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LDA Journal

WINTER 2007

Journal of the Louisiana Dental Association



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LDA Journal

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OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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Mission Statement

The purpose of the Louisiana Dental Association is to encourage the improvement and to protect the health of the public, to promote the art and science of dentistry and to represent the interests of the members of the dental profession and the public it serves.

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On the Cover... New Orleans Dental Conference (NODC) treasurer, Dr. Tom McCoy (left), presented a check to LDA officers Dr. Marty Garrett, president-elect; Dr. Tom Price, president; and Dr. Ed Hebert, secretary-treasurer. The check represents the profit share to the LDA from the 2007 NODC and LDA Annual Session. This was the first year the two meetings were combined into one and proved to be extremely successful for all those concerned. The

2007 profit was fairly large due to the generosity of our clinicians. All of our speakers in 2007 waived their honorarium in order to assist the conference after the devastation of Hurricanes Katrina and Rita.

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



from the editor

David N. Austin, D.D.S.
Editor, LDA Journal

Try Not to Smile

National Children's Dental Health Month (NCDHM) is celebrated during the entire month of February. NCDHM focuses on providing oral health education to all children despite their economic status. For example, this may include presentations to local schools, appearances in local media outlets, booths at health fairs or malls, etc.

Give Kids A Smile Day (GKAS) is the annual centerpiece to NCDHM and is observed on the first Friday in February. GKAS was designed to provide education, prevention and restorative care to low-income children who do not have access to care.

The ADA set the 2008 GKAS as February 1. However, Louisiana will celebrate it on February 22, to avoid the Mardi Gras and President's Day holidays.

The Give Kids A Smile name was first used by the Greater St. Louis Dental Society with a group of dentists who set up a temporary, full-service clinic that treated nearly 400 children over two days in February 2002.

Since then, the program has grown enormously, and in 2007, resulted in treatment of over 758,000 children. Events took place at approximately 2,250 locations across the nation, with over 39,000 dental team volunteers and 14,400 dentists, providing free services to underserved children.

GKAS is meant to accomplish two things, help children get the dental care they so desperately need AND raise awareness that our children deserve a better health care system that addresses their dental health

needs. We need to educate parents and policymakers that good oral health is essential to overall health. We need commonsense, market-based solutions and other reforms that will encourage more dentists to participate in public insurance programs.

Neither my children nor yours will go to bed tonight with unresolved oral health issues. If that is true, then why should any child have to suffer?

If you have not been involved with GKAS in the past, I encourage you to do so. The child you will see will benefit greatly from your expertise and the smile you will help create may last a lifetime. I can also guarantee one more thing: of all the smiles you will help to make, the smile on your own face will be the most satisfying.

Many dentists across Louisiana host events in their own offices. If you are interested in doing so or in volunteering at someone else's event, contact Annette at the LDA office at (800) 388-6642 or annette@ladental.org.



LDA Annual Session and New Orleans Dental Conference

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from the president

Thomas H. Price, D.D.S.
President, LDA

Ramblings

For this issue of the *LDA Journal*, I decided to simply update the members on some of the topics that are fresh in my thoughts. This writing is somewhat random, so please excuse the non-chronological manner.

I was boarding the plane to San Francisco for the ADA House of Delegates when informed of the tragic loss of Patricia Jenkins, our membership director of over seven years. I had known Tricia since she first began working for the LDA. She was a hard working, multi-talented person who always could make me laugh even in the most difficult moments. Our prayers are with her family during this time of grief.

On a happier note, both Amanda Raymond (director of accounting) and Annette Droddy (director of communications and public affairs) are pregnant! This is the first child for both and we rejoice with them during this special time. I am tickled with the thought of our executive director, Ward Blackwell, delegating to two pregnant women with due dates approximately in the same month. Good luck, Ward!

And, I would also like to welcome our newest employee, Sharon Elliott. Sharon is our new membership director and with outstanding credentials, has proven to be a real asset to the LDA.

Now, on to other updates! We have received a request from the IRS for answers to some very specific questions concerning the LDA Foundation. This is probably good news, in that it would seem the IRS is in fact reviewing our request for a private letter ruling on our plan for creating the Foundation. The LDA Foundation is poised to begin work immediately upon receipt of a favorable response.

During the 2007 ADA House of Delegates, a resolution was passed to include amalgam separators in the ADA's *Best Management Practices for Amalgam*

Waste (BMPs). This was in response to legislation within many states regarding environmental concerns with the disposal of amalgam waste. Unfortunately, this action could adversely affect dentists here in Louisiana. Louisiana law currently requires dentists to comply with the ADA BMPs. Therefore, it is a distinct possibility amalgam separators could become mandatory within the next few years. The Louisiana Department of Environmental Quality, which has the authority to promulgate regulations to enforce environmental laws, has indicated that it is not heading in that direction yet. However, this is certainly an issue on which the LDA will keep a watchful eye.

Another national issue grabbing the headlines involves the Advanced Dental Hygiene Practitioner (ADHP). The American Dental Hygiene Association has requested comments from State Boards of Dentistry from across the nation concerning their Standards for Clinical Dental Hygiene and the Competencies for the ADHP. This document presents the idea of diagnosis and treatment by ADHP's as a resolution to the problem of "access to care" within the nation. The new catch phrase currently circulated is "Hy-dentist". I can assure you, the LDA and the Louisiana State Board of Dentistry will be monitoring this one closely.


The remodeling at the central office is nearly complete. A big thank you to Amanda and the rest of the staff. The office looks great and I hope you have the opportunity to stop in and take a tour.

Another big thank you to Robert Ellis and Associates (REA) for becoming the LDA's first Events Partner. They have committed to \$10,000 annually to sponsor all LDA C.E. events. REA markets LDA-endorsed insurance products including health care, liability and business office policy. Please take the opportunity to visit with their representatives for service of all of your insurance needs.

In 2007, the first annual joint conference of the LDA Annual Session and the New Orleans Dental Conference was a huge success, thanks largely to the hard work of the conference committee and so many other members. I am pleased to report that the LDA received over \$63,000 in non-dues revenue as its share of profit from this event. Since many conference speakers gave up their honorariums in 2007 to help our state's continuing hurricane recovery efforts, it may be awhile before a windfall of that magnitude reoccurs. Still, the 2008 conference should also prove to be very successful as final preparations are under way. Make plans to enjoy this outstanding conference, April 10-12, 2008, with great continuing education and fun New Orleans style! Visit www.nodc.org for more information.

