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LDA Journal

FALL 2012

Journal of the Louisiana Dental Association

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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,800 members.

Copyright 2012, LDA.



On the cover: Every four years, LDA leaders meet to develop a Strategic Plan to help guide our Board, councils and committees and staff in implementing programs to benefit our members. The planning is also used to discover better and more innovative methods of communication with our membership. The 2012 Strategic Planning was held June 8-9 in Baton Rouge. At this meeting, our leadership shortened our mission statement. The group felt that being clear about what the LDA is here to do for our members, promote, advocate, and protect the dental professional, was of utmost importance to

have at the forefront of all of our decisions. (See pages 30-31 for more info.)

LDA members can view the *Journal*
online at www.ladental.org.



LDA

guest editorial

Dr. Richard Atkins
LDA Member, Greater Baton Rouge Dental Association

AED's in the Dental Office

At this time of the year when we are all getting back into a "routine schedule" and are caught up in the political election rhetoric that is pervasive in the media, it is easy to ignore or minimize the importance of an issue that has been percolating within our ranks for several years.

The Louisiana State Board of Dentistry (LSBD) has voted on and filed a Notice of Intent mandating that each and every one of us has an Automatic External Defibrillator (AED) in our office(s) regardless of the type of practice we might have or the location of that practice.

This quest for universal coverage and distribution of AED's seems to be deeply ingrained in the LSBD members and has progressed steadily despite individual and collective attempts to temper the idea with more practical considerations for these devices.

No doubt, AED's are important and vital life-saving pieces of equipment that can and have made a difference in sudden cardiac arrests. There is at least one recent incident that had a successful outcome due to the prudent and appropriate use of an AED on a member at our own 2011 New Orleans Dental Conference and LDA Annual Session.

There is no argument that can be made against such facts. And, many of us already owned or had purchased AED's long before the board began "urging" us to do so.

Now, (pause-deep breathe) please consider this impending mandate against the backdrop of our present political and social circumstances.

Mandated Health Care

No one can argue that health care coverage is not a good thing and an important benefit to each man, woman and child in this country. Should we mandate that everyone have it and if so, how do we achieve that (lofty) goal? Is it worth it to make each of us (that is gainfully employed) buy it and in some way pay for it for those who don't have it or can't afford it.

It's a conundrum that has the most seasoned politicians in a pickle. It is a great example of big government deciding for us what is best with no regard for the everyday consequences of such a broad-scaled decree.

The LSBD is a state regulatory agency charged with regulating dentistry in this state. The agency has no doubt done a great deal of good things – but there is an implied limit to where they can or should usurp our professional judgment and training.

"Other States are Doing It"

The LSBD would have you believe that mandated AED's are a growing trend in the United States. Actually, it is... three states have mandated the devices categorically (in all offices) New York, Florida and Mississippi. Thanks to no small effort from the manufacturers of AED's, several other states have requirements that more or less mirror the ADA's policies that require specific monitoring and emergency devices present when doing more complex procedures and/or deep sedation. I am not that interested in New York, Florida or Mississippi, and the interesting things about that comparison and the other states is that the board does not seem to be interested in their preferences regarding the different licensing exams these states recognize – only their AED requirements.

Consider your training, your philosophy of practice and your location and make up your mind as to whether or not you think an AED is something you should have and use. Then you can exercise your (still remaining) free will and purchase that item and learn how to use it proficiently and properly. Do not let a state regulatory agency mandate these devices for you and your colleagues and create a regulatory conundrum (spelled "O-B-A-M-A Care") for all of us.

Our House of Delegates, as one body in ORGANIZED dentistry, voted overwhelmingly that we should pursue this issue and the LDA lobbying team is following that direction. We expect the issue will be going to a legislative oversight committee in the near future. Get in touch with your state board representative and your legislators. Make yourselves heard as a professional who can and will do what is best for your patients and maintain your abilities to exercise your professional judgment for your patients and your practice.

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LDA from the president

Dr. Jeff Hooton
President, Louisiana Dental Association

You Have To Be The Difference

In the movie “Castaway,” Tom Hanks was marooned on a deserted island and had to learn to be completely self sufficient in order to survive. He could no longer afford to simply lay in the hammock expecting a cabana person to bring him another pina colada, or anything else for that matter. In other words, if he didn’t do it, it didn’t get done. Bluntly, for him, it was “do or die.” Many of you may have seen this movie and know what I’m talking about.

Now, there’s also an old saying that goes, “If you want something done right, do it yourself.” I will admit to you that this is not always true, but the concept is a good one so I will paraphrase it. “If you want something done the way you want it done, then you need to be involved.”

In our practices, consultants tell us that the way to be most efficient is to delegate responsibilities. Employees in our offices are charged with specific duties according to their skills and training. This allows us to concentrate on the more specific procedures that we have been trained to do, but in the end we still check each patient to make sure everything was completed to our satisfaction. In other words, even though we are somewhat compartmentalized, we are still “hands on.”

Now there seems to be some kind of disconnect between our practices and our professional organization in that we lose some of our “hands on” mentality. We have a tendency to delegate our responsibilities to our elected dental leaders and then send them off to do great things so we can enjoy some hammock time. If things don’t always go as anticipated, we turn into those “Monday morning quarterbacks” and give a critical analysis of the way it should have happened. But, where were you when it was happening? Still in the hammock? What happened to “hands on”? Let me use the LDA’s Dentists’ Day at the Legislature as an example. Say we have 50 dentists participate. A good turnout you think? It’s less than 3% of our membership. What if we had 30% of our membership participate and changed the name to “I’m Thinking of Voting for the Other Guy Day”?

If we had 500 dentists turn out, the politicians would be calculating how many votes that translates into including family and friends. Do you think that might increase our political viability in dealing with the issues we face today? Is it really that difficult going to the Capitol for a day? Of course I’m just kidding about changing the name, but you get the idea, and you see how easy it could be to turn the tide with just a little involvement. I understand that it would be giving up a day of practice (I drive to and from Monroe to attend), however, that one day out of the office could translate in large amounts of money saved each year for each of us when we are successful in passing or killing certain pieces of legislation that impact our practices.

Our profession is being challenged. Dentistry has been under attack since I graduated dental school. It’s been the Americans with Disabilities Act, OSHA, managed care, HMO’s, PPO’s, dental handpieces, Reader’s Digest, third party intrusion, dental unit waterlines, fluoride, 60 Minutes, AED mandates, EPSDT, mid-level providers (now at the federal level so they can circumvent the states), and the list goes on and on.

So what do we do when our profession comes under attack? Do we circle the wagons and throw up the shields and become completely defensive? Or, do we become like Admiral Farragut who said “damn those torpedoes, full speed ahead!” Which do you prefer? I doubt the Admiral would have said that unless he was on a fully armed battleship. I’m suggesting to you that we build such a ship. We have everything we need to build this ship. The ADA supplies the science, the research, and the data we need to defend our positions. The LDA has the leadership, talent, and wherewithal to guide this ship and take it in the direction it needs to go. All of this is already in place.

But, most of all, we need manpower - informed, involved, and committed.

That’s you. You have to be the difference you want to make. No one else can do that for you.

No one.

Mark Your Calendars Now for Upcoming LDA Events!

Last Chance Seminar

DATE: Friday, November 9, 2012

LOCATION: Embassy Suites, Baton Rouge, LA

SPEAKER: Dr. David Little

COURSE TITLE: Implant Dentistry: Enhancing Diagnosis, Case Acceptance, and Restorative Outcomes Using Latent Technology

For reservations, call (225) 924-6566 (Group code: LDA)



L.H. Bowden Leadership Development Conference

DATE: Friday, January 11, 2013

LOCATION: Embassy Suites, Baton Rouge, LA

SPEAKERS: Whitney Breaux, social media consultant, and Brent Henley, strategic management

For reservations, call (225) 924-6566 (Group code: DEN)

Alpine Lecture Series Mardi Gras Extravaganza Ski Trip

DATES: February 9-11, 2013

LOCATION: Steamboat Grand, Steamboat Springs, Colorado

For reservations, call (877) 269-2628 (Refer to Louisiana Dental Association when booking)



*LDA House of Delegates**

DATES: Friday and Saturday, March 8-9, 2013

LOCATION: Shreveport, LA

***NOTE:** *The LDA House of Delegates will be held in conjunction with the Friday, March 8, Ark La Tex C.E. meeting. LDA members will receive a discount on registration.*

SPEAKER: Dr. John A. Svirsky (oral pathology)

The LDA House of Delegates will be at 8 a.m. on Saturday, March 9!

More info will be coming soon on the LDA website and in brochures mailed to LDA members!



Go to the LDA website, www.ladental.org, for the latest event information.

2013 LDA Distinguished Service Award

2013 LDA New Dentist Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2012.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523, or Dr. Ross Quartano, Chairman of the Council on the New Dentist, at (985) 626-5030.

NOMINATION FOR: (check one) NEW DENTIST AWARD DISTINGUISHED SERVICE AWARD (DSA)

Nominee's Name _____

Spouse's Name _____ Date of Birth _____

Address _____

Phone _____ Cell _____ ADA# _____

Nominee has been a member of the ADA/LDA for _____ years. Nominee's local component _____.

Does the nominee prefer communication via email or phone? _____ Phone # _____

General description of nominee's dental practice: _____

Nominee's service to the LDA and ADA (i.e. service projects, committees). Briefly describe the nature of the service, its value to the association and the year, chronologically beginning with the most recent.

Nominee's service to the dental profession in general. Describe service to the profession other than ADA/LDA activities and the year(s). Include other dental organizations, projects (chronologically.)

Community Service. Describe activities in the community and the year(s) of service such as volunteer work at community dental clinic, school and church activities (chronologically.)

Other information you deem significant about the nominee. _____

On a separate page, please compose a two-paragraph statement of why you feel this person deserves this award from the LDA and organized dentistry. Please attach your letter to this form for submission. Please state your relationship to this person or why you are the person recommending the nominee for this award.

