooks classes are in high demand! They are informative, interactive and FUN!

Thousands of attendees can't be wrong — Susan really knows her stuff! She'll show you everything you need to maximize your QuickBooks beyond tax accounting, to a highly effective yet simple practice management tool for financial analysis and goal planning.

Attendees will learn to:

- create a Practice Management Chart of Accounts
- develop organized accountability between QuickBooks and your practice software
- download credit card transactions
- pay bills vs. write checks
- reconcile bank statements

Wonder if your payroll service is the best option for your practice? Take the mystery out of paying your employees and your taxes.

*A working knowledge of hardware and software basics is critical to your practice's success.*

Do you understand your reports? Build your QuickBooks confidence and learn basic weekly and monthly financial reports. Discover common mistakes many practices make. (Then laugh, because you've done exactly the same thing!)

Recommended for novice and experienced users, this course is for you. Come gain practical and simplified advice on getting the

most out of QuickBooks in your practice, or perhaps the inspiration you need to take QuickBooks off the shelf, once and for all. No more excuses!

### It's More Than Just Turning It On

Even computer professionals find it hard to stay current with the advances and changes in technology today, so it's not surprising that most practices do, too. But a working knowledge of hardware and software basics is critical to your practice's success.

This course provides practical information on computer usage and maintenance, including internet and identity theft protection, optimizing your computer's effectiveness as a practice management tool, setting up a sensible computer maintenance schedule, and making that all-important decision... when it's time to 'pull the plug'!

But that's not all. Participants will also get advice on secure passwords, back-ups, internal and external cleaning, updates vs. upgrades, virus protection... and much more.

Real life stories punctuate Susan's presentation, keeping participants laughing and learning, and ultimately providing common sense, bottom-line information that every practice needs to keep technology 'hiccups' from disrupting the schedule, and potentially affecting the bottom line.

Attend this course if you want to learn how to keep your computers healthy and safe. Hear valuable tips from practices across the nation, presented in easy-to-understand language. Susan's simple, down-to-earth maintenance suggestions and practice procedures make it easy for anyone to do more than "just turn it on."

### For Your Eyes (& Ears) Only

Do you have the gut feeling that all is not safe and secure in your practice? Could your hard-earned money be walking out the door... without you? You're a smart person, but can you be deceived?

- Hear hair-raising (and eye-opening) facts revealed in a nationwide embezzlement survey including:
- Embezzlers can be not only staff, but also trusted advisors like CPAs and even family members.
- What can happen when employees are hired without background or reference checks.
- Why to be wary of staff members who stir up bad feelings in your practice, or routinely complain about co-workers.
- The "real" cost of embezzlement and why dentists often end up selling their practices.
- What NOT to do if you suspect embezzlement in your practice.

A course like no other, attendees explore case studies of practice vulnerabilities that entice dishonesty, sometimes in those who are trusted most. Learn easy ways to weave accountability 'threads' throughout your systems and procedures, and implement practical safeguards to help your practice avoid becoming the victim of financial dishonesty or deceit.

A recent attendee implemented suggested safeguards only to discover he had been embezzled. Are you next?

**Half-day limited attendance for dentists and spouses only.**

*Susan Gunn's business and financial software background is extensive. She is an Advanced Certified QuickBooks ProAdvisor, and has written numerous technical books on QuickBooks and related topics, including "Getting The Most Out of QuickBooks In Your Practice" and "Advanced QuickBooks In Your Practice". A nationally recognized speaker, Susan has a BA in Psychology, is an Associate Member of the Association of Certified Fraud Examiners, a member of the Sleeter Group, and a member of the Academy of Dental Management Consultants. Visit her website at [www.SusanGunnSolutions.com](http://www.SusanGunnSolutions.com), or email her at [Susan@SusanGunnSolutions.com](mailto:Susan@SusanGunnSolutions.com). ■*



# MIDWINTER SPEAKER

**LOUIS MALCMACHER, DMD, MAGD**



By **Louis Malcmacher, DMD, MAGD**

## USE IT OR LOSE IT

Every dentist I know would love to have every piece of new technology. There is no question that we, as dentists, love toys — the bigger and better the technology, the more we want it.

The only challenge here is that each new technology comes with a price tag. How do you determine where and when you will spend your technology dollars? Unless you have about a million dollars lying around, you have to make some informed and careful choices as to where you are going to spend your dollars first, and build your practice from there.

**Here are some guidelines that we use in our own practice:**

**Is this new technology going to help me in my everyday dentistry?**

If the new technology is not going to be in your hands multiple times per day, then you are not going to get the best use of that technology. The new technology has to become a vital part of your practice immediately in order for you to have any kind of return on investment.

**Does this new technology have a practice management component?**

This is often an aspect that dentists don't consider. Any new technology should have your patients talking to other patients about your practice. When new technology "wows" your patients, it's free advertising and great marketing for your practice, as they spread the word that you can now do things faster, easier and better than ever before.

**Will this new technology make my office run more efficiently?**

Many times with new technology, there may be glitches that actually change the way you practice and make you less efficient than you were before. New technologies should be complementary to your practice and not dramatically change the flow of your day, to avoid a cost of much more than the price tag.

Let me give you some examples of technologies we have invested in that have paid off tremendously. Digital radiography is certainly at the top of any dentist's list. We recently acquired a Dr. Suni Plus System. Suni has just come out with the thinnest, most comfortable sensor ever developed and their

*The new technology has to become a vital part of your practice immediately in order for you to have any kind of return on investment.*

software is outstanding. Add to that a Suni Cam Intraoral Camera and you have one of the most cost effective digital x-ray systems on the market. The software is very intuitive and our team members were able to pick it up very quickly, which saves us time. It is now a crucial part of our office.

It is certainly time to take a look at laser dentistry. Once you learn how to use it, you can comfortably do most of your operative dentistry and many other procedures without giving the patient anesthesia. Does that fit the bill from a practice management aspect? You bet - nothing even comes close. We now have two Waterlase C 100s and two Waterlase MDs (both by Biolase) and we could not imagine practicing without them. It has made us much more efficient and differentiated our practice more than anything else in recent history.

Yes, it is time to look at new technology, especially with Section 179 in the tax code that allows Uncle Sam to help pay for some of these investments in your practice. Just like we tell our patients to use their benefits before the end of the year, you need to buy some equipment before the end of 2008 to qualify. This is money back in your pocket. By the

way, don't feel bad about Uncle Sam helping you — with all the bailouts in the financial industry, I would say that is the least that they could do for the dental industry! ■

*Dr. Louis Malcmacher is a practicing general dentist in Bay Village, Ohio and an internationally known lecturer, author, and dental consultant known for his comprehensive and entertaining style. An evaluator for Clinicians Reports (formerly Clinical Research Associates), Dr. Malcmacher has served as a spokesman for the AGD and is a consultant to the Council on Dental Practice of the American Dental Association. He works closely with dental manufacturers as a clinical researcher in developing new products and techniques. For close to three decades, Dr. Malcmacher has inspired his audiences and consulting clients to truly enjoy doing dentistry by providing the knowledge necessary for excellent clinical and practice management. His group dental practice has maintained a 45% overhead since 1988. You can contact him at (440) 892-1810 or email [dryowza@mail.com](mailto:dryowza@mail.com). You can also see his lecture schedule at [www.commonensedentistry.com](http://www.commonensedentistry.com), where you can find information about building the best dental team ever, big case acceptance success! and sign up for his affordable monthly consulting programs, teleconferences, audio cds and free monthly e-newsletter.*

**SDDS MIDWINTER CONVENTION 2009**  
**DEADLINE FOR PRE-REGISTRATION:**  
**JANUARY 15**





## 1 (OUT OF 7) OF THE TOP CRITICAL FACTS EVERY DENTIST MUST KNOW

### **Protecting computer networks from downtime, data loss, viruses, hackers, disasters and the government!**

Have you ever lost an hour of work on your computer? Now imagine if you lost days or weeks of work — or imagine losing your client database, all of your digital x-rays, financial records and all of the work files your company has ever produced or compiled.

Imagine what would happen if your network went down for days, where you couldn't access e-mail, the information on your PC or the data on your server. How frustrating would that be?

Or what if a major storm, flood or fire destroyed your office and all of your files? What if a virus wiped out your server... do you have an emergency recovery plan in place that you feel confident in?

How quickly do you think you could recover, if at all?

Many small business owners tend to ignore or forget about taking steps to secure their company's network from these types of catastrophes until disaster strikes. By then it's too late and the damage is done.

### **But that could never happen to me! (& other lies business owners like to believe about their businesses...)**

After working with thousands of small and mid-size businesses across the country, we found that six out of ten businesses will experience some type of major network or technology disaster that will end up costing them between \$9,000 and \$60,000 in repairs and restoration costs.

That doesn't even include lost productivity, sales and client goodwill that can be damaged when a company can't operate or fulfill on its promises due to technical problems.

While it may be difficult to determine the actual financial impact computer problems have on your practice, you can't deny the fact that they do have a negative effect. If you've ever had your business grind to a

screaming halt because your server crashed, you must have some idea of the frustration and financial loss to your business even if you haven't put a pencil to paper in figuring out the exact cost.

### **Most computer problems are hidden & strike without warning... at the most inconvenient times**

Hardware failure, viruses, spyware and other problems usually aren't detectable until they strike by causing a server to go down, data to be lost or some other catastrophe. Viruses and spyware are particularly sneaky because they are designed to hide themselves while they do their damage. For example, spyware can secretly transmit information about you and your company to an outsider without being visible to you.

There is a silver lining, however: disasters and restoration costs can be easily and inexpensively mitigated, if not avoided altogether, with a little planning and proactive maintenance.

### **There are seven things that you must do at a MINIMUM to protect your company from disaster...**

At the SDDS MidWinter Convention, I'll give you all 7 of them... but for now, let's start off with #1...

**Step 1:** Set up, install and configure a business-class firewall.

A firewall is one of the best ways to keep hackers out and data in. Hackers strike randomly by searching the Internet for open, unprotected ports. As soon as they find one, they will delete files or download huge files that cannot be deleted, effectively shutting down the hard drive. They can also use vulnerable computers as "zombies" for sending spam, which will eventually cause a company's ISP to shut down its Internet and email access.

At home, many people use their residential routers, such as Linksys, as their firewalls — and they assume a similar approach will work for their small business. It won't. Residential

solutions don't offer nearly enough security features to effectively secure a business network. You need more than just the firewall that comes with your wireless router; you need multiple lines of defense. Business class firewalls (such as a Cisco PIX) offer the protection that a small business needs to protect the business from easy intrusion. As an extra benefit, these devices allow for the setup of secure VPN, content filtering for the office, and much more.

### **For dentists, the risks are even greater...**

Furthermore, according to HIPAA regulations, you must have a way of auditing your network if you have an Internet connection in your office. Technically, your firewall is the gateway to your computer network, and must be able to audit and log all traffic on your computer network, as well as be able to examine the traffic. Most dentist offices have "consumer grade" firewalls which are not adequate and do not have the features that you need for the protection of your client files. The good news is that enforcement of HIPAA is not that great and you're not likely to be fined or penalized due to the firewall on your office network.