I could go on, but you've probably turned the page by now. There are always issues within our profession that require our close attention and action. Thank goodness for our staff and volunteers within the LDA who help to protect the integrity of dentistry. Should you have a concern or question, please do not hesitate to contact me. ☺

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<p>Keith James Luminais, Jr., D.D.S. has acquired the practice of Claude M. D'Antonio, D.D.S. Bogalusa, Louisiana</p> <p>Gregory T. Nassif, D.D.S. has acquired the practice of Larry Ross Buntyn, Jr., D.M.D. Zachary, Louisiana</p> <p>Robert Vance Costello, D.D.S. has acquired the practice of Addison T. Ward, D.D.S. Farmerville, Louisiana</p>	<p>Jerod P. Petry, D.D.S. has acquired the practice of Roderick J. Smith, D.D.S. Lafayette, Louisiana</p> <p>Noelle Paige Gaudet, D.D.S. has acquired an equity position in the practice of Steven Edward Ripple, D.D.S. Baton Rouge, Louisiana</p>
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*C. Richmond Corley, Jr., D.D.S.
Senior Vice President/CEO, LDS*

The 2007 Year End Report

As the year 2007 comes to a close, I thank you on behalf of the LDS Board of Directors for your continuing support of the LDA/LDS Endorsed Products and Services Program.

From a start-up authorization by the LDA House of Delegates in 1991 followed by the incorporation of LDS as an LDA wholly owned subsidiary for-profit corporation, this business venture has become a major source of non-dues revenue for the LDA Board of Directors to use in support of membership benefits and other related expenses in the day-to-day operations of the LDA.

LDS, along with its wholly owned subsidiary for-profit corporation named Professional Dental Plans, Inc., and its revenue source Crescent Dental Plans Inc.®, will once again in 2007 provide in the neighborhood of over \$100,000 to the LDA in non-dues revenue for the benefit of the membership. LDA members who have supported the LDA/LDS endorsed products program with their purchases from endorsed vendors should be particularly proud of this accomplishment that has benefited ALL of the membership.

The LDS Board has worked over the passing years to keep the Endorsed Product and Services Program at a high quality level. Each and every one of you that participate in this program is reminded that LDS staff is ready to be your advocate, if the need should ever arise, over any issue of satisfaction between you and any endorsed vendor that is covered under the current agreement between the vendor and LDS.

During the year 2007, LDA/LDS dropped its endorsement of Acadian Ambulance Medical Services (covering defibrillator equipment) and EBSCO Industries (waiting room magazine subscription services) because of non-revenue activity. The defibrillator equipment issue is well covered by two other endorsed vendors, namely New Line Medical and Southern Anesthesia and Surgical.

Three newly endorsed companies have been added

in 2007, but one of these, CDA Select Choice Loan Program is on an indefinite hold because of recent changes in the Federal laws regarding college student loan consolidation programs. The second of these, Bruner and Company, which is dedicated to Web site development for the dental office is now in full operation to provide an off the shelf semi pre-designed

build it yourself Web site package and also a custom designed dental office Web site package at competitive pricing. The third company added to the endorsed products and services list for this year is Southern Anesthesia and Surgical (SAS), which is a long-established company that many of you who are Oral Surgeons are very familiar with. It is an adjunct

company to our endorsed relationship with IMEP Emergency Response System. You have all received their LDS business relationship announcement letter and catalog in November. We urge you who practice in the specialty of oral surgery to designate the LDA as your professional organization of choice to receive any benefits of your purchases from SAS.

Three of our long-standing endorsed vendors have shown significant increase of sales to LDA members in this calendar year. These are CareCredit, NOVA and Office Depot. One of our newer endorsed companies, Fortress Insurance Company, has also shown substantial growth.

Some of you may also be aware that the ADA has now included the use of amalgam separators in its listing of best practices for the safe disposal of amalgam waste. The LDA/LDS Endorsed Products and Services Program is pleased to remind you that Amalgaway, a leader in dental amalgam separation technology, has been endorsed for several years. They are prepared to supply you with the latest amalgam separators. Another LDA/LDS endorsed vendor, SolmeteX, is also available to provide highly efficient mercury removal systems.

Moving from LDS activities to those of its wholly owned subsidiary, Professional Dental Plans, Inc. and its endorsed relationship with Crescent Employee



Benefits, Inc. and Crescent Dental Plans, Inc.®, I remind you that the LDA Board of Directors will be called on at its January 2008 board meeting to give direction to the LDS Board of Directors regarding allowing of the inclusion of a passive PPO option (to be available for use at the choice of the policy holder) in the dental benefit plans underwritten by Companion Life and marketed under the Crescent Dental Plans, Inc.® label.

A major shift in demand by the groups actively purchasing voluntary dental benefit plans in the marketplace has brought on this request by Robyn Bossum, vice president and director of marketing for Crescent Employee Benefits, Inc. (CEB). From a purely business standpoint, there is no question that approval of this request will make sure that there will be continued growth of the Crescent Dental plans, Inc.® market share. All of the major competing dental plans are now offering this option and most, if not all, bid requests received today by CEB require the inclusion of the passive PPO option in the response. Beyond the purely business consideration, this issue becomes very complicated for the dental professional because of the many issues that have arisen over time regarding third party payers, managed care and their intervention in the traditional doctor/patient relationship.

In this particular issue, as it involves the LDA membership, the facts are these: no member of the LDA is being asked to contract with a PPO to be able to render care to anyone; non-contracting dentists may render care to the subscribers of these plans who elect to choose the PPO option and be paid at the same rate as any PPO contract provider is paid for covered services rendered; the non-contract dentist can then balance bill the patient for the remainder of his/her regular fee and it is true that the LDA has for many years endorsed a major medical plan for its membership which includes a PPO so that the premium dollars charged for the coverage afforded could be kept within some semblance of reason, which is exactly why this passive PPO option is needed in the Crescent Dental Plans, Inc.® program at this time.

Some of you have responded to the various vehicles LDA has tried to use to get a real response in total number of members on this issue, but only a very small percentage of you have taken time to render a yes or no on whether the LDA should grant permission for the use of this option in the passive form. Please take a moment in the next two weeks to let your component's LDA board member know how the LDA should proceed if you have not already done so.

As always, LDS appreciates your continued support, and our best to you and your family for a happy and prosperous NEW YEAR! ☺



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– Dr. William "Bill" McColgan



LDA Welcomes New Membership Director

*Jeffrei Clifton,
LDA Intern*

As the LDA's new membership director, Sharon Elliott has a lot on her plate. Learning the intricacies of the LDA membership department has not been easy, but Sharon has risen to the occasion by putting in many hours of hard work and countless phone calls with the ADA.

"The most challenging part of this new job is organizing the membership department," Sharon says. "Thankfully, everyone at the LDA and the ADA have been so helpful in helping me find the resources needed to do my job."

Prior to joining the LDA, she worked for CMC-Americas as human resource and benefits coordinator, assigned to approximately 200 employees nationwide to handle all HR and benefits matters.

"At another one of my previous jobs in another association, I worked in the membership and continuing education department. I really enjoyed the family atmosphere, and I am thrilled to be back in this office environment and in the membership field," she said.