2013 LDA Humanitarian Award

OFFICIAL CALL FOR NOMINATIONS

Please photocopy, legibly complete, and forward this form together with any supporting documents or exhibits to the LDA, 7833 Office Park Blvd., Baton Rouge, LA 70809. **All forms must be postmarked by November 1, 2012.** Please use additional pages if necessary. Please write clearly. If you have questions, contact the LDA office at (800) 388-6642, Dr. Mark Chaney, Chairman of the DSA Committee, at (504) 861-2523. The LDA DSA Committee also oversees the LDA Humanitarian Award.

Nominee's Name _____ Date of Birth _____

Spouse's Name _____ Children's Name(s) _____

Address _____

Phone _____ Cell _____ ADA# _____

Nominee has been a member of the ADA/LDA for _____ years. Nominee's local component _____.

Does the nominee prefer communication via email or phone? _____ Phone # _____

General description of nominee's dental practice: _____

Nominee's service of the dental profession in humanitarian efforts. Describe service to the profession and the year(s). Include other organizations, projects of service (chronologically.)

Community Service. Describe activities in the community and the year(s) of service such as volunteer work including such activities as school and church activities (chronologically.)

Other information you deem significant about the nominee. _____

On a separate page, please compose a two or three-paragraph statement of why you feel this person deserves the Humanitarian Award from the LDA and organized dentistry. Please attach your letter to this form for submission. Please state your relationship to this person or why you are the person recommending the nominee for this award.

For a list of past recipients of the DSA, New Dentist or Humanitarian awards or for awards requirements, visit the LDA website at www.ladental.org or call the LDA office at (800) 388-6642.



LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

LDA Advocacy is All the Time, Not Just During Legislative Sessions

Considering that the word “advocate” comprises a full third of the LDA’s new mission statement, most LDA members probably assume (correctly) that advocacy is a significant part of what the LDA does and a significant member benefit. And, much of the LDA’s work to “protect” the profession entails some form of advocacy.

However, it’s likely that many members are scarcely aware of the full extent of the LDA’s advocacy efforts, nor the considerable resources devoted to those efforts.

Let’s start with the resources. LDA utilizes all the following regularly in our advocacy efforts:

- Two contract lobbyists.
- Two political action committees (PACs).
- Web-based bill tracking and analysis software.
- CapWiz grassroots organizing software.
- Membership in key political organizations that provide excellent inside information (e.g., Public Affairs Research Council).
- Subscriptions (mostly free) to political insider publications, official government publications, government meeting notification services, etc.
- Constant networking and information sharing with ADA and other state dental societies via publications, conferences, listserves, conference calls, etc. to stay abreast of emerging issues.
- One third of LDA staff for whom advocacy is a primary duty.
- Host a number of political education/appreciation events each year for lawmakers and dentists.
- LDA representatives on numerous state government boards, commissions, etc.
- No less than four committees with advocacy responsibilities.

To all the above can be added the occasional use of consultants and the formation of coalitions with other groups when the occasion warrants.

All that may sound like a lot – maybe even too much to some. But it’s a huge benefit for LDA members to have those kinds of assets available considering just how many issues and potential issues must be monitored and addressed in an extraordinarily broad array of venues and

contexts. While our work during the legislative session may be best known and is arguably most important, the LDA is constantly advocating for dentists in other ways, including, but hardly limited to:

- State Board of Dentistry: attend all meetings, promote LDA positions on issues, work with the board to resolve conflicts between LDA positions and proposed LSBSD regulations when possible, and combat such regulations when necessary.
- Monitor activities of state entities whose activities affect dentistry and secure representation for dentistry whenever possible. Such entities include the Patient’s Compensation Fund Oversight Committee (sets part of malpractice insurance rates), LA Health Care Commission (advises insurance department), LA Oral Health Coalition, Prescription Monitoring Program, and many more.
- Participate in meetings of other organizations whose legislative agenda can affect dentistry (e.g., LABI’s Health Care Task Force).
- Regularly meet with officials of the Department of Health and Hospitals in (mostly successful) efforts to influence policy on sealant programs, water fluoridation, funding for Dental Lifeline Network, FQHCs, and especially dental Medicaid.

That last item has been particularly important of late as the LDA has devoted enormous effort to the DHH plan to carve dentistry into Bayou Health, the department’s Medicaid managed care program. Our first objective would be to keep dentistry carved out entirely. Alternatively, we would seek to have a single dental plan administer the program on an administrative services only contract (as opposed to managed care). If nothing else, we will do all we can to minimize the impact of the transition on dental practices that see Medicaid patients. As this issue is moving quickly and changes frequently, I would urge you to monitor LDA’s website, Facebook page and e-mails for the latest information. And while you’re doing so, be sure to check out news of all the LDA’s other advocacy-related activities. There’s probably a lot more than you think!



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LDA foundation fishing rodeo

Sharon Elliott
LDA Director of Membership Development



Bayou District celebrates a first ever win for the LDA “Best Fishermen in the State”

It was another successful year in Grand Isle, La. And, in exciting news, the 2012 Annual LDA Membership Fishing Rodeo is the first year that all rodeo profits will benefit the Louisiana Dental Association Foundation.

The weekend started with rainy, rough weather again this year but that didn't stop the members and their guests from bringing in their daily catch.

Event Chairperson Dr. Nelson Daly, LDA staff and rodeo sponsors greeted rodeo participants at the Welcome Reception on Friday evening. Guests enjoyed hamburgers, hot dogs, fries and beer sponsored in part by Henry Schein Dental. They also were provided a delicious dinner at the Saturday night award's ceremony. The menu this year included seafood pasta, fried catfish, fried shrimp, hushpuppies, green beans, tossed salad, hot bread, beer and soft drinks sponsored in part by Campus Federal Credit Union. Music was provided by Kirk Holder.

First, second and third place prizes were given to fishermen who placed in any of the eight fishing categories. Not only were great prizes given to those who placed in the Fishing Rodeo, but four fishing-related door prizes were given out as well. In keeping with the LDA Fishing Rodeo tradition, participants were invited to share their weekend “Hard Luck Story” and “Boudreaux Joke.” This year’s “Hard Luck Story” was awarded to Stormy Blair with Robert Ellis & Associates and Dr. Doug Ber took the prize for the best “Boudreaux Joke.”

This year's LDA Fishing Rodeo had two firsts. A first ever win for the Bayou District as the “Best Fishermen in the State” and the first time event profits will benefit our LDA Foundation. We look forward to seeing you at the 2013 LDA Fishing



Above: Team Porter (from left) Todd Zirkle and Drs. André Bruni, Joey Porter, and Jonathan Bowling. Left: Drs. Daniel and Robert Ory, first fishermen to register and weigh in during the rodeo.

Rodeo. To see more photos from the event, go to www.ladental.org or check out our LDA Membership Facebook page.

Special thanks again to rodeo sponsors: **Events Partner Robert Ellis & Associates, Louisiana Dental Services, Inc. (LDS), Henry Schein Dental, Campus Federal Credit Union, and Sand Dollar Marina.**



Bayou members who were “Best Fishermen in the State” and Chair Dr. Nelson Daly (right), (from left) Dr. Mark LaHaye, Dr. Vance Costello, Dr. Ben Ber, Austin Ber, Leslie Ber, and Dr. Doug Ber.

	1st Place	2nd Place	3rd Place
Speckled Trout	Leslie Ber Bayou 2.08#	Dr. Doug Ber Bayou 1.98#	Austin Ber Bayou 1.72#
Trout Stringer	Dr. Robert Ory NODA 6.5#	N/A	N/A
Red Fish	Leslie Ber Bayou 7.40#	Dr. Doug Ber Bayou 6.76#	Leslie Ber Bayou 5.34#
Red Fish Stringer	Leslie Ber Bayou 26.50#	N/A	N/A
Mangrove Snapper	Dr. André Bruni Greater Baton Rouge 8.64#	Dr. Paul Gastinel Greater Baton Rouge 6.62#	Ryan Eades Greater Baton Rouge 6.04#
Kids (12 & under)	Alex Elliott Greater Baton Rouge 1.10# Speckled Trout	Alex Elliott Greater Baton Rouge 0.80# Speckled Trout	N/A
Cobia	N/A	N/A	N/A
Bluewater Dolphin, Yellowfin Tuna, Tuna and Grouper	Todd Zirkle Greater Baton Rouge 42.06# Yellowfin Tuna	Dr. Johnathon Bowling Greater Baton Rouge 33.86# Yellowfin Tuna	N/A



Top left: Mangrove Snapper winners (from left) Ryan Eades, Chairperson Dr. Nelson Daly, and Drs. Phil Gastinel and André Bruni.

Top middle: 12 & Under Winner, Alex Elliott.

Top right: Stormy Blair with Robert Ellis & Associates and her prize for the best "Hard Luck Stormy."

Left: Drs. Trey Palmisano and Ryan Perry and their families.



LDA

louisiana dental services, inc.

*Dr. C. Richmond Corley, Jr.
President/CEO, Louisiana Dental Services, Inc.*

LDS Revenues Up with Continued Support from LDA Members

In beginning this article, I would take a moment of personal privilege to “welcome aboard” the newest LDA staff member, Lori Landry, who fills the newly created position of director of conference services. We look forward to working with her and wish her much success as she moves forward in developing this new staff position.

It is already fall and LDS continues to have a good business year with royalty receipts up at approximately \$8,000 more than last year at this time with one major producer left to pay their second quarter 2012 royalty. The report of their first two months of the second quarter each show a 25% increase in royalty earned over the same period of 2011.

Coming in the last quarter of 2012, you will receive new marketing information from Bank of America in both the Practice Solutions and Financial Services endorsed programs. Practice Solutions has some new and very worthwhile opportunities in the world of practice acquisition financing and associated practice financing needs. Keep your eye out for that, if you are planning to do any major practice associated financing. Financial Services will be transitioning the LDA personal credit card to a new rewards program by the end of 2012. This card will replace the current LDA card you have in force with Bank of America and will be the card issued to any new LDA member applicants.