However, the more critical area of protection concerns the ability of miscellaneous hackers to break into your network. With a consumer grade firewall, the likelihood of break-in is much higher than with a commercial grade firewall appliance. And here's the kicker... per California SB 1386, you are required to report any breach of security to ALL of your patients. I don't know about you, but I would personally be mortified if I had to inform my clients that my office had a security breach and their personal records may be compromised. ■

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*Speaking at the SDDS Mid-Winter Convention, Jeff Johnson, the national award winning author of Hassle-Free Computer Support, will unveil his Top Seven Critical Facts that EVERY Dentist Must Know About Protecting Their Computer Network From Downtime, Data Loss, Viruses, Hackers, Disasters AND the Government!*



**MIDWINTER SPEAKER**  
**NANCY ANDREWS, RDH**



**NANCY ANDREWS —  
 NEVER A DULL MOMENT!**

By **Jonathan Szymanowski, DMD, MMSc** (CE Committee Co-Chair)

Nancy Andrews is an exciting new presenter this year at our MidWinter convention. She is a nationally recognized speaker, educational consultant and author; focusing on dentally important infectious diseases, infection prevention, instrument sharpening and ergonomics.

Every dentist and hygienist knows there is nothing more useless than a dull curette. Burnishing is left for gold margins and amalgams, not calculus. Nancy will be presenting a limited attendance hands-on workshop that presents various methods of sharpening, based on the fundamental concepts of preserving optimal instrument design, shape and effectiveness. This will

be a lively personal and group experience, using hand held stones and mechanical instrument sharpeners with magnification and illumination. She will also present ergonomic strategies that not only apply to

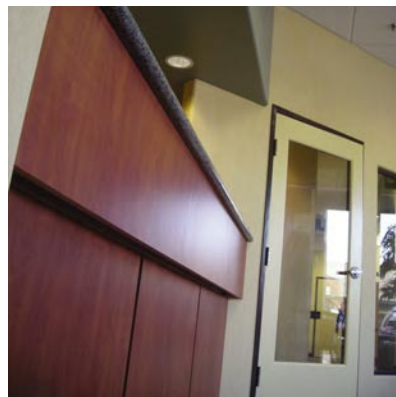
sharpening but also to patient treatment. If you would like a hands-on seat, get ready roll up your sleeves and arrive early, but don't worry... we'll have plenty of "lecture-only" seats available for the rest of you! ■

**29<sup>TH</sup> ANNUAL SDDS MIDWINTER CONVENTION**  
 DEADLINE FOR PRE-REGISTRATION:  
**JANUARY 15, 2009**

**Dental Office Construction Specialists**



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# 2009 SDDS MIDWINTER CONVENTION SPEAKERS:



## **Nancy Andrews, RDH, BS**

*FR: 9:00am–11:30am: Never a Dull Moment! Mechanical & Hand Periodontal Instrument Sharpening (HANDS ON COURSE)*  
*FR: 1:30pm–3:30pm: Infection Control & Prevention: New Concerns, Old Habits, Great Ideas*

Nancy Andrews is a nationally recognized speaker, author and educational consultant. She is a member of Organization for Safety & Asepsis Procedures (OSAP), American and California Dental Hygiene Association and California Dental Association as well as the OSAP, CDA and ADA speaker's bureaus. Ms. Andrews presents a variety of topics such as: Diseases and Infection Prevention, Disaster Preparedness, Biofilms, Building Contamination, Instrument Sharpening, and Ergonomics. Her presentation style encourages hands-on participation.



## **Craig Dial, DRT (Diagnostic Digital Imaging — DDI)**

*FR: 1:30pm–3:30pm: Putting Your Best Image Forward... Keys to Successful Dental Imaging for Dental Assistants*

Craig Dial earned his license as a Dental Radiographic Technologist in 1981 through UC Berkeley and is currently part owner and chief technologist of DDI. He works closely with many doctors to continue to improve the standard of maxillofacial imaging available in our community and throughout the world. Mr. Dial has served several years on the Board and as the president of the American Association of Dental Maxillofacial Radiographic Technicians (AADMRT). Mr. Dial is internationally known for his imaging expertise, and is often consulted about his technical skills and knowledge about oral radiography.



## **Donna Drury-Klein, RDA, CDA, BS (Innovative Resources for Dentistry)**

*TH: 8:00am–10:00am: Infection Control*  
*TH: 10:30am–11:30am: OSHA Refresher 2009*  
*TH: 3:00pm–5:00pm: California Dental Practice Act 2009*

Donna Drury-Klein is a nationally recognized lecturer whose area of expertise is OSHA, infection control and California Dental Practice Act. She has 18 years of clinical experience and 13 years as a dental educator. Ms. Klein served as a two-time appointee to the Dental Board of California under Governor Gray Davis and as the Assistant Vice President of Education for the California Dental Association. Currently, she serves as an Educational Consultant to CDA and is the Chief Operations Officer for Innovative Resources for Dentistry, LLC, a consulting and educational firm assisting dental teams with compliance, risk and practice management issues.



## **Michael Goodman, MD, CMP, CCD**

*TH: 10:30am–11:30am: Your Patients, Your Colleagues, Your Self: Issues with Menopause, Hormones, Sex & Longevity*

Stanford trained in obstetrics and gynecology, Dr. Mike Goodman began his practice in rural Mendocino County. He became one of the first credentialed Advanced Operative Laparoscopists, was elected to membership in the prestigious Society of Reproductive Surgeons, and taught, wrote and lectured on the subject. In 2000, he became certified as a Clinical Bone Densitometrist and certified Menopause Practitioner. His present practice in Davis, California specializes in difficult gynecologic issues, perimenopausal medicine, health and vitality enhancement, male and female sexuality issues, bone densitometry, pelvic ultrasound and vulvovaginal aesthetic surgery.



## **Susan Gunn (President; Susan Gunn Solutions)**

*TH: 9:00am–11:30am: QuickBooks in Your Practice Essentials*  
*TH: 1:30pm–4:00pm: Advanced QuickBooks in Your Practice*  
*FR: 9:00am–11:30am: For Your Eyes (& Ears) Only — Office Embezzlement*

Susan Gunn is a QuickBooks Advanced Certified ProAdvisor and has written 18 technical books, including "Getting The Most Out Of QuickBooks In Your Practice." A nationally recognized speaker, her speaking style combines humor with expertise, and her advice is always down-to-earth and practical. Ms. Gunn has a BA in Psychology, is a member of many professional organizations and is recognized as a "Leader in Consulting" by Dentistry Today.



## **Jagdev Heir, DMD, MD**

*FR: 8:15am–9:15am: The 411 on the 911 — Office Emergencies*

Dr. Jagdev Heir received his Doctor of Medicine (MD) and Doctor of Dental Medicine (DMD) degrees from the University of Medicine and Dentistry of New Jersey (UMDNJ). He continued his training with an internship in General Surgery, General Anesthesia and as a chief resident in Maxillofacial Surgery at UMDNJ-University Hospital, followed by Body Cosmetic Surgery training in Oklahoma. After practicing in New York, Dr. Heir moved to California and established Sacramento Surgical Arts. Dr. Heir is an active SDDS member.



## **Les Hoenig, DDS**

*TH: 2:00pm–3:00pm: Dentrix — Maximizing the Potential*

Dr. Les Hoenig is the Independent Henry-Schein Digital Technology Representative for the past 18 years. He is also a practicing dentist in El Dorado Hills for the past 36 years. Dr. Hoenig received his DDS degree from the University of Detroit School of Dentistry. Following graduation, he completed his dental internship while serving his country in the United States Army at William Beaumont Hospital in Texas, later becoming the Chief of the Dental Clinic at Kenner Army Hospital in Virginia. As a dentist, he has the operational knowledge to offer unique solutions for dental practices. Dr. Hoenig is an active SDDS member.



## **Jeff Johnson (Owner, CMIT Solutions)**

*FR: 1:30pm–3:30pm: 7 Critical Facts Dentists Need to Know About Protecting Their Computers & Patient Records*

Jeff Johnson obtained his MBA in Information Systems from Santa Clara University. He joined Oracle Corporation where he moved up the ranks from Product Manager to National Credit Manager. Mr. Johnson was named the December 2006 Marketing Guru of the Month for the Technology Marketing Newsletter and is a member of the Technology Marketing Genius League. Mr. Johnson has been awarded with top honors from CMIT Solutions, the nation's top computer services franchise in the US, including Franchise of the Year in 2005, Outstanding Achievement in 2006, Peak Performance in 2007, winner of the 2007 National Sales Contest, and both the Marathon Gold and Franchise Leadership awards in 2008. Mr. Johnson is the co-author of the book [Hassle Free Computer Support](#).



## **Ann Lyles, DDS**

*FR: 9:30am–11:30am: Oral Lesions & Management of the HIV Positive Dental Patient*

*FR: 1:30pm–3:30pm: Meth Mouth, Oral Piercings, Tattoos & Oral Sex: What We Need to Know*

Dr. Ann Lyles has been a trainer and consultant for the AIDS Education and Training Center for 10 years. She has directed the Special Patients Clinic at USC, worked with AEGD residents at UOP, and recently managed the CARE Dental Clinic for San Mateo County. Her article on Dental Treatment Considerations for HIV was published in the CDA Journal. She is a graduate of Mount Holyoke College and received her DDS from the USC School of Dentistry. Dr. Lyles is a member of the Santa Clara Dental Society.



**Louis Malcmacher, DMD, MAGD**

*TH: 8:30am–11:30am: The Hottest Topics in Dentistry*  
*TH: 1:30pm–3:30pm: Advanced Practice Management for Every Dental Practice*

Dr. Louis Malcmacher is a practicing general dentist in Bay Village, Ohio and an internationally known lecturer and author, known for his comprehensive and entertaining style. An evaluator for Clinical Reports, Dr. Malcmacher has served as a spokesman for the AGD and is a consultant to the Council on Dental Practice of the ADA. For nearly three decades, Dr. Malcmacher has inspired his audiences to truly enjoy doing dentistry by providing the knowledge necessary for excellent clinical and practice management.

**Leo Malin, DDS**

*FR: 9:30am–11:30am: Keys to Predictable Outcomes for Your Implant Cases*  
*FR: 1:30pm–3:30pm: Mastering Your Implant Restorative Challenges*

Dr. Leo Malin graduated from Marquette University in 1991. He maintains a private practice in LaCrosse, WI where he has been utilizing occlusal based dental concepts since 1998. Early in his career, he discovered that the implant placement techniques used could not deliver a standard, predictable result. Therefore, with the help of other experts in the fields of radiology and occlusion, Dr. Malin developed an implant placement technique which focused on occlusion (and cosmetics) for implant placement and crown restoration. This technique has led to five patents pending along with exceptional implant results. Dr. Malin lectures throughout North America on full mouth reconstructions and implant placement. Dr. Malin is an ADA member.

**Tricia Osuna, RDH, BS, FAADH**

*TH: 8:30am–10:30am: What Is It? How Do I Use It? Today's Dental Products & Treatment Options*  
*TH: 1:00pm–3:00pm: Oral Cancer: An Important & Often Scary Subject — Facts & Tools for Your Practice*  
*FR: 9:30am–11:30am: Save Me — Save You! Ergonomics & Dental Care*

Tricia Osuna received her Bachelor of Science degree in Dental Hygiene from the University of Southern California, School of Dentistry. She has been in clinical practice for 30 years and also holds a license in the state of New York. She served for four years as the Dental Hygienist Representative on the USC Dental Alumni Association Board of Directors. In addition to private practice, Ms. Osuna was a clinical instructor at the UCLA School of Dentistry in the Department of Advanced General Dentistry. In March of 2002, Governor Gray Davis of California appointed Ms. Osuna to a four year term on the Dental Board of California.