Sharon is married to Bill Elliott, vice president of administration of the Pearce Group, Inc. They have three children, Erin, 14, Andrew, 10, and Alex, 8. Her family moved to Baton Rouge in 1996 after she earned her bachelor's degree in legal studies from the University of Florida-Pensacola. When she's not at work, Sharon is an avid tennis player, and she and her



(From left) Regina Sligh and Brad Harmon from the ADA spent several days in Baton Rouge training the LDA's new membership director, Sharon Elliott (right), on the Tripartite database.

family spend many weekends on the court. The Elliotts also found tennis was a great way to meet people after moving to Baton Rouge.

Sharon is dedicated to LDA members and her new job, and will be a great asset to the association.

"I'm looking forward to learning more about our members and making upcoming C.E. events more successful, as well as helping our council on membership recruit new members!" says Sharon. ☺

Summer Education Conference

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Watch the LDA Web site at www.ladental.org for updates as they become available.

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LDA nodc / annual session

*Dr. Donald Toso,
Conference Committee Chairman*

New Orleans Dental Conference and LDA Annual Session Gearing Up To Be Another Huge Success

The picture on the cover of this journal denotes a significant event in the history of dentistry and continuing education in the state of Louisiana. For 60 years, the New Orleans Dental Conference (NODC) has attracted clinicians that everyone wants to see and learn from.

In order to continue to hold an annual three-day continuing education conference, especially after the meeting has been cancelled two years in a row because of hurricanes, the NODC partnered with the Louisiana Dental Association and moved to a time of the year with less threatening weather.

The result of this new relationship is the profit-sharing check recently presented to the LDA leadership (see front cover photo) by NODC treasurer, Dr. Tom McCoy. I hasten to add that the amount of profit that is shared will vary from year to year. And the 2007 profit was fairly large due to the generosity of our clinicians. All of our speakers waived their honorarium in order to assist the conference after the devastation of Hurricane Katrina. But, unlike many things in life, it's NOT about the money!

The dentists of this state now have a conference that they can call their own at the same time that the business of the House of Delegates takes place. And, we again have a terrific group of clinicians for you to learn

from. And, significantly, (since it's NOT about the money) you PAY ONE PRICE!

That is correct, no extra fees for this course and that course. Add up what you paid to attend your last non-NODC, non-LDA meeting. Or peruse one of the brochures that you receive from another meeting and note how cost-effective the NODC/LDA Annual Session is, especially for Louisiana dentists and tripartite members.

Just in case you think that it is about the money, remember that the larger the attendance, the more profit-share, the less chance that we will have dues increases!

A conference brochure will be mailed soon, maybe even before you receive this Journal, and speakers and hotel information has been listed on the Web site at www.nodc.org. Online registration will open January 1, 2008. You can also check out the conference clinicians on page 11 of the LDA Journal, as well as a map of the conference center area, including hotel locations and parking, on page 12. And, take note that this year's meeting has several special events, including food and entertaining sessions by Marcelle Bienvenu, Leah Chase, Beverly Church and Susan Spicer.

So, mark your calendars now. I look forward to welcoming you April 10-12, 2008, in New Orleans.☺

LDA Annual Session and New Orleans Dental Conference

**Online
Registration
Opens
Jan. 1, 2008**

April 10 - 12, 2008

Ernest N. Morial Convention Center

New Orleans, LA

www.nodc.org

2008 Conference Clinicians



New Orleans DENTAL CONFERENCE

THURSDAY, APRIL 10

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Karen Baker
Mike Bellerino, C.D.T.
Judy Bendit, R.D.H.
Dr. Bill Blatchford
Timothy Caruso
Dr. William Danko and G. Kent Mangelson
Dr. Earl Douglas
Dr. Bradley Dykstra
Dr. Gregory Folse
Dr. Charles Goodis
Dr. Lou Graham
Janet Leigh
Dr. Roger Levin
Sandy Pardue
Frank Riordan



FRIDAY, APRIL 11

Dr. Glenn Appleton and Dr. Trey Combs
Marcelle Bienvenu, Leah Chase, and Beverly Church
Rosemary Bray
Dr. Howard Farran
Ellen Gambardella, C.D.A., M.Ed. and Rita Johnson, C.O.A., R.D.H., M.A.
Dr. Charles Goodis
Dr. Jim Jackson
Dr. Jeff Morley
Dr. Tom Nabors
Dr. Patrice Pellerin
Iggy Rosales
Dr. Thomas Salinas
Dr. John Svirsky
Dr. Sherri Worth
Dr. Raymond Yukna

SATURDAY, APRIL 12

Dr. Marvin Berman
Dr. Jeff Brucia
Dr. T. Colin Campbell
Dr. Gerry Chiche, Dr. Jeff Brucia, and Dr. Jeff Morley (Esthetics Extravaganza)
Dr. Sargon Lazarof
Dr. Jeff Morley
Sandy Pardue
Susan Spicer

www.nodc.org

2008 Membership Dues Invoices

Members have the opportunity to pay their dues online this year!

2008 Membership Dues Invoices were mailed November 21, 2007. If you pay your dues **annually** and have not received your invoice, call Sharon Elliott at (800) 388-6642 or (225) 926-1986 or e-mail sharon@ladental.org. An invoice can be mailed, faxed or e-mailed to your office.

Members paying by Visa or MasterCard, are now able to pay online. Go to www.ladental.org, select "membership" then "pay your dues." Scroll down to "pay your dues online." You will need your invoice to complete the transaction.