If you're not buying your exam gloves from the LDS Glove Program, you're probably paying too much. The LDS Glove Program offers low prices on more than 60 nitrile, powder-free latex, latex, chloroprene and vinyl gloves, from seven nationally known manufacturers. Fitted gloves are also available. You can buy nitrile gloves from as low as \$5.12 per 100 gloves. Others sell the same gloves for \$7.25 or more per 100 gloves. With the LDS Glove Program, you can get free samples of any gloves. Just call Association Gloves at 1-866-484-6149 for personal assistance or visit www.ldagloves.com. I will be making marketing presentations in the Northlake

and Central component meetings before the end of 2012 and will have a limited supply of glove samples with me for members to take with them.

DMMEX, the endorsed program vendor for precious metal recycling, will be sending out a new mailer regarding their services. They are a very competent and reliable company offering very competitive prices for precious metal you wish to recycle. This vendor has been endorsed for many years and all LDA members that have used them and commented to me on them have been pleased. Their contact information, along with a complete listing of all endorsed companies, can be found on the newly remodeled LDA website: www.ladental.org.

And, once again, I would like to remind you that Fortress Insurance Co., endorsed for practice liability insurance, has added Umbrella General Liability Insurance to their offering to LDA members. Robert Ellis & Associates is the LDA/LDS endorsed agency and are located in Mandeville, La. Stormy Blair or Donna Hebert with REA can give you all the details, along with an exceptional rate quote that will really help you keep your budget under control.

All of the above being true, our greatest assets are the LDA members. For those of you who routinely use products and services available through the LDA/LDS Program of Endorsed Products and Services, we say THANK YOU. The royalty earned, as the result of purchases you have made for yourself, your family and your office, support enhanced membership benefits for all LDA Members and other administrative and operational expenses related to the business of the LDA. You can help the LDA/LDS Endorsed Program grow to even a greater level of success. Tell a colleague of yours about your good experience with the program and suggest your fellow LDA member become a part of this winning team.

As always, we at LDS sincerely appreciate all that you, as an LDA member, do to make what we do for the LDA a success.

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT

“ ProSites transformed our web presence from one that lacked performance to one that allowed us to be fully integrated with today’s technology driven population; all at an affordable rate!”

- Dr. Julie A. Vignes (member of the Greater Baton Rouge Dental Association)

Check out Dr. Vignes’ website at: <http://www.batonrougedentalcenter.com/>

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As the LDA’s endorsed provider of website design and Internet marketing services, ProSites helps dentists drive practice growth and reach new patients online. High-quality websites include patient-focused content, educational videos, unlimited pages, and other interactive features that help doctors streamline patient communications. Free customer support and upgrades are also included. Plus, LDA members save 25% off the initial website setup fee.

To start your zero-obligation, FREE trial, visit <http://www.prosites.com/LDA> or call (888) 464-2357.

Today is another day of suffering for thousands of people with disabilities or who are elderly or medically fragile with seriously neglected dental disease.

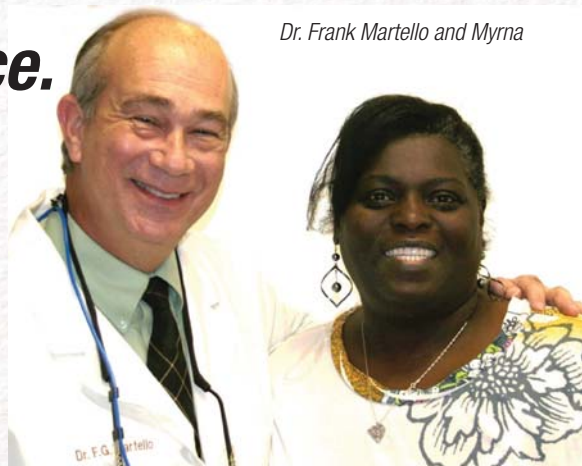
You Can Make the Difference. Donated Dental Services (DDS)

Myrna is a resident of New Orleans who suffers from end state renal disease and receives dialysis treatment three times per week. Medication for her kidneys caused extensive damage to her teeth. DDS Volunteer Dr. Frank Martello, with assistance from a volunteer dental laboratory, provided the dental care that Myrna could not afford and it made it possible for her to smile at her grandchildren again.

You treat the patient. DDS does everything else.

Volunteering is easy. You review patient cases in advance, choose to see or decline any patient and determine your own treatment plan. You see patients in your own office, never pay lab costs and the program requires no extra paperwork from your staff.

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Dr. Frank Martello and Myrna

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Stormy Blair
Senior Vice President, Robert Ellis & Associates (LDA/LDS Endorsed Company)

Health Care Reform Update

I'm sure that by now it's common knowledge that the Supreme Court recently voted to uphold The Patient Protection and Affordable Care Act (PPACA).

It goes without saying that the health care reform law has already and will continue to make sweeping changes to our nation's health care system and will touch nearly every U.S. citizen. Yet, it continues to be very confusing. Everyone is asking the question, "How will this affect me?" With so much in the bill yet to be fully written into rules, it's going to take some time before we have all the answers.

The Supreme Court was challenged to rule on the constitutionality of the Individual Mandate. Could everyone be required to obtain health insurance? Justices Kennedy, Scalia, Thomas and Alito ruled against all of PPACA including the Individual Mandate stating that it violates the Commerce Clause. Justices Breyer, Ginsburg, Sotomayor and Kagan voted in favor of the Individual Mandate. Chief Justice Roberts broke the tie in favor of the Individual Mandate. He based his decision on his determination that the "penalty" stated in PPACA was actually a "tax." This means that people could not be required to obtain health insurance, but they could be "taxed" in the absence of health insurance.

In order to meet the requirement for the Individual Mandate people will be able to obtain health insurance through private insurance companies, Medicaid, Medicare or Exchanges. Where States choose not to set up a State Exchange, citizens will have access to the Federal Exchange. The Exchanges will be available to those with household incomes between 133% to 400% of the federal poverty level. There will be four plans: bronze, silver, gold and platinum. Subsidies will be available based on household income.

The Supreme Court also had to decide whether or not each State could be required to expand Medicaid. With the eight Supreme Court Justices voting for or against along the same lines as the Individual Mandate, it was again up to Chief Justice Roberts to break the tie. This time he voted against the "Medicaid Expand or Die" stating that it violates the 10th Amendment. This means that the federal government cannot withhold existing Medicaid funding to States that do not expand Medicaid.

In States where Medicaid is not expanded, PPACA as currently written creates a "Medicaid Donut Hole" for citizens whose income is about 37% to 133% of the federal poverty level as these citizens will not be eligible for Medicaid or subsidies from the State Exchanges. This gap will likely be one of the reasons that PPACA will have to be redefined.

Now that PPACA has been upheld, each State has two major decisions. First, will Medicaid be expanded? Second, will State Exchanges be created? Governor Bobby Jindal has stated that Louisiana will NOT expand Medicaid or set up State Exchanges. Florida, South Carolina, Texas and Mississippi also do NOT plan to set up State Exchanges.

No one has all the answers yet on this very important issue and it will be some time before we know how health care reform will affect each and every U.S. Citizen. The Presidential election will certainly play a big part in how PPACA plays out so regardless of your opinion, we encourage everyone to "Get Out and Vote!"



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LDA

LDA Foundation

Dr. Tom Price
President, LDA Foundation

LDA Foundation Continues to Raise Funds to Support Our Members in Times of Need

The LDA Foundation is pleased to continue to help provide grant funds to support our Mission. This includes funding for clinical research, education, scholarships and access-to-care programs, as well as providing financial assistance to dental professionals and their families who are in need.

In the past six years, and four hurricanes, the Foundation has granted over \$400,000 in emergency aid to dentists in our State who were devastated by these storms. Unfortunately, this has resulted in diminished funds for future grants. The Foundation would ask every dentist in Louisiana to make a contribution. Disaster grants were made available

again earlier this month for dentists with damage as a result of Hurricane Isaac.

Donations from generous members through contributions made on the dues statements and other contributions, as well as the Fishing Rodeo proceeds, are currently the largest fundraisers for the Foundation so it is imperative that all members participate where they can!

The LDA Foundation is a 501(c)(3) tax-exempt corporation registered with the State of Louisiana. All contributions are tax deductible to the extent permitted by law.

LDA Foundation

The LDA Foundation's goal is to enhance Louisiana's oral health by funding clinical research, education, scholarships and access-to-care programs. Please take advantage of this opportunity to support the charitable Mission of our Foundation with a tax deductible gift. Another opportunity to support the Foundation is through a memorial donation that honors the memory of loved ones who have passed. To contribute, fill out this form and mail it to the LDA office or visit the LDA's website, www.ladental.org.

Yes, I want to support the LDA Foundation!

Accept my gift of: \$50 ____ \$100 ____ \$250 ____ \$500 ____ Other \$ ____

Memorial Donation ____ Name of loved one _____

Make checks payable to the LDA Foundation and mail to:

LDA Foundation, 7833 Office Park Blvd., Baton Rouge, LA 70809, OR

Please charge my: MasterCard ____ VISA ____ Account Number: _____

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Note: There is a \$15 non-refundable convenience fee for each credit card transaction.


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LDA

louisiana state board of dentistry

Dr. David L. Melancon
President, Louisiana State Board of Dentistry

Legislative Success and Tips on Advertising Regulations

Following our May board meeting, the Yellow Page Review Committee completed their review of the telephone directories from around the state. The majority of the advertisements were compliant with the board rules which may be found in LSA-R.S. 37:775 and LAC 46:XXXIII.301. However, there were numerous violations noted by the committee. The general rule for any advertisement begins with whether the advertisement is false, misleading or deceptive. An advertisement can violate this general rule as a result of what is included in or omitted from the advertisement. The scope of the advertising rules covers all forms of advertisement in any medium including print, radio or web based. In addition, the board rules set forth that all dentists who sponsor or benefit from an advertisement assume responsibility for the advertisement. The advertising rules are in place to protect the public so our advertising should be clear, factual and not misleading.