**Christine Ruiz (Manager, Delta Dental)**

*TH: 8:00am–9:00am: Delta Electronic Claims*  
 Christine Ruiz serves as Enterprise Manager Dental Office Services for Delta Dental of California. She's been in the dental industry since 1983. Christine has built an outstanding reputation in dental office management and training dental staff in streamlining operations. Her current and past professional affiliations include the National Dental EDI Council where she recently served as Chairman. She has also held membership with the NADP, CADP, WEDI, AMCD, ANSI X12 and the ADA's Standards Committee for Dental Informatics.

**Kerry Straine (President, Straine Consulting)**

*TH: 8:00am–9:00am: Develop Your Hygiene Department to Its Fullest & Most Clinically Responsible Potential*  
*FR: 8:00am–9:00am: Develop Your Hygiene Department to Its Fullest & Most Clinically Responsible Potential*  
*FR: 9:30am–11:30am: Managing Your Production, Collections, Expenses & Cash Flow*  
*FR: 1:30pm–3:30pm: "You Talkin' to Me?" Achieve Accurate & Effective Patient Communication*

Kerry Straine, Certified Professional Behavioral Analyst, holds a BS in Business Administration with a concentration in Accounting and has been in business and financial management for more than thirty years. Mr. Straine understands that behavior can help or hinder the strategic process and because of that knowledge he is able to assist dental professionals gain a better understanding of the complexity of strategic leadership. As an administrative reformer, Mr. Straine recognizes the significance of each dentist's unique clinical vision and standard of care, but says that "without a well-defined philosophy and sound management system, the business will fail to deliver on its owner's promise or stand the test of time."

**Robyn Thomason, RDA (California Dental Assoc.)**

*FR: 9:30am–11:30am: California Dental Practice Act (DPA)*  
 Robyn Thomason is a Content Expert/Practice Analyst in the new Practice Support and Development Center of the California Dental Association (CDA). This new department will assist dentist in various areas of practice management. Previously she was with TDIC for eight years as a Risk Management Analyst. She came to TDIC after a long tenure with the California Dental Association in the auxiliary recruitment and retention program as well as membership services. She attended college in Sacramento and practiced as an RDA for 11 years.

**Victoria Wallace, CDA, RDA**

*TH: 8:15am–10:15am: One Step Ahead... Dental Assisting Success*  
*TH: 1:00pm–3:00pm: The Strengths & Weaknesses of Adhesive Dentistry: A Troubleshooting Course for Dental Assistants*  
*FR: 9:30am–11:30am: Achieving the Perfect Practice*

Victoria Wallace has been a CDA, RDA, since 1976. Her chairside career has included general dentistry and cosmetic/esthetic dentistry. Ms. Wallace lectures nationwide on dental products and procedures. She has a strong interest in tooth whitening and adhesive dentistry. Since 1996, Ms. Wallace has been employed by Ultradent Products, Inc., currently working with dental schools and residency programs on the west coast and Nebraska. Ms. Wallace is an active member of the ADAA. She serves as Vice Chair of the American Dental Assistants Association Foundation. Ms. Wallace was the 2007 recipient of the D. Kay Mosley Distinguished Service Award for her contributions to the ADAA and the ADAAF.

**Susan Zub (Technical Advisor, Patterson Dental Supply)**

*TH: 9:30am–10:30am: Tricks, Treats & Little Known Shortcuts: EagleSoft Made Easy*  
 Susan Zub works as a Technology Advisor at Patterson Dental, Inc.

Ms. Zub acts as an ongoing advisor to clients regarding their technology structure and software packages as well as performs onsite instructor-led training sessions involving various software and digital products. Originally from Colorado, she worked as both a front and back office staff member in a busy dental practice for eight years. She then moved on to work at Delta Dental of Colorado in the Provider Relations Department and as an NPF Database Specialist at the Delta Dental Plans Association before becoming employed by Patterson Dental, Inc. in 2006.

**PRE-REGISTRATION DEADLINE:  
 JANUARY 15, 2009**



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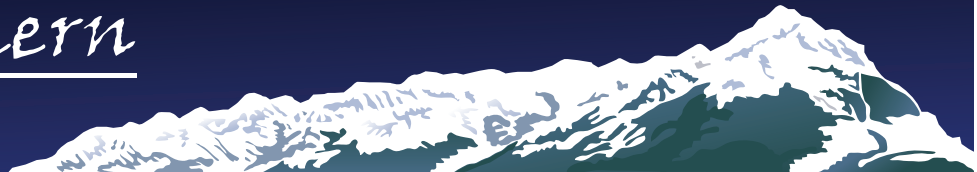
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8:00am–9:00am (No CEU)

## **Develop Your Hygiene Department to Its Fullest & Most Clinically Responsible Potential**

Kerry Straine, President; *Straine Consulting*

Today's fully integrated dental practice must combine clinical responsibilities with financial achievement. With an aging and better-educated baby-boomer population making increasing demands on the dental industry, providing the highest standard of care is not just the right thing to do, it also provides the highest economic outcome to the committed and conscientious practice owner. Learn how to implement purposeful and profitable continuing care protocols into your practice.

### **Course Objectives:**

- Achieve the "best practices" matrix of patients to hygienists and hygienists to dentists
- Reduce late, missed and canceled appointments through education, excellence and ethics
- Eliminate stress one step at a time



8:00am–9:00am (No CEU)

## **Delta Electronic Claims**

Christine Ruiz, Dental Office Systems; *Delta Dental*

Seminar provides a general overview of Delta Dental's electronic claims submission.

### **Course Objectives:**

- Benefits of sending claims electronically
- Understand the managing reports
- Work with electronic claims vendors



8:00am–10:00am (2 CEU, Cat I)

## **Infection Control 2009**

Donna Drury-Klein, RDA, CDA, BS; *Innovative Resources*

This course includes the latest language pertaining to the Dental Board of California's (DBC) Infection Control Regulations. A two CE unit course is required for license renewal by all licentiates to include subject areas such as the proper use of surface disinfectants, instrument care, sterilization procedures and barrier techniques. All licensed as well as unlicensed personnel responsible for infection control activities are encouraged to attend.

### **Course Objectives:**

- Understand regulations language and how to better utilize in the workplace
- Outline legal responsibilities and infection control protocols as dictated by regulation
- Understand the role infection control plays in the patient's perspective of the dental office



8:15am–10:15am (2 CEU, Cat I)

## **One Step Ahead... Dental Assisting Success**

Victoria Wallace, CDA, RDA

Whether a seasoned dental assistant or a recent graduate and just getting started, this is a fast paced course no one will want to miss! Dental assistants can have a rewarding, successful career, but they have to work at it and continually grow their knowledge and skills. This program will prompt attendees to take action to be one step ahead.

### **Course Objectives:**

- Learn how to expand your dental knowledge on a daily basis
- Better manage your ability to focus, even when things are hectic
- Learn how to "act" before having to be "asked"



8:30am–10:30am (2 CEU, Cat I)

## **What is It? How Do I Use It?**

## **Today's Dental Products & Treatment Options**

Tricia Osuna, RDH, BS, FAADH

Today's dental sessions require an exhaustive knowledge of products, instruments and equipment. The profession has grown to a new level, presenting continuous challenges to recognize new advances in technology and their use in dental hygiene. Be at the pulse of current clinical devices and treatment!

### **Course Objectives:**

- Understand the process of care: assessment, diagnosis, treatment planning, implementation and evaluation
- Implement procedures and evaluate what is and is not working for us as clinicians
- Understand the products and their specific uses



8:30am–11:30am (3 CEU, Cat I)

## **The Hottest Topics in Dentistry**

Louis Malcmacher, DMD, MAGD

What are the hottest topics in dentistry today? "Less than an hour" teeth whitening? Mini-implants? No-prep porcelain veneers? Lasers? Overhead control and treatment acceptance? This course will get you and your staff excited about dentistry!

### **Course Objectives:**

- Integrate the hottest topics in dentistry into a practice
- Practical concepts that will enable a practice to offer new dental services, reduce stress, significantly increase production, substantially lower overhead
- Fast paced, entertaining, and educational course recommended for dentists, dental hygienists, dental assistants and office managers



9:00am–11:30am (No CEU)

## **QuickBooks In Your Practice Essentials**

Susan Gunn, President; *Susan Gunn Solutions*

Accounting is certainly not a trendy topic among dentists but Susan's QuickBooks classes are in high demand! Maximize your QuickBooks beyond tax accounting, to a highly effective yet simple practice management tool for financial analysis and goal planning. Discover common mistakes many practices make and gain practical and simplified advice on getting the most out of QuickBooks. It may be the inspiration you need to take QuickBooks OFF the shelf, once and for all!

### **Course Objectives:**

- Develop organized accountability between QuickBooks and your practice software
- Download credit card transactions, payables, reconciliations
- Recommended for novice and experienced users



9:30am–10:30am (No CEU)

## **Tricks, Treats & Little Known Shortcuts:**

## **EagleSoft Made Easy**

Susan Zub, Technical Advisor; *Patterson Dental Supply*

This is a "must take" class for all EagleSoft users (and for those considering a software change)! This course will show you how to get around EagleSoft using the keyboard and mouse, as well as navigation and the importance of customizing toolbars.

### **Course Objectives:**

- Helpful hints and shortcuts
- Learn about the available EagleSoft support tools, such as The Online User's Guide, Live Help, Remote Support, eSupport and eTraining webinars
- Review the benefits of eBusiness services, claims, credit cards





10:30am–11:30am (1 CEU, Cat I)

## **OSHA Refresher 2009**

Donna Drury-Klein, RDA, CDA, BS; *Innovative Resources*

Are you covering all the required subject areas in your annual training protocol? Cal-OSHA requires dental healthcare workers to obtain, at least annually, occupational safety training in specific areas to include exposure control, hazard communication and general office safety. This course is intended to serve as a refresher to all dental healthcare workers current in their annual training protocols. Make certain your office protocols and procedures in this area are being met.

### **Course Objectives:**

- Understand the role as compliance officers in the healthcare setting
- Outline compliance in order to validate current training protocols and content
- Train and implement strategies for existing compliance protocols



10:30am–11:30am (1 CEU, Cat I)

## **Your Patients, Your Colleagues, Your Self: Issues with Menopause, Hormones, Sex & Longevity**

Michael Goodman, MD, CMP, CCD

Menopause — what is happening physiologically? How does it affect your day to day activities within your office and with whom you work? Take this information back to your patients; have a clearer understanding of the problems, the signs and the solutions.