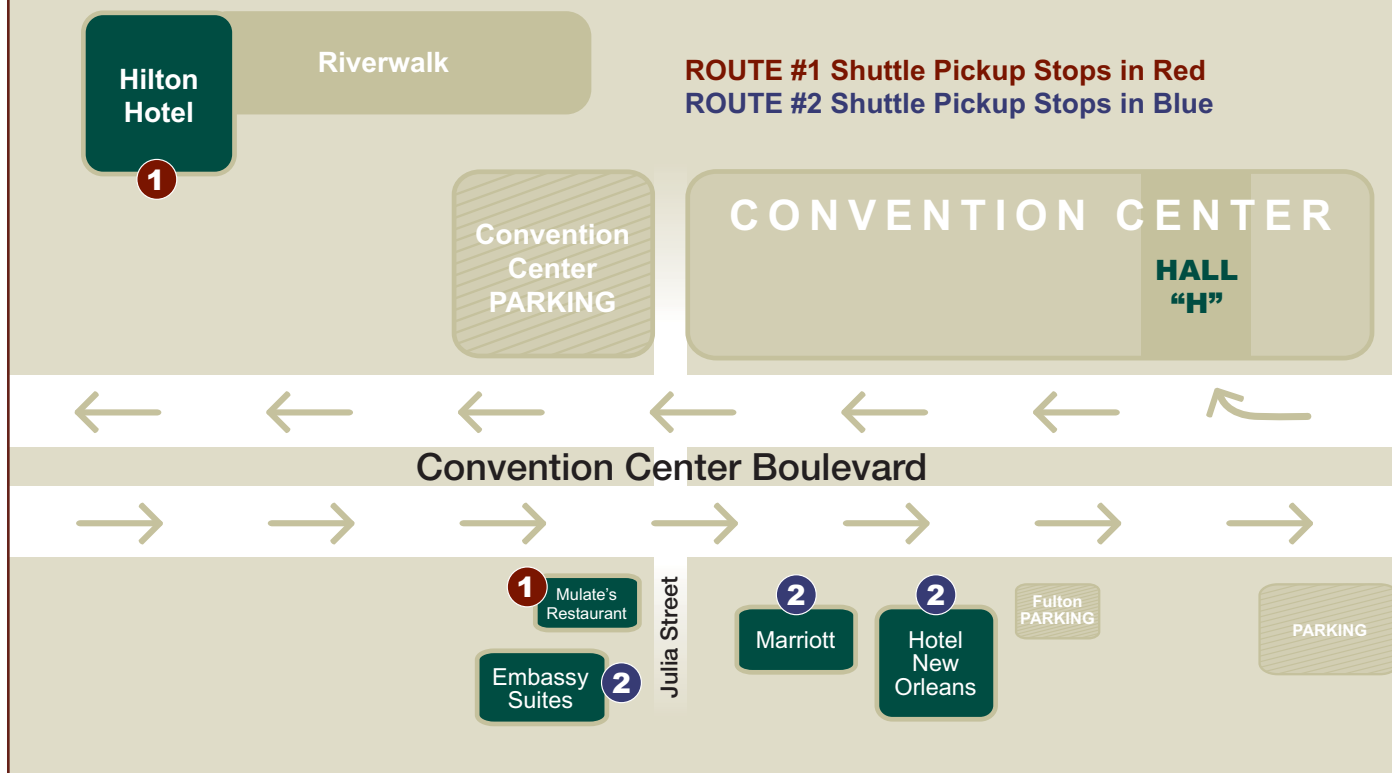
LDA offers the following payment options:

1. Mail check or credit card information to the LDA office. *
2. Credit card payment online. *
3. DIP (Installment payments) - Members currently enrolled in DIP, have paid their 2008 dues and will begin paying 2009 dues mid 2008.
4. Members may enroll in the 2009 prepayment plan once their 2008 dues are paid in full. For more information on the prepayment plan, call Sharon Elliott at (800) 388-6642 or (225) 926-1986 or e-mail sharon@ladental.org.

Note: for NODA members currently enrolled in the prepaid monthly draft program. Monthly bank drafts will no longer be available. Instead, members will be issued coupons that can be paid monthly by check or credit card. There are approximately 61 NODA members paying their dues by bank draft. These members will be sent enrollment details for 2009 payments in March 2008.

* Payments must be paid in full.

Convention Center Map for Meeting, April 10-12, 2008



LDA feature

Robert Ellis and Associates Becomes LDA's First-Ever Event Partner

At the LDA's Game Day Seminar on Saturday, November 10, 2007, the LDA recognized Robert Ellis and Associates (REA) as the LDA's first-ever Event Partner.

The inauguration of the LDA Event Partner program is a milestone in developing support for LDA programs. REA will henceforth be a highly visible presence at all LDA events, and its \$10,000 annual commitment to the LDA will greatly help the LDA in keeping C.E. costs down for its members.

REA has several business relationships with the LDA. As of August 1, 2007, REA became the marketing agency for the LDA-sponsored health insurance benefits, through the LDA-sponsored health insurance



(From left) Ward Blackwell, LDA executive director; Matt Hightower, REA; Chris Richert, REA; Bob Ellis, REA; and Dr. Marty Garrett, LDA president-elect, during the Game Day Seminar.



Dr. Tom Price (second from left) thanks REA representatives Matt Hightower, Bob Ellis and Chris Richert.



LDA President Dr. Tom Price announces the LDA's first-ever Event Partner, Robert Ellis and Associates, at the Fall Game Day Seminar.



Bob Ellis of Robert Ellis and Associates greets attendees after being introduced by LDA President Dr. Tom Price.

carrier, Nippon Life and Total Plan Services, Inc.

As part of the LDA/LDS Endorsed Products and Services Program, REA is also our endorsed vendor for both professional liability insurance (through Fortress Insurance Company) and business office policy insurance. The professionals at REA have been serving the insurance needs of dentists throughout the South for over 25 years. Located in Mandeville, La., the REA staff combines prompt, professional service with the personal care their clients deserve.

If you would like a quote on any of the above policies or have any questions, contact Stormy Blair at REA at (985) 674-3886 or (888) 503-5547, ext. 3886, or sblair@ellis4u.com. You can also visit their Web site at www.ellis4u.com.



Bob Ellis poses with the LSU Tiger Girls at the LDA Game Day Seminar. The Tiger Girls' appearance at the tailgate party was sponsored by REA.



LDA

game day seminar

Jeffrey Clifton, LDA Intern

Attendees Mix Business with Pleasure at the LDA Fall Game Day Seminar

Dentists from all over the state descended upon Baton Rouge for the LDA Game Day Seminar on Saturday, November 10, 2007, to mix business with pleasure. An educational C.E. presentation by Dr. Frank Higginbottom and a festive Tiger tailgate party before LSU's homecoming game against the LA Tech Bulldogs provided the day's entertainment.

Over 60 participants registered to attend the C.E. seminar sponsored by Straumann and the LDA Council on the New Dentist at the Sheraton Baton Rouge Convention Center Hotel. Before the seminar began, the LDA recognized Robert Ellis and Associates as an LDA Event Partner. With this yearlong partnership worth \$10,000, Robert Ellis and Associates will be partnering with the LDA to host all of the LDA's C.E. seminars and help the LDA in keeping C.E. costs down for its members.

Dr. Higginbottom's dynamic presentation "The Team Approach to Immediate Loading in the Esthetic Zone (Advanced and Complex)" focused on team communication in the planning and insertion of implants in the esthetic zone. He also covered a variety of topics including communications between team members and patients, use of 3-D perspectives, implant and restorative component options and choices and clinical methods that are currently available to patients. Dr. Higginbottom's presentation proved to be highly informative and piqued many registrants' interest in implant procedures.

After the seminar, attendees headed over to the LDA tailgate party, sponsored by Sullivan Schein Dental and Benco Dental, under the shadows of Tiger Stadium where a traditional tailgating buffet was waiting. Burgers, hot dogs, jambalaya, soft drinks and cold beer were just a few of the palate pleasing items on the menu.