The failure to identify the nature and scope of the practice continues to be the source of most violations. Practices that are staffed by general dentists are obligated by board rule 301 G to state “General or Family Dentistry” in font larger or bolder than any other practice area or service provided in the advertisement. Likewise, group practices that include specialists are required to include the term “General Dentistry and Specialty Practice” or “Family Dentistry and Specialty Practice” in the advertisement. The committee also found numerous advertisements which used the term “Cosmetic Dentistry” indicating that it was a specialty. As we all know, cosmetic dentistry is a large part of most practices but it is not a specialty that is recognized by CODA or the board. For that reason, the term “Cosmetic Dentistry”

cannot be more prominent in any advertisement than “General or Family Dentistry.”

The board recently published the Summer Update, which is located on the board website, www.lsbdbd.org, under the publications section. The Update has information on rule changes including new and amended board rules, recent legislation and other important information that will directly affect your practice. I urge you to take some time to review the Update as it includes all of the rule changes that have occurred over the last year as well as complete copies of the legislation from this year.

The most significant board rule passed last year was LAC 46:XXXIII.132 regarding the administration of Botox and dermal fillers. The rule sets forth the required training necessary for any practitioner to administer these materials. The board does not issue permits for the administration of Botox or dermal fillers but in the event of a complaint, the licensee will need to submit proof of training that satisfies the requirements of the rule. The rule also sets forth that all dental auxiliaries are prohibited from administering Botox or dermal fillers.

The board’s legislative efforts this year resulted in the passage of two bills. The first is House Bill 172 which updated LSA-R.S. 37:793 which is the rule regarding sedation in a dental setting. The bill updates the nomenclature in the statute to reflect currently accepted definitions, terminology and guidelines provided by the American Dental Association, American Dental Society of Anesthesiology, American Society of Anesthesiologists and other medical/dental organizations relating to anesthesia. The board’s second bill, House Bill 349, addressed several statutes. The most significant change relates to the assessment and collection of costs incurred during disciplinary cases. The



most significant revision prohibits the board from collecting costs that were incurred solely for a charge that is dismissed at an administrative adjudication.

Next, the LDA was successful in having House Bill 639 passed. This bill created the framework for a statewide monitoring program. The "Well Being Program" was previously administered by the LDA through the use of volunteers. The passage of the bill will allow the board to solicit proposals and ultimately contract with a company to administer the program. This change will affect both dentists and dental hygienists as the bill requires the board to assess a fee to fund the program. However, the program will likewise benefit all licensees as it will provide for monitoring and support services for licensees suffering from illnesses including addiction to alcohol or drugs. The implementation of the program begins with the issuance of a Request For Proposals which is being completed at this time. I hope to have an update for you on the progress of the program in my next article.

In closing, I would like to thank my fellow board members and the LDA who continue to work for the betterment of the profession.

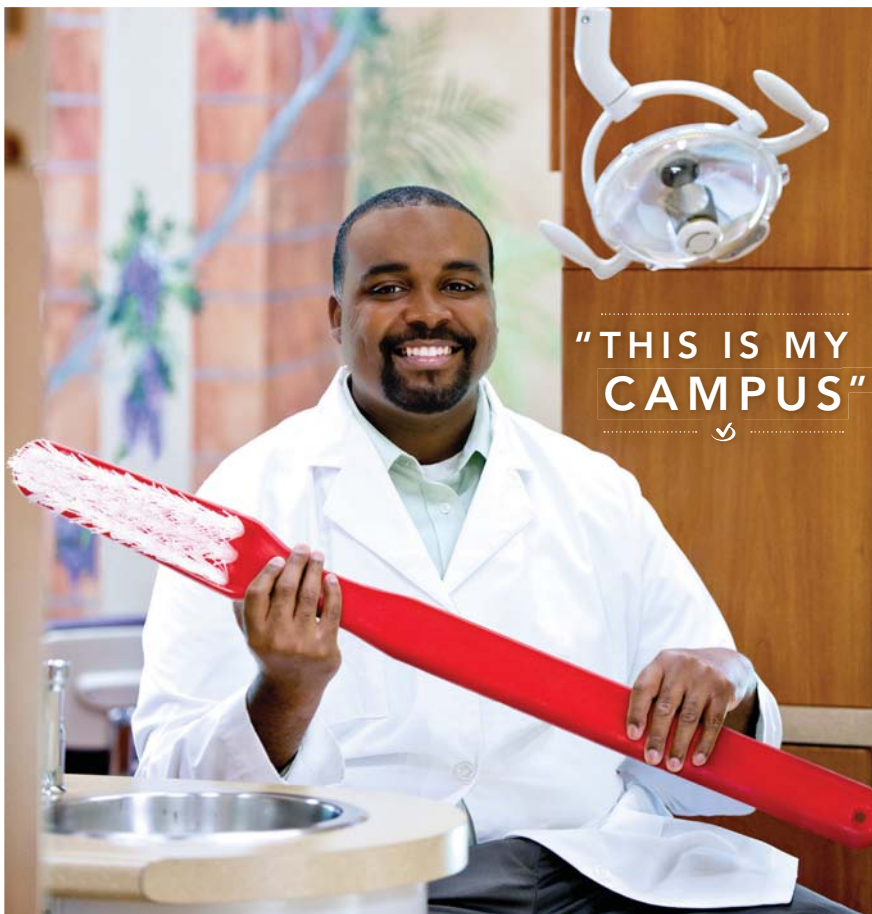


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louisiana dental political action committee

Dr. David Kestel
Chair, Louisiana Dental Political Action Committee (LADPAC)

Support LADPAC Efforts by Buying an LDA Raffle Ticket

Once again I want to thank everyone who contributed to LADPAC this past year and encourage those who did not to please join us in this important endeavor and become a member of LADPAC. You can either call the LDA and make a contribution or you can add it onto your yearly dues statement. The suggested contribution is already listed on there for your convenience.

Thanks to our lobbying efforts, we are able to have great rapport with our legislators. This is very vital to enable us to practice dentistry with as little governmental involvement as possible. You can and do make a difference.

LADPAC

We are not having a golf tournament fundraiser this year, so our only real source of fundraising other than the dues contributions will once again be the LDA "Split the Pot" raffle. The LDA will donate the proceeds to our grassroots lobbying efforts. LDA members will be selling tickets at many of your component meetings or you may purchase them directly by calling the LDA office.

The tickets are only \$25. You have a chance to win \$500, \$250, or \$100 - first, second, and third place, respectively. The winning tickets will be drawn at the last chance seminar on November 9. You do not have to be present at the seminar to win. Thank you again for your support!



Buy Tickets for LDA's "Split the Pot" Raffle!

- Proceeds benefit LADPAC and the LDA's grassroots efforts.
- Tickets available from the following LDA members or call the LDA at 1-800-388-6642.

- Dr. David Kestel
- Dr. Roger Grimball
- Dr. Lige Dunaway
- Dr. Curtis Zeringue
- Dr. Gary Dewitt
- Dr. Marty Garrett
- Dr. Vincent DiLeo
- Dr. Kirt Touchstone
- Dr. Russell Westfall

* Drawing will take place at the LDA's Last Chance Seminar, set for Friday, Nov. 9, 2012. Winner need not be present to win.

Dr. Melisa Christian, a Fortress Dentist.

I live in Dallas, Texas. There is wonderful opportunity here, and diversity. There is also a really great running community.

I practice in a general dentistry office with the most supportive and energetic staff. I became interested in dentistry after meeting a dentist who inspired me by the way he made his patients feel so comfortable.

I recharge by running. It's an avenue to find your inner strength and do things you never thought possible. I compete in marathons and triathlons, and I also volunteer coach. In 2008, I competed in the Olympic Marathon Trials in Boston.

I love teaching. I've taught second year students at Baylor College of Dentistry how to design and fabricate removable prosthodontics. It was an amazing experience! I'd love to teach again when I have more time.

I hope to make a difference in my patients' lives. Dentistry is more than restorations, it's caring for people. Making patients comfortable and helping them trust me is just as important as making their smile beautiful.

I recommend Fortress professional liability coverage. I chose Fortress after discussing it with fellow faculty at Baylor. The coverage is broad, and I feel comfortable knowing that I have a trusted provider.



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When you choose Fortress for your professional liability coverage, you can be confident that your practice is protected. We are owned and operated by dentists and only insure dentists. Aggressive claims defense, valuable risk management and outstanding customer service are why dentists all over the country have selected Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection call Stormy Blair or Donna Vicari Hebert at Robert Ellis & Associates, 888-503-5547. Tell them Dr. Christian sent you.

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*The language contained in each policy of insurance establishes the specific terms and conditions of insurance, and will supersede any statements contained herein.



LDA summer education conference

Lori Landry
Director of Conference Services, LDA

Fun in the Sun at the Summer Education Conference

LDA members, family and friends soaked up the sun at another successful Summer Education Conference at Tops'1 Beach & Racquet Resort in Destin, FL. Over 70 registrants took advantage of the opportunity to earn up to 16 hours of C.E. credits while also having time to enjoy the sparkling emerald waters of the Florida Gulf Coast.



Dr. Kirtrina G. Cordell, M.S. presenting "Suspicious Oral Lesions: Recognition and Management" to attendees.

The conference began on Wednesday, July 25, and ended on Saturday, July 28, 2012. Registrants attended their C.E. courses from 8 a.m. – noon each day with featured C.E. speakers that included Robert L. Small, J.D. who spoke on the topic of "Liability Challenges in a Modern Dental Practice"; Dr. Kitrina G. Cordell, M.S. who spoke on "Suspicious Oral Lesions: Recognition and Management"; Dr. Donald P. Callan who spoke Friday on the topic "Tissue Regeneration", and then again on Saturday regarding "Gingivitis, Periodontitis, Peri-Implantitis: The Connection and Treatment."

Louisiana Dental Services (LDS) served as the in-part breakfast sponsor throughout the conference. In addition, the speakers were sponsored by Robert Ellis & Associates (LDA Events Partner), Blackburn



(From left) LDA Executive Director Ward Blackwell, Drs. Donald Callan, Mark Chaney, and Curtis Zeringue take a quick break before the next portion of Friday's session "Tissue Regeneration" begins.