### **Course Objectives:**

- Hormonal and non-hormonal therapy (how to do it safely and comfortably)
- Minimize stress and avoid illness; sexuality issues confronting both men and women in their 40s through 60s
- Protect your bones through mid-life: a primer on living well through the transition



1:00pm–3:00pm (2 CEU, Cat I)

## **Oral Cancer: An Important & Often Scary Subject — Facts & Tools for Your Practice**

Tricia Osuna, RDH, BS, FAADH

Today's dental sessions require an exhaustive knowledge of products, instruments and equipment. One procedure that has not changed over time is the responsibility, as oral and total healthcare providers, to perform regular oral cancer screenings.

### **Course Objectives:**

- Receive updated information to reinforce which tools are on the market
- Communicate with patients and staff the importance of the screening process
- Product protocols for use in the office



1:00pm–3:00pm (2 CEU, Cat I)

## **The Strengths & Weaknesses of Adhesive Dentistry: A Troubleshooting Course for Dental Assistants**

Victoria Wallace, CDA, RDA

This easy to listen to course will help educate the dental professional with the process of adhesive dentistry. Many dental assistants are responsible for the delivery to the dentist, and many times they are not sure of the correct process and the chemistry behind it. With so many dental adhesives on the market, this can become a very confusing procedure; it has to work correctly or the patient care can be jeopardized.

### **Course Objectives:**

- Gain confidence when assisting the doctor with bonding procedures
- Educate the clinician on the plethora of composites and how they are properly used
- Fun and valuable lecture!



1:30pm–3:30pm (2 CEU, Cat II)

## **Advanced Practice Management for Every Dental Practice**

Louis Malcmacher, DMD, MAGD

Practical concepts and strategies are designed to teach a doctor and staff how to motivate patients to ask for treatment, how to offer new dental services, how to let patients try out their dentistry before treatment, substantially lower overhead, how to easily make dentistry affordable for patients, significantly reduce stress, and have fun doing dentistry.

### **Course Objectives:**

- Participation seminar format: bring the whole team to this exciting course
- Teach new, powerful clinical and practice management techniques that will help the dental office team integrate new areas of productivity into the dental office



1:30pm–4:00pm (No CEU)

## **Advanced QuickBooks in Your Practice**

Susan Gunn, President; *Susan Gunn Solutions*

Been using QuickBooks for a while and want to maximize it for your practice? Susan really knows her stuff! She'll show you everything you need to maximize your QuickBooks beyond tax accounting, to a highly effective yet simple practice management tool for financial analysis and goal planning. Designed for existing QuickBooks users ONLY, participants need solid QuickBooks knowledge.

### **Course Objectives:**

- Inventory solutions; weekly and monthly reports
- Online banking benefits
- Credit card transactions



2:00pm–3:00pm (No CEU)

## **Dentrix — Maximizing the Potential**

Les Hoenig, DDS

Attend this class to learn the latest and greatest about this practice software. Whether it is being used currently or is under consideration for a practice change, the nuances of this system may enhance your practice and your operation.

### **Course Objectives:**

- Evaluate and optimize your practice management operation and software



3:00pm–5:00pm (2 CEU, Cat I)

## **California Dental Practice Act 2009**

Donna Drury-Klein, RDA, CDA, BS; *Innovative Resources*

The Dental Board of California (DBC) requires all licentiates to receive two CE units in the area of California Dental Practice Act. This course meets all required elements such as scope of practice, license renewal requirements, use of auxiliaries in a dental practice, laws governing the prescription of drugs and acts in violation. This course will also include the newest area of study in the dental professional's role in mandatory reporting for abuse.

### **Course Objectives:**

- Gain an understanding of mandated legal and ethical responsibilities as dental healthcare workers
- Actual case examples of violations within the profession from a DBC perspective in order to demonstrate how violations affect the laws of the profession
- Gain a basic knowledge of how regulations and statutes affect the profession

# FRIDAY: FEBRUARY 20, 2009



8:00am–9:00am (No CEU) *See Thursday schedule for course description*

## Develop Your Hygiene Department to Its Fullest & Most Clinically Responsible Potential (REPEATED)

Kerry Straine, President; *Straine Consulting*



8:15am–9:15am (1 CEU, Cat I)

## The 411 on the 911 — Office Emergencies

Jagdev Heir, DMD, MD

Medical emergencies do occur. Prevention obviously has the best outcome for the patient by doing a thorough history and physical. Common emergencies will be illustrated, so that the office team can prevent, recognize and treat the patient.

### Course Objectives:

- Recognizing impending emergencies
- Preparation strategies and timeliness for direct treatment; action aids for the patient



9:00am–11:30am (No CEU)

## For Your Eyes (& Ears) Only — Office Embezzlement

Susan Gunn, President; *Susan Gunn Solutions*

**LIMITED ATTENDANCE: FOR DENTISTS & SPOUSES ONLY**

Do you have the gut feeling that all is not safe and secure in your practice? Could your hard-earned money be walking out the door... without you? Dig deep into practice vulnerabilities which may entice dishonesty in those most trusted. It is information you can't afford to be without.

### Course Objectives:

- Ways to weave accountability "threats;" implementation strategies
- Practical safeguards
- Pitfalls to avoid being the victim



9:00am–11:30am (2.5 CEU, Cat I)

## Never a Dull Moment! Mechanical & Hand Periodontal Instrument Sharpening

Nancy Andrews, RDH

Preserve instruments, save time and make precision instrumentation easier by learning how to sharpen optimally! This interactive dialog and workshop will demonstrate how to preserve the original instrument design and shape while creating sharp edges, using a variety of techniques and devices.

### Course Objectives:

- Effective and efficient hand sharpening techniques and devices
- Review of various mechanical instrument sharpeners and processes
- Understanding of key geometrical relationships between instrument surfaces and angles that provide focal points



9:30am–11:30am (2 CEU, Cat I)

## California Dental Practice Act (DPA)

Robyn Thomason, RDA; *California Dental Association*

Course offers all topics necessary for license renewal with regard to the DPA, including examples and discussions of: acts in violation, unprofessional conduct; dental record keeping and laws pertaining to prescriptions.

### Course Objectives:

- Highlights, updates and requirements of the DPA, CE, laws, fines
- Scope of practice for dentists and allied dental health personnel



9:30am–11:30am (2 CEU, Cat I)

## Oral Lesions & Management of the HIV Positive Dental Patient

Ann Lyles, DDS

Learn what to ask before safely treating one of our nation's one million HIV positive people. Course includes: diagnosis and management of the most common oral conditions associated with HIV; steps of the two-minute intraoral and extraoral exam, with emphasis on areas of concern for dental patients with HIV; step-by-step instructions on management of occupational exposures to bloodborne pathogens.

### Course Objectives:

- Understand how to interpret relevant lab values
- Current medications for HIV treatment
- Determine how and when to get a medical consultation



9:30am–11:30am (2 CEU, Cat I)

## Keys to Predictable Outcomes for Your Implant Cases

Leo Malin, DDS

This clinically focused program will offer solutions to the common problems found in managing day-to-day implant cases with the surgical considerations. Regardless of whether your office is doing just the surgical phase, restorative phase or the entire treatment, the understanding of the implant treatment from diagnosis to final cementation of the restoration will provide a more predictable result for building an implant focused practice.

### Course Objectives:

- Problem solving strategies; precisely developed treatment plans
- Step-by-step guidelines for the development and execution of the comprehensive "top down" treatment plan
- Comprehensive understanding of the nuances unique to each implant system



9:30am–11:30am (2 CEU, Cat I)

## Save Me — Save You! Ergonomics & Effective Patient Care

Tricia Osuna, RDH, BS, FAADH

Over the past few decades there has been a focus on ergonomics in the workplace and its impact on repetitive motion issues. Various state and national agencies have begun to pay specific attention to these issues and how they impact the workers' ability to provide the best possible care for patients.

### Course Objectives:

- Improve workplace environment to lengthen your career and improve quality of work
- Learn techniques to avoid injury



9:30am–11:30am (2 CEU, Cat II)

## Achieving the Perfect Practice

Victoria Wallace, CDA, RDA

This course focuses on office environment, from what the patient sees and expects, to synergistic teamwork, along with great tips to help you "wow" your patients. An entertaining lecture... with gifts! Renew your love for dentistry and depart from the course with a smile!

### Course Objectives:

- Learn to look at the office from the patient's perspective
- Easy tips on how to provide "Luxe Service" on a budget
- Make or break habits to increase productivity and well being in daily activities

Workshop seats first 24 attendees  
Remaining seats lecture only





9:30am—11:30am (No CEU)  
**Managing Your Production, Collections, Expenses & Cash Flow**

Kerry Straine, President; *Straine Consulting*

Mastering the business basics that support a clinical purpose cannot be overlooked. Whether a practice is in the infancy, adolescent or mature phase, the knowledge for setting and achieving predictable economic goals is imperative. "Best practices" economic principles will be shared so realistic production and collection goals can be set, as well as expense and cash management goals that will reduce economic uncertainty and provide long-term financial stability. The pursuit of financial success and freedom is an obligation and responsibility, not merely an indulgence.

**Course Objectives:**

- Clinical standards combined with financial freedom to build the ultimate peak-performing practice
- Dental team incentives, opportunities, shared values and exceptional performance
- Comprehensive understanding of economic realities



1:30pm—3:30pm (2 CEU, Cat II)  
**7 Critical Facts Dentists Need to Know About Protecting Their Computers & Patient Records**

Jeff Johnson, Owner; *CMIT Solutions*

If you depend on a computer network to run your business, this is one discussion you DON'T want to overlook! This presentation will outline in plain, non-technical terms, the common mistakes made with computer networks; mistakes that cost thousands in lost sales, productivity and computer repair bills.

**Course Objectives:**

- The single, biggest mistake most practices make in protecting patient data
- Greatly reduce or even completely eliminate frustrating crashes, slow performance and other annoying computer problems; avoid expensive computer repair bills
- Eliminate risks and hassles of backup systems; assure disruption recovery
- Easy, proven ways to reduce or completely eliminate oversight expense and frustration



1:30pm—3:30pm (2 CEU, Cat II)  
**"You Talkin' to Me?" Achieve Accurate & Effective Patient Communication**

Kerry Straine, President; *Straine Consulting*

Communication is more than giving out information; it is really about getting through to the other side. Communicating effectively simply means that until you have pierced the heart of the matter, you are incapable of generating a result, meaningful and purposeful to all parties. Learning how to communicate effectively is essential to promoting your mission and sharing your vision with staff and patients. Learn that thinking accurately, behaving appropriately and communicating effectively are skills that can and must be learned by everyone.

**Course Objectives:**

- Touch the hearts and minds of patients through effective communication
- Overcome resistance to change by recognizing, understanding, appreciating and adapting to other communication styles
- Verify the accuracy of your assumptions by mastering the ABCs of attitude development
- Equip your team with a shared vision by creating communication "moments" during everyday processes

**CPR RENEWAL COURSE: Friday 1:30pm—5:30pm (5 CEU, Cat I)**



1:30pm—3:30pm (2 CEU, Cat I)  
**Infection Control & Prevention: New Concerns, Old Habits, Great Ideas**

Nancy Andrews, RDH

The current CDC Guidelines and state regulations for Infection Control will be presented in this hands-on participation course along with a look at new strategies to meet those recommendations.