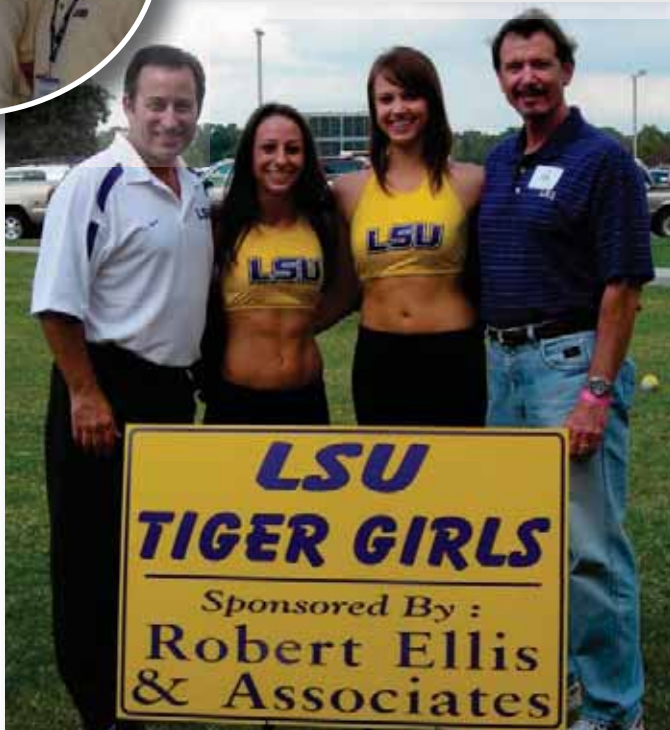
More than 60 attendees enjoyed Dr. Frank Higginbottom's dynamic C.E. lecture on "The Team Approach to Immediate Loading in the Esthetic Zone."

And, the LSU Tiger Girls were our special guests thanks to Robert Ellis and Associates. The Tiger Girls autographed photos, took pictures with attendees and performed LSU cheers. Tailgaters mingled with the Tiger Girls and reunited with peers and classmates as anticipation for the game increased.

When the party began winding down, attendees ventured to their favorite spots to watch the LSU Tigers dominate the LA Tech Bulldogs in an easy 58-10 victory.

"What a great opportunity to get C.E. credits with a seminar in the morning and tailgating in the afternoon. The weather was perfect, the food was hot and the beer was cold. Just another perfect Game Day weekend in Baton Rouge," said Dr. Gregg May, LDA Council on the New Dentist chair.

Thank you again to our Fall Game Day sponsors: Robert Ellis and Associates (Event Partner); Straumann; Sullivan Schein Dental; and Benco Dental.®



Top left: Dr. Tom McCoy, Dr. Jeff Hooton, Dr. Gregg May and his wife, Jamie, Dr. Nelson Daly and Ward Blackwell pose with LSU Tiger Girls during the tailgate party.

Middle left: Earl "Robbie" and Sherri Brown enjoy the tailgate festivities with Bob Ellis (center). Robert Ellis and Associates was recognized earlier that day as LDA's yearlong Event Partner.

Middle left: Dr. Layne Washington and Rob Landry relax and have a drink during the tailgate party.

Bottom left: Enjoying the tailgate party were (from left) Alexis Hoffritz, Carol Hoffritz, Tyler Hoffritz, Dr. David Hildebrant, Dr. Jack Devereux, Dr. Ward Griffin and Dr. Micheal Hoffritz.

Circle: (From left) Dr. Sally Daly and Dr. Nelson Daly visit with Corey Cowart of Benco Dental, one of the tailgate party sponsors.

Top right: Straumann sponsored Dr. Higginbottom's lecture and Bruce Woods, Straumann representative (center), enjoyed his time at the event.

Bottom right: The LDA has some proud fathers! Dr. Ed Hebert and daughter, Kristen, are pictured with Dr. Jeff Hooton and his daughter, Maurie, at the tailgate party. Both daughters are LSU Tiger Girls!



executive director

Ward Blackwell, M.J., Executive Director, LDA

LDA Urges Louisiana to “Tap Into a Healthier Smile!”

“Tap Into a Healthier Smile” is the theme for the LDA’s new public affairs campaign to broaden public, media and governmental awareness of the benefits of community water fluoridation and lay the groundwork for passing legislation in 2008 that could bring fluoridated water to virtually everyone in Louisiana.

The campaign is a partnership with the ADA and part of the State-Based Public Affairs Program initiated by the ADA earlier this year. With ADA funding, the LDA has hired a leading Louisiana communications firm, Creative Communications, Inc. (CCI) from Baton Rouge, to direct the public relations aspects of the project. We’ve also engaged our lobbying firm, Roedel Parsons, et al, in a new, separate contract to handle the campaign’s governmental relations aspects.

One of CCI’s initial actions will be to conduct focus groups, as well as statewide opinion polls to compile data that we expect will confirm public support for fluoridation. In addition, LDA and CCI distributed candidate questionnaires during the recent election period to get potential lawmakers to begin thinking of fluoridated water as a health care solution. The questionnaire also offered facts regarding fluoridation and is proving to be a valuable tool to help distinguish which new leaders are more likely to be receptive to the campaign.

As noted by Claire Rivette, director of governmental relations for CCI and communications director of the campaign, “There has been great turnover in the legislature, and it is probably safe to say that a majority of legislators are not acquainted with our issue. We plan to take advantage of this opportunity to educate our new leaders and give them meaningful, practical reforms to enact during their first terms in office. Plus, Governor-elect Jindal has long supported preventive health care initiatives.”

In addition, the team is working with a vast network of non-governmental groups that have an interest (positively and, perhaps, negatively) in this project. CCI

made a presentation to LABI’s Health Care Task Force and asked the organization to support a position statement in favor of our position.

However, not all groups will be as receptive. That is why LDA members and other dental professionals throughout Louisiana will be invaluable sources of help.

According to Rivette, “We hope to work with the LDA to establish a ‘Speaker’s Bureau’ of local activists/dentists who can speak about the issues to local civic groups. In addition, we’ll ask our partners to participate in a grassroots/grasstops campaign of letter writing to media and key elected officials. We also hope to book them on local television morning shows, radio talk shows and meetings with editorial boards of local newspapers.”

Furthermore, the Department of Health and Hospitals (DHH) has agreed to fund radio and TV public service announcements (PSAs) that will run across the state during the first quarter of 2008 and be produced by our team (DHH gets final approval of content). The PSAs will refer viewers/listeners to a Web site that can be accessed for additional information on fluoridation.

The multi-faceted nature of the campaign makes for a big job that has only just begun, but the stage appears to be set for possible success. The LDA slogan “Tap Into a Healthier Smile!” is already getting positive response. And as Rivette observed, “The time seems right, politically and economically, for Louisiana to make this decision, and we have a great team of political professionals, communications experts and dentists who can spread the good word. If our leaders are serious about improving health care in our state, the LDA’s strategy to fluoridate all the water systems in the state offers the easiest, most cost-effective way to save money and see quick results.”