Dental Lab, and PerioSeal. A special "thank you" goes to each sponsor. This event couldn't happen without their support.

After each morning of C.E., participants were free to enjoy a relaxing beach vacation with their family and friends. The LDA even added some fun to the mix with the Family Beach Volleyball Tournament on Friday afternoon open to all conference registrants and their family, friends and staff. Everyone had a great time, but one team came out victorious: Team Cowley, which included Dr. Stanley Cowley, Casey Cowley, Kevin Cowley, Krista Stern, Leslie Hellmers and Scott Hellmers.

After the very lively volleyball tournament ended, registrants and their families prepared for the Beachside Shrimp Boil. In previous years, the Beachside Boil was on the pool deck overlooking the beach. This year, due to new Tops'1 rules, the event was actually on the beach. The weather was beautiful, the food was delicious and everyone basked in the evening with great conversation and fellowship.

If you missed this year's Summer Education Conference, plan now to attend next year in July. Dates will be posted on the LDA website at www.ladental.org as soon as the resort contract is finalized.



Attendees pay close attention to Richard L. Small, J.D.'s lecture on "Liability Challenges in a Modern Dental Practice."



Congratulations to Team Cowley as the Beach Volleyball Tournament winners: (from left) Casey Cowley, Krista Stern, Leslie Hellmers, Dr. Stanley Cowley, Beau Hellmers, Kevin Cowley, Scott Hellmers and Cameron Hellmers.



Dr. Scott Taylor and Patsy Dayries heading to the Beachside Shrimp Boil.



It is a pleasant evening indeed at the Shrimp Boil.



Attendees enjoying having the Shrimp Boil on the beach.



Above: The "Future Drillers" Team waits patiently for their turn to play: Connor Vaughan, John Moulton, Dr. Walter Vaughan, Christian Fish, and Dr. Lisa Weir.

Left: The Harmon Family (Dr. Jared, Mary, Beau, Matthew and Blake) spending time together at the beach.



Stop Hitting

SNOOZE

on Your C.E. Alarm Clock!

**"Implant Dentistry:
Enhancing Diagnosis, Case
Acceptance, and Restorative
Outcomes Using Latent Technology"
with Dr. David Little**

Course Description: The steps to restoring dental implant cases includes planning, uncover, impression, provisionalization and final restorative placement. Through simple treatment protocol and laboratory procedures, this course will teach participants how to develop highly esthetic restorations that replicate the contour of natural teeth. We will also discuss how to gain patient acceptance for implant treatment and restorative treatment plans, plus the fundamentals of a team approach to implant dentistry.



Course Objectives: After completing this course, participants will be familiar with:

- o Diagnosis and treatment planning; diagnostic models, digital radiology, and CBCT scans.
- o Treating single tooth, partially and fully edentulous, fixed and removable implant restorations.
- o Dental implant provisionalization; new materials & techniques.
- o How to set up systems for successful implementation of implants in the practice.
- o Roles of all team members, including staff, surgeon and lab.
- o Review new developments in implant dentistry, including CAD/CAM and planning software.

Credit: 7 clinical hours, lecture

Dr. David Little is an accomplished national and international speaker, professor, author and researcher. A graduate of The University of Texas Health Science Center at San Antonio, he approached dentistry with a vision for merging conservatism and progressiveness in a practice that focused on total patient care through a team concept. Dr. Little's private

practice in San Antonio includes a multidiscipline state-of-the-art facility. In addition, Dr. Little serves as an adjunct clinical professor at the University of Texas Health Science Center at San Antonio Dental School, serves on the editorial board of Contemporary Esthetics, and is a partner with Pinnacle Practices, Inc. He is a fellow in the International and American Colleges of Dentistry, a member of the ADA, AGD, AACD, and the ALD. All of his programs unite clinical advancements and technology, including practice management for simple implementation into private practice. His passion for dentistry and his enthusiasm for the team concept specifically enliven and motivate all who hear him.

LDA members who register before Oct. 12 earn up to 7 clinical credit hours for one low fee of \$129, including continental breakfast and lunch!

Thanks to our sponsors
(as of 8/16/12)



Last Chance Seminar

November 9, 2012
Embassy Suites
Baton Rouge, LA

Agenda

8:00 a.m.	C.E. Registration and Continental Breakfast
8:30 a.m. - 12:00 p.m.	C.E. Session* "Implant Dentistry" with Dr. David Little
12:00 - 1:00 p.m.	Lunch (provided)
1:00 p.m. - 4:30 p.m.	C.E. Session, continued "Implant Dentistry" with Dr. David Little

* The Louisiana Dental Association (LDA) is an ADA CERP recognized provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a C.E. provider may be directed to the provider or to ADA CERP at www.ada.org/cerp. The LDA designates this activity for 7 clinical continuing education credits.

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LSU v. Mississippi St.
Sat., Nov. 10, 2012

Make a weekend out of it and enjoy tailgating with friends and/or attendance at the LSU v. Mississippi State football game on Saturday!

Hotel Information

Embassy Suites Hotel
4914 Constitution Avenue
Baton Rouge, LA 70808

To make reservations,
call 225-924-6566 or 1-800-EMBASSY
or visit www.embassysuites.com.
(Use Group Code: LDA)

Hotel guests enjoy a complimentary fully cooked-to-order breakfast in the morning, as well as a complimentary cocktail reception in the evening.

Thursday, Nov. 8
King - Nonsmoking or Double - \$129
Friday, Nov. 9
King - Nonsmoking or Double - \$129

- A credit card or advance deposit is required in order to guarantee reservations. The early departure fee is \$50.
- A limited number of rooms has been reserved. Reservations made after **10/18/2012** will be taken on a space available basis only.
- All room rates are subject to local sales tax and occupancy taxes.

Register online at
www.ladental.org

By filling out an online registration form or by downloading an event brochure.

Questions?

PHONE: 1-800-388-6642

(Ask for Lori Landry)

EMAIL: info@ladental.org



LDA lsu school of dentistry

*Dr. Henry A. Gremillion
Dean, LSU School of Dentistry*

LSU School of Dentistry Center of Orofacial Pain

As a dental practitioner, I have spent the majority of my career in the diagnosis and management of oral and craniofacial pain. This widespread condition often has a devastating impact on a patient's quality of life. According to some surveys, an estimated 22% of Americans older than 18 commonly report pain in the orofacial region. When headache is included, the incidence of orofacial pain is much higher.

As healthcare professionals, it is important that we are able to diagnose, treat, or at least know when to refer such patients to a qualified practitioner. To that end, we have committed significant resources to recruiting educators who can provide care to patients, as well as instruct students in this field of study.

In recent years, Dale Ehrlich, D.D.S., M.S., and Gary D. Klasser, D.M.D., have joined our faculty. Both have extensive experience in this area. Dr. Ehrlich serves as chair of the Department of Comprehensive Dentistry and Biomaterials, and Dr. Klasser is an associate professor in the department's Division of Diagnostic Sciences.



Dale Ehrlich, D.D.S., M.S.

Among Dr. Ehrlich's experiences, he completed a fellowship in orofacial pain at the University of Florida Craniofacial Pain Center. Upon completion of this training, he was assigned as staff at the Naval Postgraduate Dental School (NPDS) where he established the Orofacial Pain Postgraduate Program for the Navy Dental Corps and served

as the first leader for Temporomandibular Disorders and Orofacial Pain. At NPDS, he was co-founder of the first Department of Defense Orofacial Pain Center and its first residency program.



Gary D. Klasser, D.M.D.

Dr. Klasser received a certificate in orofacial pain from the University of Kentucky College of Dentistry and in 2005 he completed a postdoctoral fellowship in oral medicine and oral oncology at the University of Illinois at Chicago College of Dentistry. For the next six years, he served as an assistant professor

at the University of Illinois at Chicago, where he was director and clinical chief of the oral medicine and orofacial pain clinic. His responsibilities included clinical management, continuing education, research, and training of predoctoral and postdoctoral students.

For over 17 years, I served as director of the Parker E. Mahan Facial Pain Center at the University of Florida College of Dentistry and also oversaw the college's fellowship program in craniomandibular dysfunction. Adding the expertise of Drs. Ehrlich and Klasser to my many years of experience in the field, we have a solid base on which to build.

In 2011 the founders of the Tanner-Mahan Foundation (Dr. Fred Cory, Dr. Michael Kadair, and Mr. Bill Massey) donated a \$50,000 seed gift to establish an endowed fund to support the new center. The endowment, named after Dr. Parker Mahan and Dr. Henry Tanner, two giants in the field of dental occlusion and orofacial pain, will help fund center activities. The Tanner-Mahan Foundation was formed about 10 years ago to carry on the educational objective of Drs. Tanner and Mahan.

Through our combined efforts, we envision a center of excellence where patients who suffer from chronic oral and craniofacial pain can receive quality care at an affordable price. Equally important,

students and residents will have the opportunity to gain knowledge and clinical experiences in the treatment of orofacial pain. Plans are also underway to establish a one-year fellowship for dentists interested in this field.

Center faculty will also encourage research collaboration between basic scientists and clinicians with a focus on developing new and improved clinical treatments for temporomandibular disorders and orofacial pain.

In addition to patient care and student education, we will offer continuing education for practicing dentists. Over a 12-month period beginning this November, we have planned a six-part LSU Craniofacial Pain Continuum Course with over 60 clinical hours. Topics include head and neck anatomy with dissection, current concepts in temporomandibular (TMD) disorders, craniofacial pain beyond TMD, sleep disorders, and headaches. The head and neck anatomy component has two interprofessional courses for dentists, surgeons, physicians, and physical therapists.

As resources and funding permit, we will continue to strengthen and expand center activities. For more information, feel free to contact me at (504) 619-8500 or hgremi@lsuhsc.edu.