**Course Objectives:**

- Course qualifies for licensure renewal requirements
- Diseases relevant in dental settings; how to protect yourself and patients
- Strategies for selecting and using the most effective products and practices



1:30pm—3:30pm (2 CEU, Cat I)  
**Meth Mouth, Oral Piercings, Tattoos & Oral Sex: What We Need to Know**

Ann Lyles, DDS

We're supposed to be oral experts, but it is still hard to talk to patients about the effects of drug use, oral piercings and oral sex on the mouth. Get the facts straight and learn how to counsel your patients on maintaining good oral health as they face pressure to follow the latest fads.

**Course Objectives:**

- Learn about the prevalence, recognition and clinical management of "Meth Mouth," as well as the destructive effects of methamphetamine use on the teeth and gums
- Learn to talk to your patients about the delicate subjects



1:30pm—3:30pm (2 CEU, Cat I)  
**Mastering Your Implant Restorative Challenges**

Leo Malin, DDS

The responsibility for establishing restorative excellence rests with the restorative dentist. By defining the outcome, the delivery of esthetically satisfying, functionally stable restorations becomes a reality. Regardless of the implant system or the surgical/prosthetic protocol used, the patient must still say YES. Challenging? Of course, but as the Team grows in implant understanding, suddenly implant dentistry becomes the cornerstone of practice growth. The system does make a difference to the outcome. Don't miss this critically important restorative program dedicated to the entire Team.

**Course Objectives:**

- Learn how subcrestal placement with platform shift will stabilize bone levels above the implant shoulder which leads to enhanced papilla esthetics
- Master diagnostic nuances, as well as seemingly mundane prosthetic protocols



1:30pm—3:30pm (2 CEU, Cat I)  
**Putting Your Best Image Forward... Keys to Successful Dental Imaging for Dental Assistants**

Shaza Mardini, DDS, MS; *Diagnostic Digital Imaging (DDI)*

Explore x-ray fundamentals, maximizing the quality of images taken in the dental office. Both film-based and digital techniques will be discussed, including image techniques, such as periapical positioning and processing, bitewing, occlusal and panoramic projections. An introduction to digital imaging and advanced imaging will be included.

**Course Objectives:**

- Panoramic DOs and DON'Ts
- Darkroom and duplication strategies
- Digital imaging concepts



# Tooth Fairy Lane Sees 800+ Children AT THE 2008 FIRST 5 CHILDREN'S CELEBRATION



**PHOTOS** (clockwise, from top left):

Averi Woodberry (7 years old) shows off her shiny new fillings!

Dr. Cindy Weideman performs one of many dental screenings at the First 5 Children's Celebration

Cole Huston (3 years old) brushes up on his technique

Photo credits: Elizabeth Wong, Lisa Murphy and Della Yee



## THANK YOU, VOLUNTEERS!

- Yvette Arana, DDS
- Sunday Bogart, RDA
- Janet Hensley
- Beth Jonas, RDH
- Lisa Murphy
- Joel Oliquiano, RDA
- Corrie Taylor, RDA
- Cheryl Terpak
- Ethan Tse
- Kelvin Tse, DDS
- Ying Vang, RDA
- Kim Wallace, DDS
- Sandra Wallace
- Ally Webb, RDA
- Colleen Whitney, RDA
- Sarah Whitney
- Cynthia Weideman, DDS
- Elizabeth Wong, RDH
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## THE DENTIST, THE EMPLOYER

### *Diversity & Dental Care:* **PROVIDING CARE TO PATIENTS OF DIFFERENT ETHNICITIES**

By Jaime Davenport (Risk Management Analyst, TDIC)

Healthcare professionals face the challenges of providing services to a culturally diverse population on a daily basis. The diversity of customs and values presents obstacles for both the dentist and the patient. Interacting in a culturally sensitive manner allows the dentist to build rapport while providing optimal patient care.

Being culturally sensitive acknowledges diversity that may affect dental care. For example, many cultures will include “immediate family” when making healthcare decisions. In the Hispanic culture, this designation may consist of extended family or close friends. In other cultures, it is limited to members of the immediate family. Knowing and understanding a patient’s cultural traditions helps dentists work within the cultural parameters and facilitates care for patients.

Many patients often handle illness according to their cultural beliefs. Religion, spirituality and kinship ties may have a role in a patient’s understanding and treatment of illness. For example, Eastern cultures and values are based on religion. The notion of Karma and that everything happens for a reason is significant in the decision-making process. When patients are diagnosed with periodontal disease, be sure to acknowledge their cultural beliefs. Thoroughly educate the patient about the disease including how the patient could have gotten it, benefits of treatment and what happens if the disease is left untreated.

A patient’s culture may play a big role when it comes to treatment decisions. A common thread in many cultures is discussing treatment and its alternatives among a patient’s family, community or church leaders prior to making a decision. Chinese, Latino and Russian families may try to shield the

patient from bad medical news believing it can worsen the patient’s condition. The traditional Korean culture emphasizes loyalty, and therefore, patients may defer to their family to make decisions for them. Be sure to attain permission from the patient prior to discussing the patient’s health with anyone.

Additionally, culture plays a part in a patient’s comfort zone related to physical interactions. For example, showing authority figures respect by bowing and avoiding eye contact is a common Eastern culture trait. Direct eye contact is acceptable in the Russian culture, but looking into the eyes of an elder shows disrespect in the Indian culture. Indian, Korean and Vietnamese men typically will not shake hands with a woman, while African American, Latino and Russian men will. Disagreement is rarely directly expressed in the Indian culture. The word “no” is often avoided and replaced by other non-verbal cues and indirect communication. Patients may stop coming to appointments if they disagree with dental treatment but may not say why. For example, dentists should be aware that American Indian, Korean and Vietnamese cultures value emotional control. These patients may attempt to resist any expression of pain. A dentist might consider, instead of asking whether a patient is in pain, ask, “May I get you something for your pain?”

Additionally, language barriers may complicate patient education efforts about dental care. If the dentist does not speak the patient’s language, a translator should be used to ensure comprehension prior to beginning dental treatment especially during the informed consent process. Requiring the patient sign a form about the procedure provides evidence the discussion took place but cannot replace a good conversation

**YOU ARE A DENTIST.** You’ve been to school, taken your Boards and settled into practice. End of story?

Not quite. Employee evaluations, hiring and firing, labor laws and personnel files are an important part of being an employer. Are you up on the changes that happen nearly EVERY January 1st?

In this monthly column, we will offer information pertinent to you, the dentist as the employer.

about risks, benefits and alternatives that is understandable by the patient.

The most important goal of informed consent is that patients have an opportunity to be an informed participant in their health care decisions. TDIC provides various informed consent forms in English, Spanish, simplified and traditional Chinese, Korean and Russian. Dentists can access these forms through the Risk Management section of **thedentists.com**. ■

### POSTER UPDATE

#### **EQUAL OPPORTUNITY IS THE LAW**

One of the posters employers are required to post has been updated. The “Equal Employment Opportunity Is The Law” poster was updated in August 2008 to include new information on veterans, retaliation and disability. The new poster can be downloaded from the U.S. Department of Labor Web site, <http://www.dol.gov/esa/ofccp/regs/compliance/posters/pdf/eeopost.pdf>. The new poster will be included in the updated poster set that CDA and components will distribute to members in Spring 2009. CDA does provide a list and links to required posters on the CDA Web site, [http://www.cda.org/page/Required\\_Postings\\_in\\_a\\_Dental\\_Office](http://www.cda.org/page/Required_Postings_in_a_Dental_Office). ■

*your dues*



*at work!*

## *SDDS HR Hotline: HAVE YOU USED THIS MEMBER BENEFIT?*

Wondering if you are really following the law when it comes to your Alternative Work Week schedule. Thinking about cutting your practice hours due to the economic slow down? Do you really have to pay overtime if someone works five extra minutes?

You are not alone in wondering the answers to these and many other labor law questions. The SDDS Human Resource Hotline has received over 250 calls in the past year from dentists just like you, looking for answers to the questions you all have in trying to run a dental practice.

California Labor Law is constantly changing and it's difficult to learn the ins and outs of how to stay legally compliant in regards to personnel issues in the workplace. So, what is the solution? Call

the Human Resource Hotline anytime Monday through Friday, from 8:00am to 5:00pm and Mari Bradford, the Human Resource Hotline Manager or another one of California Employers Association Regional Directors will be happy to help you. Did you think of a question when the hotline was closed? Hard to take calls during the day when you are busy with patients? Not a problem, just send Mari an email at [mbradford@employers.org](mailto:mbradford@employers.org) and she will respond to you via email asap.

You have your hands full with trying to run a practice, keep your business successful and stay afloat in these tough economic times, let us help you out with navigating the obstacle course of labor law. The Human Resource Hotline is a FREE benefit for all dentist members of the SDDS. Call today! ■

### 2008 CALL SUMMARY (through October)

Wage & Hour .....	47
Termination .....	30
Other .....	22
Leave Laws .....	19
Discipline Issues .....	15
Hiring .....	15
Handbooks/Policies .....	8
Poster/Records/Forms .....	8
Alternative Work Week .....	7
Vacation/PTO .....	5
UI Claim/LC Notice .....	5
Work Comp .....	4
Training .....	3
Health Benefits .....	2
Investigation .....	1
Drugs/Alcohol .....	0

*Call the HR HOTLINE with all your burning Human Resources questions!*



*SDDS HR Hotline:*  
**1-800-399-5331**

# ABSTRACTS

## **Effect of cement selection and finishing technique on marginal opening of cast gold inlays**

C. Farrell, et al  
J Pros Dent 99:4 2008

Results of the study indicated that use of a resin-modified glass ionomer cement (Rely X Luting) or a self-etching modified resin cement (Rely X Unicem) can yield marginal adaptation of cast gold inlays comparable to that achieved with zinc phosphate cement. And finishing casting margins before and during cementation was the technique common to all 3 cements for producing the smallest marginal opening.

## **Which way forward? Fixed or removable lower retainers**

N. Attack, et al  
Angle Ortho 77:6 2007

In this study over a 3-year period there was a median change of 0.72 mm on the bonded 3-3 retainer group and 0.98 mm in the removable Hawley group. Relapse can occur with both types of retainers and there was no significant difference with either type of retainer.

## **The incidence of adverse reactions following 4% Septocaine (Articaine) in children**

A. Adewumi, et al  
Pediatr Dent 30:5 2008

Prolonged paresthesia at 3 hours post-injection was reported for 40% of the patients and 5 hours for 11%. Soft tissue injury not occurring at the injection site occurred in 14% of the patients at 3 hours and was found to be highest among children younger than 7 years old. Prolonged numbness appears to be the most frequent adverse effect and parents can be informed and reassured accordingly.

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# SACRAMENTO DISTRICT DENTAL SOCIETY'S FOUNDATION

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## FOUNDATION 101 — FINAL EXAM

*Please use a #2 pencil & fill in bubbles completely. (Exams will be graded on a curve, based on your participation)*

1. Are you a member of the SDDS Foundation?

- Yes  No

A: **YES!**

*EVERY member of SDDS is automatically a member of our Foundation. However...*

2. Are you a PAID member of the Foundation?

- Yes, I contribute \$75 per year through dues check off  
 Yes, I support the Spirit of Giving program  
 Yes, I make individual contributions as memorials  
 Yes, I support the Broadway Series  
 Yes, Other  
 No, I haven't yet supported the Foundation this year.