So, be on the lookout for information and updates about this exciting LDA initiative. Your support is vital and appreciated.

LDA Annual Session and New Orleans Dental Conference

April 10 - 12, 2008

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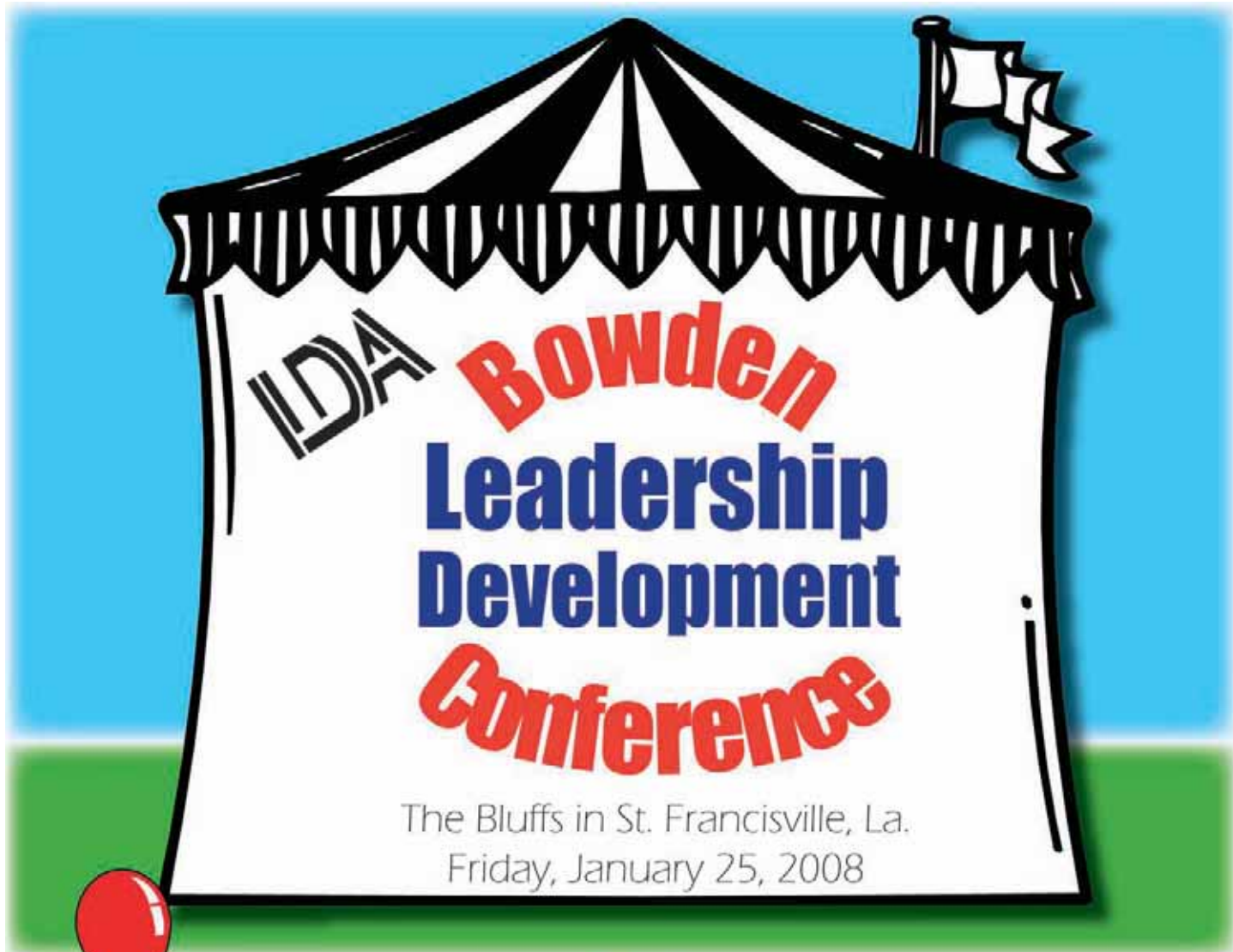
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Timothy Chauvin, D.D.S. (Buras, Louisiana)



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The LDA is committed to making component officers' transition into leadership as smooth as possible. The Bowden Conference will answer questions, raise issues and provide insight on your responsibilities as an association leader. As an added incentive, the LDA is offering to reimburse mileage for all conference attendees, and attendees will receive 4.5 C.E. credits.

And, thanks to our sponsor (as of 12/7/07):
Robert Ellis and Associates (Event Partner).

Dr. Joseph V. Trahan

The seminar will focus on interview preparation and the importance of developing at least three main talking points when marketing your local associations to your hometown media outlets. Attendees will also learn how to speak during legislative committees and with community groups.

Kevin Hayes, J.D.

The one-hour session will include an update on current political events in Louisiana including election results, LDA's political agenda and other legislation that will be coming forward during the 2008 Legislative Session affecting Louisiana dental practices.

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LADPAC

Chipping in for Dentistry with LADPAC Golf Tournament Hosts Record Crowd

Jeffrei Clifton, LDA Intern

Around 10 a.m., cars, trucks and vans started rolling into Beaver Creek Golf Club parking lot in Zachary, La. Dentists from all over the state were arriving to enjoy the course, ice cold

beverages and fine company at the 2007 LADPAC Golf Tournament.

After a week of rain, that day's weather was ideal. The temperature had dropped slightly and the sun was out making it a perfect day to take a break from the office and relax at the golf course.

The morning kicked off with registration and jambalaya lunch. Then, armed with their clubs, carts and a prayer for luck, the dentists and their guests headed to their holes to begin the 18-hole scramble.

This year's tournament hosted the largest number of participants in the event's history. Out of 71 players, no one could stop commenting on how beautiful the weather was, how impressed they were with the course or how much fun they were having.

Even sponsors enjoyed themselves. Representatives from Robert Ellis and Associates, 3M ESPE, Sullivan-Schein, Patterson Dental, Zimmer Dental, Roedel Parsons and The Olivier Group joined teams of dentists to support LADPAC. And, everyone had a chance at the \$10,000 hole sponsored by Robert Ellis and Associates.

As the sun started to set, scores were tallied and the winners announced.

This year's first-place prizes went to Dr. Ross DeNicola, Dr. Gary Roberts, Patrick Briese and Chris Counce of Patterson Dental.

Second place went to Dr. Eric Sanders, Pete Ciesla, Dr. Chris Sorrel and Mark Lundy, while third place went to Dr. Marty Garrett, Dr. Dexter Harrison, Gaines Garrett and Ryan Bowker.

Patrick Briese, dental student and member of the first-place team, won the longest drive award.

Dr. David Melancon's name was drawn out of a hat to shoot for the \$1,000,000 hole sponsored by Robert Ellis and Associates. He got close, but unfortunately, no cigar.