LSU Craniofacial Pain Continuum Course

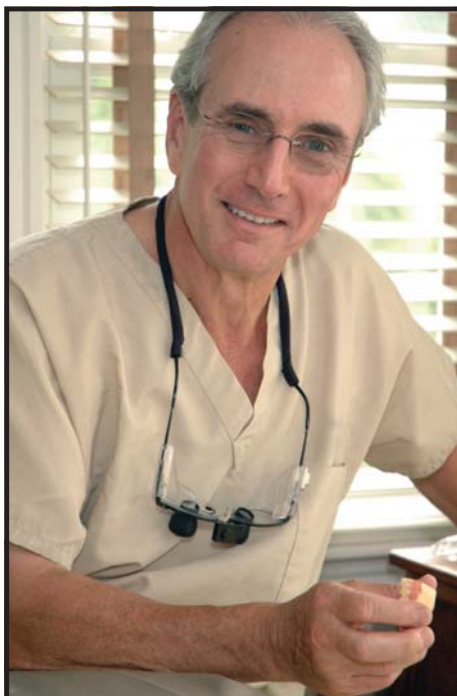
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Got Yield?

4 Asset Classes for Creating Investment Income: Part 2

When looking at your overall investment portfolio, one question that you may want to ask is: Are my investments creating enough yield? In the last issue we began discussing four areas that can produce income in your portfolio: Dividend Stocks, Corporate Bonds, Municipal Bonds, and Alternative Investments. The purpose of these investments is to search for yield without taking on unnecessary risk. Today we will look at alternative investments and how to put all four asset classes together into an income-producing strategy.

Alternative Investments

There are various types of alternative investments and each one has potential benefits, but they carry risks as well. These are alternatives to investing in the traditional stock market. For example, REITs (Real Estate Investment Trusts) are illiquid investments that hold actual real estate properties in their portfolio. The distribution payments are tax-advantageous. Alternative investments can provide your portfolio with diversification and may help reduce volatility.

Putting It All Together

How do you put all four asset classes together into one comprehensive investment strategy? Look at establishing an Investment Policy Statement (IPS). This is a quantitative measurement to keep your investments in-line with parameters set up to pursue your financial goals. Each investor's IPS is customized according to their strategic goals and risk profile. Here's an example of how an Investment Policy Statement might look:

	Minimum	Target	Maximum
Equities	30%	50%	65%
Fixed Income	20%	30%	40%
Alternative Investments	10%	20%	30%


The target column shows the percentages of the overall portfolio to invest in each category. Notice that only the target column will equal 100%. However, each category has a range to stay between. This is designed to help ensure that the investments stay allocated for seeking the maximum potential return with the least amount of risks associated with that return.

If the stock market has a tremendous run up, which causes the equities of the portfolio to go to the maximum percentage, you and your advisor can follow the Investment Policy Statement (IPS). This would require moving a percentage of the assets to the other categories, thus seeking to protect the profits and staying in the allocation. As the equity component of the portfolio experiences growth and market conditions change, your asset allocation mix will be driven by the extent of your equity commitment.

Creating a balanced asset allocation and decreasing unpredictability can help everyone seek their long term financial goal of an increased return. According to a study by Gary Brinson, Brian Singer, and Gilbert Beebower, "Determinants of Portfolio Performance II," 91.5% of a portfolio's returns are attributable to asset allocation while 8.5% are determined by security selection and market timing. The overall benefits of implementing an IPS are to help take the emotions out of investing and keep your overall financial plan in alignment with your strategic goals.

Investing in Real Estate Investment Trusts (REITs) involves special risks such as potential illiquidity and may not be suitable for all investors. There is no assurance that the investment objectives of this program will be attained. The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. No strategy assures success or guarantees against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not eliminate market risk. Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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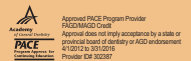
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PARAGON

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LDA strategic planning

Annette Droddy
Assistant Executive Director, LDA

LDA Leaders Plan for Next Four Years

Every four years, our association leaders meet to develop a Strategic Plan to help guide our Board, councils and committees and staff in implementing programs to benefit our members. The planning is also used to discover better and more innovative methods of communication with our membership. As we know, being innovative with technology is relative to being fiscally responsible and being able to meet the needs of the largest number of members since technology changes so rapidly!



Above: President Dr. Jeff Hooton (facing the group) gathering info during group work. His group includes (from left) Administrative Assistant Debra Bagley, LDS President/CEO Dr. Rich Corley, Director of Membership Development Sharon Elliott, Board Member Dr. King Scott, Executive Director Ward Blackwell and Board Member Dr. Lige Dunaway. *Right:* LDA President Elect Dr. Stephanie Weaver and LDA Board Member Dr. Kevin Collins writing down their thoughts on strengths and weaknesses of the LDA.



Dr. Ed Hebert (former LDA president) adds his thoughts to the discussion on membership recruitment and retention. Board Member Dr. Lige Dunaway is also pictured.

Attendees believed that the LDA's overwhelming strength was our success at grassroots advocacy. Several other strengths that were brought up included: that the staff interacts well with members, affordability and availability of C.E., affinity programs (LDS endorsed companies), the LDA Journal, our attempts at social media and our utilization of technology, including an improved website and email alerts.

When discussing weaknesses, several items came up that would lead one to believe that our members are ready to utilize more technology in getting communications from the LDA and that in the next four years, we should be able to start phasing out some of our paper publications. A few other weaknesses that were identified included working with components to turn members into leaders, maintaining a stronger presence at the LSU School of Dentistry and continuing to review and identify companies that provide good value and benefit to be endorsed by the LDA.

The LDA Board of Directors approved of the new plan and leadership and LDA staff will move forward attempting to create the new ideas and communications to better meet the needs of the over 1,800 members of the LDA. Stay tuned!

LDA leaders met June 8-9 in Baton Rouge to come up with an association plan for 2012-2016. One of the largest decisions made during the meeting was to adjust our mission statement to make it shorter and to the point: promote, advocate, and protect. The group felt that being clear about what the LDA is here to do for our members, promote, advocate, and protect the dental professional, was of utmost importance to have at the forefront of all of our decisions.

Our facilitator, Brent Henley (who will also be one of the Bowden Leadership Conference speakers), did an excellent job allowing participants to speak openly and freely on the LDA's strengths and weaknesses.



LDA President Dr. Jeff Hooton and Past President Dr. Bill Hadlock writing down their ideas for improving communication with members.



LADPAC Chair Dr. David Kestel (second from left) shares his opinions with his group, (from left) LDA Director of Accounting Tiffany Waddell, Past President Bill Hadlock and Board Member Dr. Kevin Collins.

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\$300 deposit (for non-members) for course (refunded upon return of VHS/CD/DVD)

MEDCOM's "Radiographic Techniques and Safety: Introduction to the X-ray and Safety Precautions" is available through the LDA and approved by the Louisiana State Board of Dentistry. It can be used for in-office education of dental assistants, counts for C.E. credit and saves you time and money compared to classroom instruction.

To order, visit the LDA website at www.ladental.org or call (800) 388-6642 or (225) 926-1986.



LDA

louisiana dental assistants assoc.

Elizabeth Schmidt, C.D.A., C.D.P.M.A., E.D.D.A.
President, Louisiana Dental Assistants Association

All Dental Professionals, Including Assistants, Need Valuable C.E.

According to Dictionary.com, education is defined as “the act or process of acquiring knowledge or skills for a profession.” The dental field is comprised of skills and knowledge necessary to complete the ultimate patient experience. How well we perform these steps will ensure the viability and productivity of our practice. From the patient’s first phone call to the practice, through the in-office experience, to the Recall System, our practice depends on every member of the staff contributing and being present in their positions. Every staff member has a position where they contribute the most to the practice and we know that the more education our staff receives, our patients and ultimately the practice as a whole, will be the recipients of that knowledge and resulting expertise. Assemble your “dream team,” be confident in their commitment, knowledge and abilities, then continue their education.

The Louisiana Dental Assistants Association in conjunction with the New Orleans Dental Conference and Louisiana Dental Association Annual Session held a Round Table Learning Program during the meeting last April. We were excited to see administrative and clinical dental assistants coming to our program searching for information regarding their position and looking for ways to increase the overall performance of the practice. We know the attendees were able to return to their respective practices with new knowledge and focus. It was a great success!

Continuing education providers work hard to offer appropriate and timely topics held at convenient times and locations, or you can always go online and find a course of interest to you, knowing that each course will offer you information targeted to improving your performance and increasing your knowledge. Visit the Louisiana Dental Assistant (www.ladaa.org), the American Dental Assistant Association (www.dentalassistant.org), Louisiana

Dental Association (www.ladental.org), Louisiana State University Continuing Dental Education (www.LSUcde.org), or New Orleans Dental Association (www.nodc.org) websites and see what the next course available is and make sure your staff attends. Make a commitment to continual growth and the resulting happiness both for your personal and professional lives.

The American Dental Assistants Association Annual Session will be held October 17-21, 2012, in conjunction with the ADA Annual Session in San Francisco. If you are interested, visit the American Dental Assistants Association website (www.dentalassistant.org) for details.

L.H. Bowden Leadership Development Conference

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SPEAKERS:

Whitney Breaux, social media consultant, and Brent Henley, strategic management

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LDHA Louisiana dental hygienists' assoc.

*Tammie Nelson, R.D.H., B.S.
President, LDHA*

What People Think I Do and Why My Association Protects Me

Living in the social media driven world that we do, you have undoubtedly experienced an internet meme. What exactly is a meme? An internet meme is a cultural idea or social idea that spreads like wildfire from person to person via tweets, Facebook likes, email forwards, instant messages, and web page links. Perhaps many of us have been able to relate to the target of a popular humorous meme “What People Think I do/What I Really Do” where some profession or aspect of society is oversimplified and misrepresented. I have been sent and seen numerous of these attention grabbers and although I’ve frequently had a good laugh over these ideas it has prompted me to reflect. What do I do? What do people really think I do? And why do I do what I do?