A: *If you've supported the Foundation already, thank you! If you're still looking for a way to contribute, please consider donating to your Foundation before the year's end. It's tax-deductible and goes toward the wonderful work done in your community.*

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# HOD REPORT



## 2008 HOUSE OF DELEGATES

By **Robert D. Shorey, DDS** (2008 SDDS President)

This year's CDA House of Delegates began on time and ran more efficiently than any House I can recall attending over the last six years.

SDDS supplied coffee mugs commemorating Dr. Matt Campbell's tenure as CDA Speaker of the House. Dr. Allen Felsenfeld will take the reins, leaving his position as CDA Editor. Dr. Carrie Carney of Napa Solano will replace Dr. Felsenfeld.

During the proceedings, the position of Secretary was challenged from the floor, necessitating an election. Dr. Phil Maldonado won the election as our next CDA Secretary.

Most of the House resolutions concerned changes in our current peer review

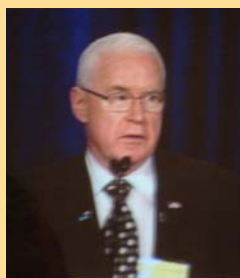
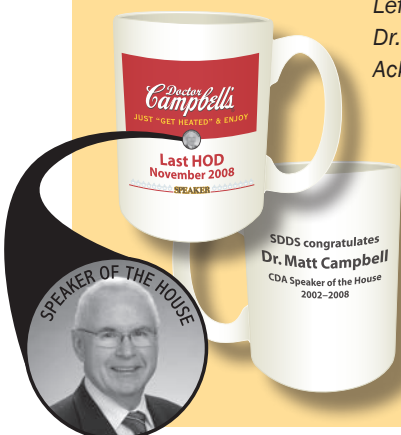
procedures. Our component presented a resolution by Dr. Ken Moore, asking that a standardized health history document be part of the regular peer review intake material, to protect the individual whose dental treatment is being reviewed. Our delegation was asked to withdraw our resolution and we were assured the peer review committee will make this suggested procedural change part of its first orders of business.

Our Trustee, Dr. Don Rollofson, proposed marriage on the floor to Janet Percevic and his proposal of marriage was accepted. We were graced by the presence of Dr. Neil Loveridge, Speaker of the House Emeritus,

who entered the resolution to make Dr. Matt Campbell a fellow Speaker Emeritus. Dr. Doug Gordon made the comment "The day I went to my first CDA House of Delegates was the day I bought into the notion that I needed to be there." His comments struck a nerve with many delegates as a reminder at the House that CDA and ADA positions for leadership are available for any of our members. Applications should be turned into CDA for 2009/10.

CDA will be launching a new member benefit focused on practice management and helping the everyday practitioner run their office — the new website soon to be launched is called the "CDA Compass." ■

*Left to right: Coffee mugs commemorated Dr. Matt Campbell's tenure as CDA Speaker of the House (2002–08) • Dr. Campbell addresses the group • Drs. Keating, Giannetti and Comfort listen up • Drs. Shorey, Chan and Ackerman take notes • Dr. Loveridge enjoys the SDDS supplied candy bag (will he share with Dr. Keating?)*



## IN MEMORIAM



### HAROLD A. TEMPLIN, DDS

Dr. Harold Templin passed away November 13, after an extended illness. A native of Trinidad, Colorado, he moved to Sacramento in 1950 and opened a dental practice in midtown. He was a life member of SDDS, CDA and ADA, and was active in the YMCA and First United Methodist Church. Dr. Templin was 90 years old and had been a member of SDDS for 58 years.



### DUANE ANDERSON, DDS

Dr. Duane Anderson passed away November 16. He graduated from St. Louis University School of Dentistry in 1956, after which he served in the U.S. Air Force from 1956–1958. He considered patients a part of his family and took great pride in treating some who were third-generation patients. Dr. Anderson was 80 years old and had been a member of SDDS for 50 years.

# VENDOR MEMBER SPOTLIGHTS



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THIS  
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- DMS is concerned for the success and peace of mind of dentists in our community.
- DMS is committed to exceed the expectations of our clients. We are passionate and committed to the success of our clients and the Business of Dentistry. We provide effective solutions with powerful results that can be efficiently managed, strategically monitored and successfully maintained. At the end of the day our objective is for dentists, teams and patients to experience the benefits of our services throughout the life of the practice.
- The services of DMS are designed to focus exclusively on coaching and supporting dentists and teams experience higher levels of personal and professional growth with the design of a DMS "Practice Enhancement Plan" that meets each client's individual practice needs and objectives.
- Together the DMS Team has 100 years of experience in the dental industry and dental management experience that spans 100 cities throughout the United States.
- DMS understands the individual needs and challenges of our clients from "Start-Up" through "Transition Practices."
- Simply put...there is not enough time in a day to accomplish all the details of starting or managing a successful practice, performing exceptional dentistry, attending continuing education or membership meetings, and balancing quality personal and family time without a skilled, supportive team of professionals and a "Plan for Success."
- DMS recognizes the global desire people have to succeed and dentists deserve to achieve just that. We provide the plan of action and methodology for our clients to successfully develop and maintain the practice of their dreams despite economic challenges or insurance limitations, deductibles and maximums. We understand that creating opportunity and reaching one's full potential requires more than a business plan.
- DMS acknowledges that "Doing the Dentistry" is not a dentist's greatest challenge! Many have the belief that practice success, leadership skills, effective communication, treatment acceptance, effective systems, exceptional teamwork and morale, patient referrals, financial freedom, and life balance will be somewhat automatic upon opening a practice yet find that seamlessly achieving these aspects of success is more challenging than anticipated and often eludes them. DMS facilitates the opportunity to achieve all that dentists hope for!
- We enthusiastically provide our clients quality, personal, friendly and professional onsite and teleconference support, monitoring services and effective solutions with powerful results. We pride ourselves on customized services and programs whether our clients request to "Enhance Practice & Team Performance" one-step at a time or are energetically prepared and committed to attain their full potential to be on the cutting edge of their profession and experience the rewards of "Planning for Success."
- **SDDS MEMBERS** with established practices are invited to take the time to call us today for your *Complimentary DMS Practice Check-Up™, One-Hour Teleconference and DMS Reference Booklet* (Value \$595). **SDDS MEMBERS** in the process of starting a practice or considering the purchase of a practice are invited to call us today to reserve a *Complimentary DMS One-Hour Teleconference and DMS Reference Booklet*. (Value \$395) Please mention the SDDS *Nugget* when you contact us.

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## SERVICES & SPECIAL PRICING EXTENDED TO SDDS MEMBERS

At no cost to you, one of our pharmacists will review your required Emergency Kit on your site and offer you reduced pricing for any expired or lacking items.

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Vendor Members are vendors who support Sacramento District Dental Society through advertising, special discounts to members, table clinics and exhibitor space at General Meetings, CE courses, Member Forums and the

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## 2008 SDDS COMMITTEE MEETINGS:

**Auxiliary Advisory • SDDS • 6:30pm**

Future meetings TBA

**Board of Directors • SDDS • 6:00pm**

Completed for 2008

**CE Committee • SDDS • 6:30pm**

Completed for 2008

**CPR Committee • SDDS • 6:30pm**

Completed for 2008

**Dental Health Committee • SDDS • 6:30pm**

Dec 9

**Ethics Committee • SDDS • 6:00pm**

Completed for 2008

**Foundation (SDDF) • SDDS • 6:30pm**

Completed for 2008

**Golf Committee • SDDS • 6:30pm**

Completed for 2008

**Leadership Dev. Committee • SDDS • 6:00pm**

Completed for 2008

**Legislative Committee • SDDS • 7:00pm**

Completed for 2008

**Mass Disaster / Forensics Committee • 6:30pm**

Dec 2 (yearly calibration) — **NOTE CHANGE**

**Membership Committee • SDDS • 6:30pm**

Dec 1

**Nugget Editorial Committee • SDDS • 6:15pm**

Completed for 2008

**Peer Review Committee • 6:30pm**

Dec 11

**SacPAC Committee • SDDS • 6:00pm**

Completed for 2008

For dates & times not listed above, visit the SDDS calendar at [www.sdds.org/calendar.htm](http://www.sdds.org/calendar.htm)

NEW COMMITTEE ASSIGNMENTS & CALENDARS IN NEXT ISSUE!

## LINK OF THE MONTH

### Equal opportunity is the law.

Download updates to required employment posters at:

[www.dol.gov/esa/ofccp/regs/compliance/posters/pdf/eeopost.pdf](http://www.dol.gov/esa/ofccp/regs/compliance/posters/pdf/eeopost.pdf)

Stumbled upon a great link?  
Email it to [melissa@sdds.org](mailto:melissa@sdds.org), to submit it as a possible link of the month!

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# COMMITTEE CORNER

By **James R. Musser, DDS**  
Editor-in-Chief



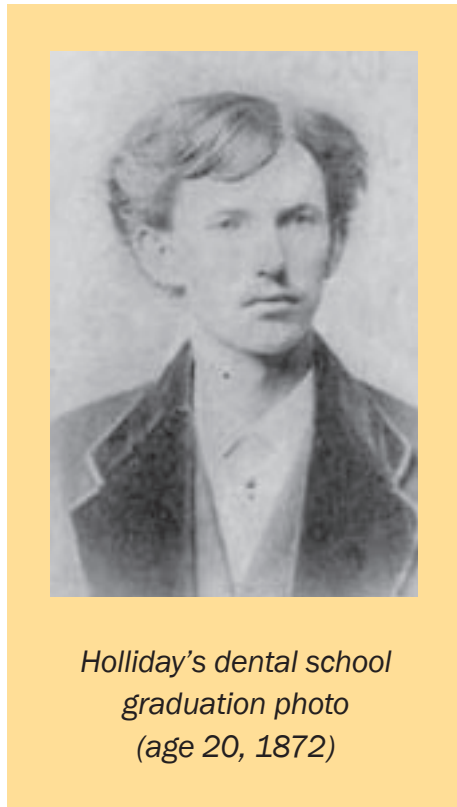
## *Nugget Editorial Committee:* **I'M YOUR HUCKLEBERRY**

This year's SDDS MidWinter meeting theme is "the wild west." As we take advantage of the outstanding opportunity for education and camaraderie, we should also remember one of our own who was the "Real Thing."

John Henry "Doc" Holliday graduated from the Pennsylvania College of Dental Surgery in Philadelphia on March 1, 1872. The only authentic photograph we have of him is his dental school graduation photo. He was a cultured, educated man who had every intention of practicing the profession for which he was trained. Unfortunately, he was diagnosed with the terrible disease tuberculosis (or "consumption" as it was called at the time) and given only a short time to live. TB was an occupational hazard of dentistry at the time, and there was no real knowledge of how the disease was transmitted or of its treatment. The only know treatment was to leave the congested cities of the east and relocate to the dry, open spaces of the west, where the climate might be more agreeable. It was this situation that elevated "Doc" from practicing dentist to western legend.

"Doc" Holliday's travels took him to the railheads and cattle towns of the frontier. He practiced both of his professions, dentist and gambler, in the wild settlements of our westward expansion. His avocation for

the latter also caused him to cultivate his skills with a pistol and knife, necessary for survival. His skills caught the attention of Wyatt Earp and other lawmen of the time, causing "Doc" to be present at the famous "Gunfight at the OK Corral" along with many other adventures.