However, Dr. David Kestel, LADPAC chair, did pass out cigars and beverages throughout the day. "This tournament is the best yet," he said. "Funds raised from the tournament go directly to supporting the efforts of LADPAC. With so many participants and sponsors, this is a huge success for LADPAC and will help push dental health goals and the agenda of dentists during the next legislative session."

This year, everyone came out a winner according to Dr. Marty Garrett, LDA president elect and third-place team member.

"What a beautiful day to come out and raise monies to support our political agenda," said Dr. Garrett. As for his reaction to his team's third place finish, Dr. Garrett laughs, "Let's just say we could have used a few more mulligans!"

And, special thanks to golf tournament sponsors: Platinum: Robert Ellis and Associates, 3M ESPE, Sullivan-Schein, Patterson Dental, Zimmer Dental and Roedel Parsons; Bronze: The Olivier Group; and Prize Sponsors: Liberty Mutual and Dr. Lige Dunaway.



(from L to R): Chris Counce (Patterson), Dr. Gary Roberts, Patrick Briese and Dr. Ross DeNicola



Craig Mason (3M ESPE), Bruce Woods, Dr. James Pope and Dr. Brian Dyess



Chad Olivier (The Olivier Group), Dr. Curtis Zeringue, Dr. Shep Platt and Dr. David Melancon



Scott Beaudean (Zimmer), Dr. Ben Ber, Dr. Mitch Theriot and Dr. James Stafford



Bruce Nuss (Zimmer), Dr. David Baughman, Dr. Jason Ray and Dr. Corey Porche



Dr. Ellis Braud, Dr. Robert Foret, Bob Martiny (Patterson) and Dr. Dean Listi



Steve Griffin, Ray Serpas, Dr. Paul Fidel and Steve Wallace



Dr. Bill Hadlock, Johnny Koch (Roedel Parsons), Ward Blackwell (LDA Executive Director) and Kevin Hayes (Roedel Parsons)



Dr. Mixon Bankston, Dr. Mickey White, Dr. Steve Ortego and Dr. Louis Joseph



Bob Ellis (Robert Ellis and Associates), Dr. David Hildebrandt and Dr. Kevin Collins



Dr. Greg Folse, Mike Burrough (Sullivan Schein), Randy Montgomery (Sullivan Schein) and Dr. Nathan Fontenot



Dr. Dexter Harrison, Dr. Marty Garrett, Gaines Garrett and Ryan Bowker



Dr. Todd Canatella, Jared Trauth, Lenny Bazile and Dr. Roger Grimball



Dr. Chris Sorrel, Dr. Eric Sanders, Pete Ciesla and Mark Lundy



Dr. Trey Guillory, Dr. Kurt Gauthier, Dr. Trey Carlton and Dr. Clay Couvillion



Dr. Ed Hebert, Dr. Tom Foster, Dr. Nelson Daly and Christopher Kuna (The Olivier Group)



Dr. Brad Comeaux, Dr. Donnie Boudreaux, Dr. John Theriot and Dr. Patrick Dooley



Dr. John Oubre, Dr. Mike Malone, Dr. Gerard Beyt and Chris Richert (Robert Ellis and Associates)



LSU school of dentistry

*Eric J. Hovland, D.D.S., M.Ed., M.B.A.
Dean, LSU School of Dentistry*

Giving Thanks

As we look toward a new year, I am grateful for the relatively smooth relocation back to New Orleans. Although we experienced some challenges, the major concerns—student admissions, education and patient care—have been resolved in a short period of time.

Student admissions continue to be strong. This fall, a total of 112 students were accepted: 60 dental students, 44 dental hygiene students and 6 dental laboratory technology students. For the 2007-2008 academic year, the school has a total of 342 students and 61 residents. Classrooms and clinics are fully operational, although some areas continue to undergo renovations and improvement.

In September, a press conference welcomed new patients to LSUSD. Since then, 900 individuals were accepted as patients. By the end of the year, the school expects to accept a least 1,800 more, which will bring the LSUSD clinics to full patient capacity. Patient records are now paperless thanks to a generous donation from axiUm!

In addition to the LSUSD clinics, the pediatric clinic at Children's Hospital and the HIV Outpatient Dental Clinic in downtown New Orleans are both fully operational. Through Children's Hospital, the Tooth Bus is providing dental care to underserved children throughout the New Orleans region. In addition, recently secured HRSA funding has supported the development of a mobile dental van in which dental services will be provided to HIV-positive individuals and other "at-risk" populations.

In other areas of Louisiana, our satellite operations in Baton Rouge, Lafayette and Alexandria continue to provide much needed dental care to underserved populations. Also, general practice and oral and maxillofacial residents are providing care through

several hospitals statewide—Earl K. Long, Huey P. Long and University Hospital.

With regard to academics and research, the establishment of the LSUSD Department of Oral and Craniofacial Biology was officially approved by the Louisiana Board of Regents. This initiative will assist in the development of a more streamlined basic-science curriculum to enhance and strengthen dental education. LSUSD administrators and faculty are also preparing for the school's upcoming accreditation visit in March 2009; this is a significant challenge as we are still refining our operations in New Orleans. Through the accreditation process, the ADA Commission on Dental Accreditation will evaluate the school's collective programs, processes and outcomes.

Renovations continue on the first floors of the clinic and administration building. Both floors will have limited use due to FEMA regulations. Auditoriums A & B renovations should be complete by the Summer 2008 and architectural drawings have been completed for a new campus building, which will house a state-of-the-art surgery, esthetic and clinical research clinic. A faculty dental practice clinic will also be housed in the new building.

Our efforts are moving forward successfully and I am extremely optimistic about the future of the LSUSD. The search for a new dean is still in progress and every effort will be made to communicate a decision once a candidate is selected. For now, I continue to strive for excellence to ensure that Louisiana's only dental school continues to retain its position as one of the best in the world. I also sincerely give thanks to all those who have helped the school through this challenging transition. Please accept my best wishes for a prosperous and healthy 2008!



feature LDA

*Julie Schiavo, Reference Librarian,
LSU School of Dentistry*

Loansome Doc: Articles Delivered to Your Doorstep

Now that the LSU School of Dentistry has returned to New Orleans, the library is pleased to offer its services and resources to the Louisiana dental community. We are also pleased to introduce the Library's new document delivery system, Loansome Doc, a service that can deliver articles from the dental literature right to your door.

Loansome Doc is a module of the National Library of Medicine's PubMed search system. PubMed allows users to search MEDLINE, a database covering dentistry, medicine, nursing, health care systems, and preclinical sciences, with over 14 million citations from more than 4,800 biomedical journals published throughout the world.