Similarly, the more traditional forms of media can often oversimplify or misrepresent what we do as a profession. One such example aired recently on The View. The episode featured a financial expert sharing potential careers that do not require a college degree. Unfortunately, dental hygiene was mentioned with inaccurate comments that downplayed the education that hygienists acquire and duties performed. Naturally, The American Dental Hygienists’ Association (ADHA) quickly responded to the misrepresentation of what dental hygienists do for the public. Unfortunately, much to the chagrin and frustration of many dental hygienists, The View and ABC did not adequately respond or seek to clarify the misinformation in spite of a formal letter and official press release sent by ADHA. While the Association’s position was not publicly acknowledged by television producers, hygienists and oral health professionals were provided with clearly constructed talking points that can be used in other settings to counteract the inaccuracies.

We are fortunate that we have associations in place that advocate for our profession. What I am is a preventive health specialist, a periodontal therapist

and an educator. I am passionate about what I do. I work daily to make a difference in my patients’ health and increase their dental knowledge. It may take a great deal of time and energy to correct the mind-set of the public, especially after a gross public misrepresentation of my profession, but this is what I’m dedicated to pursue. This is what I do.



Give Kids A Smile® Day Friday, February 1, 2013

Give Kids A Smile® Day (GKAS) is a national children’s dental access day, during National Children’s Dental Health Month, originated from the American Dental Association and promoted through the Louisiana Dental Association. It is part of a nationwide effort to provide dental screenings, education and an opportunity for future dental services to children who do not have access to regular dental care. The GKAS campaign also hopes to highlight for policy makers the ongoing challenges that low-income and disabled children face in accessing dental care.

To volunteer or find out about an event in your area, contact the LDA at (800) 388-6642 or info@ladental.org. Sample requests that are provided through the ADA are usually due in late October or early November. Watch the LDA website for postings or sign up directly on the ADA website at www.ada.org.

Located in the Heart of Louisiana. This nearly \$1.1 million practice is one humming machine: A bread and butter practice with over 2,500 FFS and PPO patients. No discount plans or Medicaid in this practice. Very well managed. If you want to start out making a lot of money, this is your dream practice. The owner would like to stay working a couple of days per week for a few years, as your associate. Contact: Clyde Dollens, D.D.S. at (281) 370-7708. AFTCO Practice Transitions.

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Go to www.ladental.org and click on the Classified Advertising link.

For all classified advertising, payment is required in advance and ads will be placed on the LDA website on the next possible business day after payment is received. Make checks payable to the Journal of the Louisiana Dental Association. Placement of a classified ad up to 30 words is \$30 for LDA members and \$50 for non-LDA members. For each additional word, LDA members pay \$0.15 and non-LDA members pay \$0.30. Ads will remain on the LDA website for three months and will appear in one issue of the *LDA Journal*.

For more information or to place a classified ad, contact Dr. William Hall at (318) 865-1469 or dr802@bellsouth.net or *LDA Journal* Managing Editor Annette Droddy at (225) 926-1986 or info@ladental.org.

Fall 2012 Continuing Education Courses

For updates and additions, visit www.LSUCDE.org

COURSE #	DATE, CITY	COURSE NAME, LOCATION & AGD SUBJECT CODE		FEES	HRS C or NC
30-12	Sept 14-15 Fri-Sat New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient Lecture and Hands-On w/Dr. Timothy Wright AGD #430	Dentist	\$765	14 L/P C
30-12FRI	Sept 14 Friday New Orleans	The Dummett Memorial Lecture on Dentistry for the Pediatric Patient w/Dr. Timothy Wright Lecture ONLY AGD #430	Dentist Staff	\$379 \$125	7 L C
42-12	Sept 14-15 Fri-Sat New Orleans	How to Administer BOTOX® and Dermal Fillers for Facial Esthetics w/Drs. Bennett, Heckrodt, & Ehrlich – at the Hilton Convention Center AGD #780	Dentist only	\$2,995	16 L/P C
31-12	Sept 21 Friday New Orleans	ALUMNI DAY at LSU SCHOOL OF DENTISTRY w/Drs. Himel, Townsend, and Bunek, and Ms Ireland *Save \$20 if you register by September 7 th AGD #149	Dentist RDH or DLT Ass't/Other	\$195* \$145* \$95*	06 L C
45-12	Oct 5 Friday New Orleans	Advanced Laser Dentistry w/Dr. Robert Convissar LIMITED ATTENDANCE - at LSUSD AGD #135	Dentist	\$595	07 L/P C
34-12-1	Oct 14-19 Sun-Fri New Orleans	LSU's Oral & Maxillofacial Surgery Review Course w/Dr. Kent, et al at Marriott Convention Center AGD #310	OMS Res or Practitioner	Call CE Office	53.25 L C
34-12-2	Oct 19-21 Friday-Sunday New Orleans	LSU's Advanced Cosmetic Maxillofacial Surgery Course w/Dr. Perenack, et al - at Marriott Conv. Ctr. and the Center for Advanced Practice (Lecture & Cadaver Practicum Labs) AGD #780	OMS Res or Practitioner	Call CE Office	21.25 L/P C
35-12	Oct 26-28 Fri-Sun Gonzales	Expanded Duty Dental Assistant (EDDA) w/Nancy Weiss, RDH, EFDA, Dana Williams, EDDA, CDA, and Tonya W. Chidester, EDDA	Assistant	\$515 ■	24 L/P C
36-12	Nov 2 Friday Alexandria	LSU DAY IN ALEXANDRIA: Pediatric Dental Procedures for the General Dentist w/ Dr. Priyanshi Ritwik – at the Learning Center in Rapides Parish AGD #430	Dentist RDH or DLT Ass't/Other	\$295◆ \$175◆ \$95◆◆	7 L C
43-12	Nov 9 Friday New Orleans	ADVANCED BOTOX® w/Drs. Bennett, Heckrodt, & Ehrlich – at LSUSD AGD #780	Dentist only	Call CE office	7 L/P C
38-12	Nov 10 Saturday New Orleans	Digital & Conventional Radiology for Dental Assistants w/Drs. Kavas Thunthy and J. Sean Hubar - at LSUSD	Assistant	\$189 ■	7 L/P C
32-12	Nov 16 Friday Monroe	LSU DAY IN MONROE: Oral Lesions – Candida, Herpes, and Ulcers w/Dr. Kitrina Cordell – at the University of Louisiana at Monroe AGD #739	Dentist RDH or DLT Ass't/Other	\$295◆ \$175◆ \$115◆◆	7 L C
44-12	Nov 29-Dec. 1 Thu-Sat New Orleans	Head and Neck Anatomy and Dissection w/Dean Henry A. Gremillion, DDS, MAGD, M. Franklin Dolwick, DMD, PhD, Dale Ehrlich, MS DDS and J. Stan Montelaro, MD, DMD - Hands-on Limited to 32 - at Center for Advanced Practice, LSUHSC, New Orleans AGD #181, 012	Dentist, Physician RDH, PT, RN	\$2,350 \$2,150	16L/P C
37-12	Dec 7-9 Fri-Sun New Orleans	Expanded Duty Dental Assistant (EDDA) w/Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA and BJ Triay, CDA, EDDA	Assistant	\$515 ■	24 L/P C
39-12	Dec 7 Friday Shreveport	LAST CHANCE IN NORTH LOUISIANA: The Evolution of Endodontic Technique w/ Dr. Alex Fleury - LIMITED ATTENDANCE Hands-on – at the Courtyard Marriott AGD #160	Dentist	\$349	7 L/P C
40-12	December 7 Friday New Orleans	LAST CHANCE IN SOUTH LOUISIANA: Treating Snoring and Sleep Apnea in the Dental Practice w/Jonathan A. Parker, DDS (at LSUSD) AGD #160	Dentist RDH or DLT Ass't/Other	\$295◆ \$175◆ \$115◆◆	07 C

L = Lecture P = Participation C = Clinical NC = Non-Clinical

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LDA

c.e. and lda events calendar

For information on any of the following continuing education courses, please contact the course sponsor. To list your course in the next calendar, please contact the LDA office at (800) 388-6642 or (225) 926-1986. Also check our website for the most up-to-date listings, www.ladental.org.

DATE & TIME: October 12, 2012, 8 a.m. to 4:30 p.m.
COURSE TITLE: Contemporary Pediatric Dental Sedation from the Perspective of a Private Practitioner: It's Art and Science
LOCATION: LAuberge du Lac Casino and Resort, Lake Charles, La., (866) 540-7444
SPONSOR: Southwest District Dental Association (ADA Cerp recognized provider)
REGISTRATION: Contact - (make checks payable to Southwest District Dental Association), Dr. Eric Sanders, 2620 Country Club Rd., Lake Charles, La. 70605 or (337) 433-5437, fax: (337) 433-3271
DESIGNED FOR: General Dentist, Specialist, Hygienist and Assistant
INSTRUCTOR: Dr. John E. Nathan, M.Dent.Sc.
CREDIT HOURS: 7, Clinical, Lecture
FEE: Southwest District Dental Member: \$225; ADA Member: \$275; Non-ADA Member: \$350; Auxiliary: \$95; and Hygienist: \$115 (includes lecture, breakfast, lunch and course materials)

DATE & TIME: October 12, 2012, 8:30 a.m.
COURSE TITLE: Implant Restorative - Fixed
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact - Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com
DESIGNED FOR: All
INSTRUCTOR: Dr. George Priest
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: October 18, 2012, 7 p.m.
COURSE TITLE: Optimizing Esthetics in Implant Therapy
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: All
INSTRUCTOR: Amy Ridall, D.D.S., M.S.
CREDIT HOURS: 1, Clinical, Lecture

FEE: For SW Members only; fee included with dues

DATE: October 19, 2012
COURSE TITLE: Operative Dentistry
LOCATION: Independence Park Theater, 7800 Independence Blvd., Baton Rouge, La. 70806
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR)
REGISTRATION: Contact - To register or for additional information, contact Dr. Byron Rome at (225) 621-2700 or go online at www.cdeofbr.com.
INSTRUCTOR: Dr. Thomas McDonald
CREDIT HOURS: 7, Lecture