*Holliday's dental school graduation photo (age 20, 1872)*

In the film "Tombstone," now regarded as a classic by film historians, the actor Val Kilmer played "Doc" in a brilliant, though underrated, performance. Every western fan has his or her favorite line from Val: "I'm your huckleberry;" "The fellow was simply too high strung;" "You're not a daisy;" or "Why, Johnny Ringo, you look as if someone has stepped on your grave." Western historians have said Kilmer's performance has come the closest of the many attempts by actors from Victor Mature to Kirk Douglas to Dennis Quaid to capturing the elegant deadliness of the "Doc." As portrayed faithfully in the film, he passed away in the Glenwood Springs, CO tubercular sanitarium on November 8, 1887. Against all the conventional wisdom of the day, he died in bed with his boots off.

So, as we gather knowledge at this upcoming meeting, and remember the giants of our profession, G.V. Black, William Morton, and George Hollenbeck, let us give a small tribute to one of our colleagues who actually transcended the profession to become a legend. John "Doc" Holliday you most definitely ARE a "daisy." ■



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# WE'RE BLOWING YOUR HORN!



## CONGRATULATIONS TO...

**Drs. Roger Reich, Amy Tran and Loc Tran** for volunteering for a dental screening in Elk Grove. Together they saw roughly 140 kids!

**Dr. David Crippen** on the opening of his new pediatric practice downtown. Dr. Crippen saw his first patient on November 19.

**Dr. Don Rollofson** and Janet Percevic on their engagement.

Jeff Daby (son of **Dr. Bob and Lori Daby**) and Tiana Webb (daughter of **Dr. Russ and Kathi Webb**) on the birth of their first child, Gavin Joseph on October 20, 2008 (9 lbs, 3 oz). *(photo at right)*

**Jackson Creek Dental Group (Drs. Ron Ask, Craig Kinzer and Leon Roda)** on 30 years serving Amador County residents! *(photo at right)*

**Dr. Kimberly Fong** and Brad Nakano, on their marriage November 1, 2008. *(photo at right)* ■

*Gavin Joseph Daby  
was born on  
October 20, 2008.*



*Jackson Creek Dental  
Group celebrated their  
30 year anniversary on  
November 30, 2008*



*Brad Nakano and  
Dr. Kimberly Fong  
were married  
November 1, 2008.*



Have some news you'd like to share with the Society? New babies, achievements, retirements, new offices — we'll report them all! Please send your information to SDDS via email ([melissa@sdds.org](mailto:melissa@sdds.org)), mail (915 28th St, Sacramento, CA 95816) or fax (916-447-3818). Call SDDS at (916) 446-1227 for more information.



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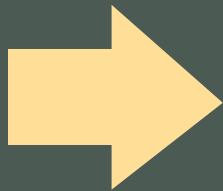
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- CDA . . . . . (800) 736-8702
- CDA Contact Center . . (866) CDA-MEMBER  
(866-232-6362)
- TDIC Insurance Solutions . . (800) 733-0633
- Denti-Cal Referral . . . . . (800) 322-6384

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We can only refer you if we know where you are; and we rely on having your current information on file to keep you informed of valuable member events! Give us a call at (916) 446-1227.

The more accurate information we have, the better we can serve you!

# NEW MEMBERS

DECEMBER  
2008



**Susan Abeltdt, DDS**  
General Practitioner  
*Office Address Pending*  
Dr. Susan Abeltdt graduated from the UOP Arthur A. Dugoni School of Dentistry in 1984 with her DDS and currently lives in Folsom.

**WELCOME  
BACK!**

**Ryan Wittwer, DDS, MS**  
Pediatric Dentist  
5420 Park Dr  
Rocklin, CA 95765  
**(916) 435-5230**

Dr. Ryan Wittwer graduated from Baylor College of Dentistry in 2003 with his DDS and later completed his specialty certification in pediatric dentistry at Ohio State University in 2005. While anticipating the opening of his practice in El Dorado Hills, he is currently practicing in Rocklin with fellow SDDS members, Drs. Dennis Peterson and Joseph Rawlins. Dr. Wittwer lives in Granite Bay with his wife, Carolee.

**Mohamed El Sayed, DDS**  
General Practitioner  
3645 Northgate Blvd, Ste A  
Sacramento, CA 95834  
**(916) 286-7750**

Dr. Mohamed El Sayed graduated from the University of Alexandria in Egypt in 1995 with his DDS and later completed a residency there in 1996. He is currently practicing in Sacramento with fellow SDDS members, Drs. Amanpreet Kaur and Taha Shoreibah.

**Anna Zee, DDS**  
General Practitioner  
6175 Stockton Blvd, Ste 260  
Sacramento, CA 95824  
**(916) 427-6263**

Dr. Anna Zee graduated from Northwestern University in 1991 with her DDS. She lives in Sacramento and is currently practicing in Sacramento with fellow SDDS member, Dr. Archana Wakode.



**Tiffany Favero Holladay, DMD**  
General Practitioner  
2237 Park Towne Cir  
Sacramento, CA 95825  
**(916) 487-9100**  
Dr. Tiffany Favero Holladay graduated from the Arizona School of Dentistry and Oral Health earlier this year with her DMD. She is currently practicing in Sacramento with her father and grandfather and fellow SDDS members, Drs. Michael Rex Favero and Paul Favero. Dr. Holladay lives in the Sacramento area with her husband, Bryce.

**NEW TRANSFER MEMBERS:**

**Yvette Arana, DDS**  
*Transferred from San Francisco Dental Society*  
General Practitioner  
7916 Pebble Beach Dr, Ste 101  
Citrus Heights, CA 95610  
**(916) 962-0577**

Dr. Yvette Arana graduated from the UOP Arthur A. Dugoni School of Dentistry earlier this year with her DDS. She lives in Roseville and is currently practicing in Citrus Heights with fellow SDDS members, Drs. Cindy Weideman, Brigid Walsh, Holley Gonder, Daniel West, and Candy McComb.

**Ellen Mark, DDS**  
Pediatric Dentist  
6300 Garfield Ave, Ste 150  
Sacramento, CA 95841  
**(916) 334-1000**

Dr. Ellen Mark graduated from the University of Washington in 2006 with her DDS and later completed her specialty certification in pediatric dentistry earlier this year. She lives in Davis and is currently practicing in Sacramento and Olivehurst with fellow SDDS members, Drs. Samantha Lee, Aaron Reeves, Maryam Saleh, and Jared Danielson.

**William Easterbrook, DDS**  
*Transferred from Tri-County Dental Society*  
General Practitioner  
493 Main St  
Diamond Springs, CA 95619  
**(530) 626-5810**

Dr. William Easterbrook graduated from Loma Linda University earlier this year with his DDS. He is currently practicing in Diamond Springs with fellow SDDS member, Dr. Richard Henifin.



**Lisa Ngo, DDS**  
General Practitioner  
*Pending Office Address*  
Dr. Lisa Ngo graduated from Case Western Reserve University in 2007 with her DDS and later completed a residency at the UOP Arthur A. Dugoni School of Dentistry earlier this year. She currently lives in Sacramento.

**MORE**



CLIP OUT this handy NEW MEMBER UPDATE and INSERT it into your DIRECTORY under the "NEW MEMBERS" tab.

**TOTAL MEMBERSHIP (AS OF 11/3/08): 1,535**

**TOTAL ACTIVE MEMBERS: 1,308**      **TOTAL STUDENT MEMBERS: 1**  
**TOTAL RETIRED MEMBERS: 182**      **TOTAL CURRENT APPLICANTS: 5**  
**TOTAL DUAL MEMBERS: 2**              **TOTAL DHP MEMBERS: 29**

**TOTAL AFFILIATE MEMBERS: 8**  
**TOTAL NEW MEMBERS FOR 2008: 83**

**Esmeralda Munoz, DDS**

*Transferred from San Francisco Dental Society*  
General Practitioner  
2020 J St  
Sacramento, CA 95811  
**(916) 341-0575**

Dr. Esmeralda Munoz graduated from the UCSF School of Dentistry earlier this year with her DDS. She lives in Woodland and is currently practicing in Sacramento with fellow SDDS members, Drs. Alice Huang and Megan Moynour.

**Kimberly Wong, DDS**

*Transferred from San Francisco Dental Society*  
General Practitioner  
*Pending Office Address*

Dr. Kimberly Wong graduated from the UOP Arthur A. Dugoni School of Dentistry earlier this year with her DDS. She is currently seeking employment in the greater Sacramento area and lives in Sacramento with her husband and fellow SDDS member, Dr. Mark Wong.

**NEW APPLICANTS:**

**Esmeralda Chiang, DMD**

**Gary Clusserath, DMD**

**Ryan Everhart, DDS**

**Giovanni Favero, DDS**

**Jeffrey Kwong, DDS, MSD**

**John Meekay, DDS**

**Huy Tran, DMD**

Place this page  
in the "New  
Members" section  
of your 2008  
SDDS Directory



**ELECTRONIC DUES PAYMENT**

Pay your dues over 6 months in 6 equal payments!

This year members will be able to enroll in the EDP program online at [cda.org](http://cda.org). The online renewal and EDP opened **November 30, 2008**.

**December 22, 2008** is the last day to mail or fax EDP enrollment forms

**January 11, 2009** will be the last day to enroll for EDP online

The first withdraw will be **January 23, 2009**

These dates are based on the bank calendar, so they will not change.

Contact SDDS (916.446.1227) with any questions. ■

**ELECTRONIC DUES PAYMENT**

**RETIRING ANY  
TIME SOON?**

If you plan to retire between now and the end of December, please call the SDDS office so that you can officially change status before the next dues year.

**IT SAVES  
YOU MONEY!**

**NEED AN ASSOCIATE? STAFF?  
CHECK OUT THE JOB BANK AT WWW.SDDS.ORG!**

# FROM YOUR TRUSTEES



Kevin M. Keating, DDS, MS & Don P. Rollofson, DMD

## BUSY TRUSTEES!

Since the last *Nugget*, your Trustees have been busy, attending the Board of Trustees (BOT) meetings October 11 and November 16, and the ADA House of Delegates (in San Antonio) in between. With the financial crisis in our country it should be very reassuring to know that CDA and ADA are in great shape and both asking for zero dollar increase in dues for 2009. Sound and conservative investment strategies, as well as emphasis on non-dues revenue, have paid huge dividends again this year (as well as at SDDS). This marks the 11<sup>th</sup> consecutive year without any dues increase for the CDA portion of your annual tripartite membership.

Access to Care is on the front burner at CDA and ADA. The legislatures of as many as five states are close to enacting radical non-dentist supervised scope of practice changes for extended duty dental hygienists in futile attempts to increase access to treatment for underserved populations. Dr. David Nash gave an excellent presentation to the Trustees concerning dentist-supervised dental therapists as used in New Zealand and many countries throughout

the world. This system involves a dental team member, with two-three years of education after high school, doing some restorative procedures under supervision with much success. It should be a very interesting year and you should read your *ADA News* and *CDA Update* carefully to keep yourself informed on these most important national developments that WILL effect your practice sooner rather than later.