DATE: November 9, 2012
COURSE TITLE: Last Chance Seminar
LOCATION: Embassy Suites, 4914 Constitution Ave., Baton Rouge, La. – For reservations, call the Embassy Suites at (225) 924-6566 (Group code: LDA)
PROVIDER: LDA Council on the New Dentist (ADA CERP recognized provider)
SPONSORS (as of 8/16/12): Robert Ellis & Associates (LDA Events Partner), and DENTSPLY Implants, Louisiana Dental Services, Inc. (LDS), Campus Federal Credit Union, and Henry Schein Dental
REGISTRATION: Call (800) 388-6642 or (225) 926-1986 or visit www.ladental.org
DESIGNED FOR: All
INSTRUCTOR: Dr. David Little
CREDIT HOURS: 7, Clinical, Lecture
FEE: LDA Mbr. - \$129; ADA Mbr. - \$169; Non-Mbr. - \$229; Hygienist - \$99; Assoc. Mbr., Dental Staff - \$69; Ret. Vol. Lic. - \$39; 2012 Dental School Graduate - \$69; Dental Students – FREE (must register)

DATE: November 9, 2012, 8:30 a.m.
COURSE TITLE: High Tech Crown and Bridge
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900
SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com
DESIGNED FOR: All
INSTRUCTOR: Dr. Brian Schroder
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: November 15, 2012, 7 p.m.
COURSE TITLE: Diagnosis and Management of Non-Plaque Induced Gingival Disorders
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Nadarajah Vigneswaran, B.D.S., D.M.D.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: November 16-17, 2012
COURSE TITLE: Oral Surgery for the General Dentist
LOCATION: Lafayette, La.
SPONSOR: LA Academy of General Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact - Brenda Descant at (800) 277-8356, 9069 Siegen Lane, BR, La. 70810
DESIGNED FOR: General Dentist
INSTRUCTOR: Dr. Karl Koerner
CREDIT HOURS: 11, Clinical, Lecture and Participation
FEE: One day, Member-\$245 and Non-Mbr.-\$325; and two days, Member-\$445 and Non-Mbr.- \$495

DATE: January 11, 2013
COURSE TITLE: L.H. Bowden Leadership Development Conference
LOCATION: Embassy Suites, 4914 Constitution Ave., Baton Rouge, La. – For reservations, call the Embassy Suites at (225) 924-6566 (Group code: DEN)
PROVIDER: LDA (ADA CERP recognized provider)
SPONSORS: Robert Ellis & Associates (LDA Events Partner), and Louisiana Dental Services, Inc. (LDS)
REGISTRATION: Call (800) 388-6642 or (225) 926-1986 or visit www.ladental.org and info will be posted as it is available.
DESIGNED FOR: LDA leadership and component leaders
INSTRUCTORS: Whitney Breaux, social medial consultant; Brent Henley, strategic management
CREDIT HOURS: 4, Non-Clinical, Lecture

DATE: January 17-19, 2013
COURSE TITLE: Southwest Dental Conference
LOCATION: Dallas Convention Center, Dallas, Tx.
SPONSOR: Dallas County Dental Society (The LDA is a regional partner of the Southwest Dental Conference.)
REGISTRATION: Call (972) 386-5741 or visit www.dcds.org

DATE: January 24, 2013, 7 p.m.
COURSE TITLE: Making Endo Predictable
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601

SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Katie Olson Triska, D.D.S., M.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: February 9-11, 2013
COURSE TITLE: LDA Alpine Lecture Series Mardi Gras Extravaganza Ski Trip
LOCATION: Steamboat Grand, Steamboat Springs, Co. – For reservations, call the Steamboat Grand at (877) 269-2628 (Refer to Louisiana Dental Association when booking.)
PROVIDER: LDA (ADA CERP recognized provider)
SPONSORS (as of 8/1/12): Robert Ellis & Associates (LDA Events Partner); Louisiana Dental Services, Inc. (LDS)
REGISTRATION: Call (800) 388-6642 or (225) 926-1986 or visit www.ladental.org and info will be posted as it is available.
DESIGNED FOR: All
INSTRUCTOR: TBA

DATE: February 21, 2013, 7 p.m.
COURSE TITLE: Bleaching/Bonding
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society
REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601
DESIGNED FOR: General Dentist, Specialist
INSTRUCTOR: Dr. Magda Eldiwany, M.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: March 8-9, 2013
COURSE TITLE: Oral Pathology Education Course (Friday) and LDA House of Delegates (Saturday)
LOCATION: Shreveport, La. – Facility TBA
PROVIDERS: Co-provided by the LDA (ADA CERP recognized provider) and Ark-La-Tex (AGD PACE and ADA CERP Recognized Provider)
INSTRUCTOR: Friday - Dr. John A. Svirsky
CREDIT HOURS: 7, Clinical, Lecture

DATE: March 21, 2013, 7 p.m.
COURSE TITLE: Intercept Orthodontics
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society

REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601

DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Alan Perry, D.D.S., M.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: April 18, 2013, 7 p.m.
COURSE TITLE: CAD-CAM Dentistry: A Pathway to Conservative, Esthetic, and Enjoyable Dentistry

LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society

REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601

DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Dr. Steven Vaughn
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: April 19, 2013, 8:30 a.m.
COURSE TITLE: Perio
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900

SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com

DESIGNED FOR: All
INSTRUCTOR: Dr. Sam Low
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: May 16, 2013, 7 p.m.
COURSE TITLE: Applying Evidence in Selection and Use of Local Anesthetics and Antibiotics
LOCATION: Pioneer Club of Lake Charles, 127 West Broad St, Lake Charles, La. 70601
SPONSOR: Southwest Louisiana (Calcasieu Parish) Dental Society

REGISTRATION: Contact - Dr. Seema Varghese at (337) 493-5135, 2000 Opelousas St., Lake Charles, La. 70601

DESIGNED FOR: General Dentist, Specialist, Hygienist, Assistant
INSTRUCTOR: Arthur Jeske, D.D.S.
CREDIT HOURS: 1, Clinical, Lecture
FEE: For SW Members only; fee included with dues

DATE: September 13, 2013, 8:30 a.m.
COURSE TITLE: Occlusion
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900

SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com

DESIGNED FOR: All

INSTRUCTOR: Dr. LeeAnn Brady
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: October 31 through November 3, 2013
COURSE TITLE: 154th ADA Annual Session
LOCATION: Ernest N. Morial Convention Center, New Orleans, La.

SPONSOR: American Dental Association
REGISTRATION: Visit www.ada.org.
DESIGNED FOR: All

DATE: November 15, 2013; 8:30 a.m.
COURSE TITLE: Pharmacology
LOCATION: Clarion Hotel, 1419 E. 70th St., Shreveport, La., (318) 797-9900

SPONSOR: Ark-La-Tex Academy of Dentistry (AGD PACE and ADA CERP Recognized Provider)
REGISTRATION: Contact: Dr. Clint Bruyere at (903) 753-0337, www.arklatexacademy.com

DESIGNED FOR: All
INSTRUCTOR: Dr. Harold Crossley
CREDIT HOURS: 7, Lecture
FEE: Non-Mbr. - \$245; Staff/Lab Tech - \$45

DATE: April 3-5, 2014
COURSE TITLE: New Orleans Dental Conference and LDA Annual Session
LOCATION: New Orleans, La.
SPONSOR: NODA/LDA (ADA CERP recognized providers)
DESIGNED FOR: All

David Austin

Pardon Me, Is That Tie In Your Soup?

As you probably know, October 18 is international Necktie Day in many of the more formal countries around the world. This is of course an official LDA holiday as well. It is especially celebrated by the many men and women employees within the LDA who work within the confines of the LDA Textile Works on the south side of Bunkie. The only other organization that grants their employees a day of rest on this occasion is the post office.

As sales of neckties have declined in recent years, many of us wonder what purpose a necktie serves in today's modern society. Surprisingly it is more than something to sneeze on, or wipe your face with after a formal spaghetti dinner.

Variations of the modern necktie include the ascot tie, bowtie, zipper tie, cravat, and my favorite, the clip-on tie.

The very first tie that could be called a necktie was the cravat tie which originated in the late 1600s, when the LDA was in its infancy. In fact, some of the many photos that line the hallowed walls of the vast LDA complex in Baton Rouge, show many members wearing this type of tie during that period.

As I have delved into the archives of our Foundation, I have come across several stories that have shown the practicality of wearing a necktie.

In 1957, Dr. Franklin Doolittle while enroute to Dry Prong from Lake Charles discovered his new Desoto was overheating and had to stop along the roadside. Seems the engine had broken a fan belt. Dr. Doolittle immediately fashioned a makeshift belt using his necktie, which was a fine herringbone print made from silk. And yes, he made it to the meeting on time.

Dr. Francois Savoie noted, in 1932, that his family were long time shrimpers and often would repair

their shrimp nets with neckties that they wore while fishing. They would only use them on an emergency basis and would retrieve them and wear them to mass on Sunday morning. He also noted that their family often sat alone during the Sunday mass service.

Probably the most interesting incident occurred in 1873, in Tensas Parish - seems a vigilante group made up of local dentists from several of the surrounding parishes strung up a dishonest dental salesman by his own necktie. Seems the fly-by-night salesman sold some bogus amalgam and ticked a few people off. In fact today, many of the local people can still point out the old oak tree still standing at the southern end of Lake Bruin. It is a fact that today, because of this incident, if a dental salesperson should wear a necktie, it will almost always be the clip-on variety.

Alas, the necktie has gradually lost favor over the years as less formal attire is becoming more acceptable in our society. Proponents of anti-neckwear argue that neckties can become entangled and can contribute to infection and vasoconstriction in the workplace.

Necktie output has steadily declined at the LDA mills since its record production in 1963. However, employment levels have remained steady over the last 10 years, and has seen some resurgence in necktie sales as of the third quarter of 2008.

Be sure and look at the label on the back of your tie, and if it doesn't say LDA, well then you bought it somewhere else.

As for me, I prefer the LDA golden silk, with a half-Windsor knot...with a dimple.



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