The CDA Practice Support Center will be functional soon. Through the use of online and telephone portions of the Center, this ambitious member benefit project will be available to help our members in many ways with their daily practices. Please give us feedback as CDA fine tunes and molds the Center into a great resource.

Finally, it was with both pride and sorrow that we recently saw Dr. Matt Campbell finish his six year term on the CDA Executive Committee as Speaker of the House. Well done friend, and congrats on your election as Speaker Emeritus, joining Dr. Neil Loveridge in the elite group. ■

## Customer Appreciation Month



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# EVENT HIGHLIGHTS

## NOVEMBER GENERAL MEMBERSHIP MEETING

November 11, 2008 — Staff Night



**Staff Night: A celebration of staff!**  
Dr. Craig Johnson (center) & his staff.



Dr. Steve Longoria (center) & his staff.



Dr. Michael O'Brien (2nd from left) & his staff.



Dr. Elizabeth Harmon (center) & her staff.



Dr. Laurie LaDow (far left) & her staff.



Dr. Matthew Ryan (soon-to-be SDDS Member) introduces himself to the group.



Drs. Bob Tilly & Gordon Harris hope theirs are the lucky tickets, as raffle winners are announced.



Drs. Jonathan Szymanowski & Gary Ackerman (CE Committee Co-Chairs) round up a posse for the CE Showdown (SDDS MidWinter Convention), February 19–21, 2009.



Virginia Moore & Debbie Castagna begin their program on job satisfaction.

Thank you for supporting SDDS continuing education programs. For each course, name tags are printed to help you network with your peers. BUT did you know that SDDS uses this as our tracking system for attendance? If you don't pick up your tag, we mark you as a "No Show." If you are ever audited by the Dental Board of California and they ask you for your CEUs, there's a chance that they may check to confirm you actually attended those classes and that you didn't just bum a CE card from your buddy. So... remember to ALWAYS pick up your nametag.

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# Nugget Classifieds

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## Equipment For Sale



X-GENUS DENTAL X-RAY MACHINE — portable or standard wall mount. Purchased in 2004, minimally used, excellent condition. Originally \$4000, yours for \$2000. (530) 753-0550. [jatomaic@yahoo.com](mailto:jatomaic@yahoo.com) 12-08

ARL DENTATUS ARTICULATOR (used 2x), hinge axis locator w/ transfer bow, x-ray chair, aluminum sterilizer trays, dentiform models, other odds and ends (blades, needles, etc). (916) 442-2038. 12-C1

DENTAL CHAIR (PELTON & CRANE); gray color; works well but small crack in armrest upholstery. \$400 obo. Call (916) 708-2363. 12-C1

ONE HUNDRED YEAR OLD BAUSCH AND LOMB physicians microscope with large glass belljar cover. Genuine human skull with retained deciduous tooth. Both in good condition. (916) 489-3349. 12-C1

## For Lease



SUITE FOR LEASE — 2 OPERATORY: Sacramento Dental Complex — Midtown. Possible to purchase existing equipment. Great for new practice. Please call (916) 448-5702. 03-07

HIGHLY VISIBLE LINCOLN OFFICE SPACE — Divisible up to 8,000 sq ft for lease or purchase. Ground up built by a dental contractor specialist. Call (916) 772-4192 for details. 01-08

DENTAL SPACE FOR LEASE — Nicely appointed space in established Carmichael dental building. 820 sf with 3 patient areas, reception, waiting, and private office/break room. \$135 psf plus utilities. Agent (916)443-1500. 08/09-08

FOR LEASE: NEW DENTAL OFFICE scheduled to open in El Dorado Hills Oct 08. Facility has four ops with digital x-ray, paperless Dentrix software, electronic registration, intra oral camera. Newly furnished. 893 Embarcadero Suite 101 (916) 933-3787. 11-08

TURNKEY DENTAL PRACTICE — 3 operatories, remodelled, new equipment. 1355 Florin Dental Bldg. Reasonable rent, ample parking, storage. \$95K, terms (916) 730-4494. 12-08

2382 SQUARE FEET FOR LEASE in brand new building in Roseville (border of Granite Bay). Rent is \$2.00/ft NNN with \$40.00/ft allowance for Tenant Improvements. TRI Commercial Bob Kuhl (916) 677-8137. 12-C1

DENTAL OFFICE SPACE FOR LEASE \$1.50/sf, 2000 sf, turnkey suite, brand new building in Rocklin. A MUST SEE! For information, please call Samantha (916) 789-1222. 12-C1

GENERAL DENTIST LOOKING FOR SPECIALIST to share space in new office. 2 operatories. Rocklin. (916) 871-8670. 12-C1

GREAT OPPORTUNITY IN EXCELLENT LOCATION for Oral Surgeon, Endodontist or Periodontist to attract quality patients from Roseville, Granite Bay, Folsom, El Dorado Hills, Loomis, Auburn and surrounding areas. Paperless office with digital x-rays. Available immediately 1-2 days/week. Pl contact [smile\\_dentist@yahoo.com](mailto:smile_dentist@yahoo.com) for info. 12-C1

SPACE FOR LEASE: New dental office in Sacramento looking for a specialist 2 to 3 days a wk, 3 ops with digital x-ray, EagleSoft, intra oral camera. Please call (916) 317-5528. 12-08

## Professional Services



GURMEZA'S JANITORIAL SERVICES will provide your office its best appearance at a competitive price. We do it all: it's our promise. Licensed. Insured. Bonded. [www.sacjanitorial.com](http://www.sacjanitorial.com). [gurmezp@gmail.com](mailto:gurmezp@gmail.com). (916) 218-9098. 12-08

## Employment Opportunities



AGREAT OPPORTUNITY! If you are planning or considering opening a practice in El Dorado Hills, give me a call!!! Dr. Linsen (916) 952-1459. 02-07

ORTHODONTIST — Help!!! Too many patients!!! Kids Care Dental Group is looking for an orthodontist to help with our huge patient base. More consults than you could ever imagine. Seeking a long-term commitment and a dedicated individual. Great private practice with unlimited potential. Call Derek at (530) 263-2454 or fax your resume to (916) 290-0752. 06/07-08

PEDIATRIC DENTAL PRACTICE located in Folsom seeks dentist. Excellent opportunity for skilled dentist to join our practice. Please fax resume to (916) 983-9012. 08/09-06

1-2 FULL TIME ASSOCIATE DENTISTS NEEDED for busy Stockton practice that does 1.5-1.7 million in collections per year. Very competitive salary/bonus. \$200k-\$300k/yr potential. Fax resume to (916) 929-5848. 10-08

ASSOCIATE INTERESTED IN TRANSITIONAL PURCHASE of busy foothill practice needed in beautiful community 45 minutes from Sacramento. Low crime rate and traffic congestion. Great place to live and work. FAX resume to (209) 267-1538. 11-08

## Positions Wanted



ENDODONTICS: In your office 2-3 days/month or ? 30+ yrs experience. References upon request. Contact Dr. Koett, Sr. (916) 337-6202. 02-07

STOP THE SCREAMING! In-office sedation services by MD anesthesiologist • Peds/Adults • Medi-Cal Provider • 20 years experience • Call (800) 853-4819 or [info@propofolmd.com](mailto:info@propofolmd.com). 05-07

LOCUM TENENS — I am an experienced dentist, UOP graduate and I will temporarily maintain and grow your practice if you are ill / maternity leave or on extended vacation. (530) 644-3438. 10-08

# SDDS Members Can Place Classified Ads For FREE!

Selling your practice? Need an associate? Have office space to lease? Place a classified ad in the *Nugget* and see the results! SDDS members get one complimentary, professionally related classified ad per year (30 word maximum; additional words are billed at \$.50 per word).

Rates for non-members are \$45 for the first 30 words and \$.60 per word after that. Add color to your ad for just \$10! For more information on placing a classified ad, please call the SDDS office (916) 446-1227. Deadlines are the first of the month before the issue in which you'd like to run.

# SDDS CALENDAR OF EVENTS

## DECEMBER

- 1** *EDP Registration Opens*  
**Membership Committee**  
6:30pm / SDDS Office
- 2** **Forensics/Mass Disaster Committee**  
*Calibration*  
6:30pm / Sac County Coroner's Office
- 5** **Executive Committee Meeting**  
7:00am / Del Paso Country Club
- 8** **Holiday Party**  
6:30pm / Del Paso Country Club
- 9** **Dental Health Committee**  
6:30pm / SDDS Office
- 10** **Alliance Board Meeting**  
Noon / SDDS Office
- 11** **Peer Review Committee**  
6:30pm
- 15** **President's Thank You Dinner**  
6:30pm / Sutter Club
- 22** *EDP Via Mail Closes*
- 24-** **26** **Christmas Holiday**  
*SDDS office closed*

## JANUARY

- 1-2** **New Year's Holiday**  
*SDDS office closed*
- 6** **Board of Directors Meeting**  
6:00pm / SDDS Office
- 8** **Peer Review Committee**  
6:30pm
- 11** **EDP Online Closes**
- 12** **Foundation Board Meeting**  
6:00pm / SDDS Office
- 13** **General Membership Meeting**  
*Periodontal Microsurgery and Endoscopy... Seeing is Believing!*  
John Kwan, DDS, BS  
**Hygiene Night**  
*Sacramento Hilton — Arden West*  
2200 Harvard Street, Sacramento  
6:00pm Social  
7:00pm Dinner & Program
- 14** **Alliance Board Meeting**  
Noon / SDDS Office
- 29** **Fun Times "Happy Hour"**  
6:30pm / Crush 29 (Roseville)  
*No host*

## FEBRUARY

- 11** **Alliance Board Meeting**  
Noon / SDDS Office
- New Member Dinner**  
6:00pm / Old Spaghetti Factory
- 12** **Peer Review Committee**  
6:30pm
- 13** **Executive Committee Meeting**  
7:00am / Del Paso Country Club
- 19-20** **28<sup>th</sup> Annual SDDS MidWinter Convention & Expo**  
Sacramento Convention Center

## MARCH

- 3** **Board of Directors Meeting**  
6:00pm / SDDS Office
- 11** **Alliance Board Meeting**  
Noon / SDDS Office
- 12** **Peer Review Committee**  
6:30pm

ROUND UP YER POSSE FOR THE 29<sup>TH</sup> ANNUAL MIDWINTER CONVENTION  
**FEBRUARY 19 & 20, 2009** WE RECKON YOU'LL ENJOY IT. NOW, DRAW.

*loads of ceu!*

EARN  
**3**  
CE UNITS!

**January 13, 2008:**  
Periodontal Microsurgery & Endoscopy...  
Seeing is Believing!

Presented by:  
**John Kwan, DDS, BS**

When we enhance our vision, our level of precision improves and our outcomes become more predictable. What options do we have for improving our vision? The use of the operating microscope now standard in Endodontics has definite benefits for periodontal surgery. The periodontal endoscope has the potential to change the practice of periodontics and dental hygiene. See what these two technologies have to offer dentistry and our patients.

**JANUARY GENERAL MEMBERSHIP MEETING: HYGIENE NIGHT**

6pm: Social & Table Clinics  
7pm: Dinner & Program  
Sacramento Hilton, Arden West  
(2200 Harvard Street, Sac)



915 28th Street  
Sacramento, CA 95816  
916.446.1211  
www.sdds.org

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