By using Loansome Doc, dental health professionals can place orders for articles from the LSUSD Library as they search the dental literature using MEDLINE through PubMed. Requests are automatically forwarded to the LSUSD Library to be filled and sent through the mail or fax.¹

Signing up to use Loansome is a simple two-step process:

- Register with the LSUSD Library. (Contact us at (504) 941-8158 or e-mail dentlib@lsuhsc.edu for the necessary paperwork.)
- Register with NLM on the PubMed site (<http://pubmed.gov> – click on “Order Documents” towards the bottom of the left hand column)

After registration is complete, users can search the literature, select articles, and place an order. Articles will be filled by the LSUHSC Libraries for the usual fee of \$9 per article. Loansome Doc users have the option to allow the Library to forward any request that is not filled by the LSUHSC Libraries to another library. Additional fees may be incurred if another library fills the request. If the requester chooses not to have the requests forwarded, they will be canceled and no charge will be assessed.¶

¹ Hoyle J. Loansome Doc delivers. *J Am Dent Assoc* 2006; 137: 1648.

Additional information on using Loansome Doc can be found on the National Library of Medicine's Loansome Doc Factsheet at http://www.nlm.nih.gov/pubs/factsheets/loansome_doc.html

To learn more about Loansome Doc or other services offered to dental health professionals by the LSUSD Library, please contact us at (504) 941-8158, dentlib@lsuhsc.edu, or www.lsusd.lsuhs.edu/libr/

LDA Membership Fishing Rodeo Winners

July 13-14, 2007, Grand Isle, La.

Speckled Trout

1st Place: Dr. Luke St. Pierre, Acadiana, 5.14 lbs.
2nd Place: George Huye, Acadiana, 5.04 lbs.
3rd Place: Wayne Daigle, Acadiana, 4.18 lbs.

Redfish

1st Place: Wayne St. Pierre, Acadiana, 9.46 lbs
2nd Place: Dr. Luke St. Pierre, Acadiana, 8.52 lbs.
3rd Place: George Huye, Acadiana, 6.58 lbs.

Red Snapper

1st Place: Paul Gantt, GBR, 5.64 lbs.
2nd Place: John Daly, GBR, 3.66 lbs.
3rd Place: Dr. Sean Smith, GBR, 3.38 lbs.

Largest Offshore

1st Place: Dr. Ryan Perry, GBR, 54.62 lbs.
(yellowfin tuna)
2nd Place: Tyler Rush, Acadiana, 52.42 lbs.
(yellowfin tuna)
3rd Place: Dr. Trey Palmisano, NODA, 50.08 lbs.
(yellowfin tuna)

Kids Largest Overall (Age 12 and under)

Nick Rush, Acadiana, 28 lbs. (blackfin tuna)

Largest Inshore

1st Place: Dr. David Kestel, Southwest, 27.12 lbs.
(black drum)
2nd Place: Cynthia Hope, GBR, 21.60 lbs. (black drum)
3rd Place: Ricky Hope, Jr., GBR, 14.68 lbs. (crevalle jack)

Note: There was a misprint in the Fall 2007 *LDA Journal* regarding the list of Fishing Rodeo winners. We are sorry for the inconvenience. This is the correct listing.



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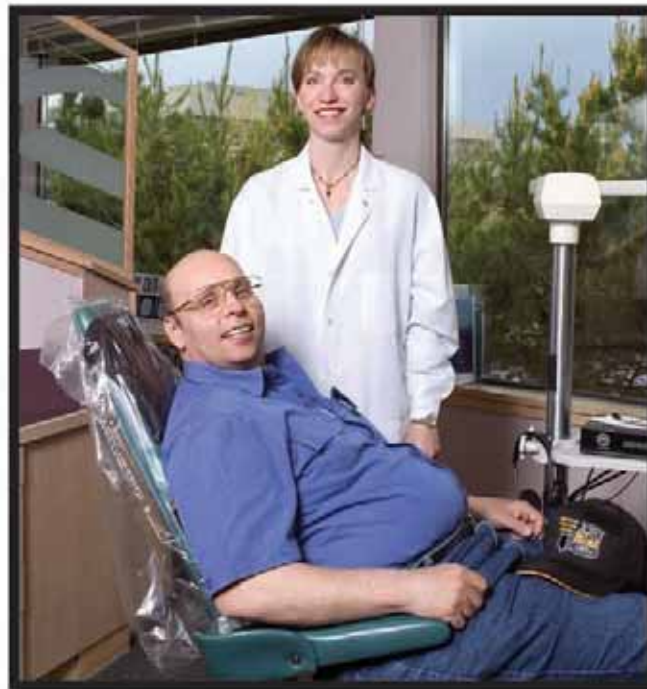
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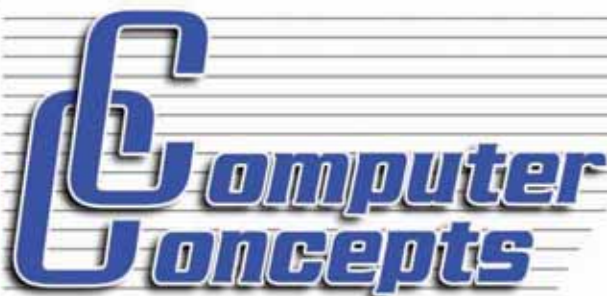


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Marc W. Judice



Marc W. Judice has been actively engaged in litigation since 1977, with emphasis in the areas of medical, dental, healthcare and professional liability defense. He is certified in Civil Trial Advocacy by the National Board of Trial Advocacy.

Marc has been asked to give numerous presentations in the fields of law and healthcare to a wide array of organizations including: Lafayette Parish Medical Society, Louisiana Society of Orthopedic Surgeons, Louisiana Society of Neurosurgeons, Acadiana Pediatric Society, Acadiana Dental Association, Louisiana Medical Mutual Insurance Company, The Medical Protective Company, Louisiana Association of Defense Counsel, National Business Institute, LSU School of Dentistry, Medical Risk Management and LSU School of Law.

Marc served as Chairman of the Board of Directors at University Medical Center in Lafayette; Chairman of the Board of Trustees at Medical Center of Southwest Louisiana; and on the Board of Trustees for Women's & Children's Hospital.

Marc was listed in the 2007 inaugural edition of *Louisiana Super Lawyers*, an honor awarded to only five percent of Louisiana attorneys. He has earned the highest rating (AV) from Martindale-Hubbell for skill and integrity. Marc is listed in the *Bar Register of Preeminent Lawyers*, the *Marquis Who's Who in American Law* and *Marquis Who's Who in America*.

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2007

ADA House of Delegates, San Francisco

Dr. Wayne Thompson, Kansas, Sworn in as ADA District 12 Trustee

Annette Droddy,
LDA Director of Communications and Public Affairs

LDA members who are delegates and alternate delegates to the ADA House of Delegates gathered in San Francisco September 27 - October 2, 2007, for the association's annual policy deliberations.

Many topics affecting practicing dentists were brought before the House, a few of which include rejecting a proposed dental team membership category and ratifying the Board of Trustees' earlier settlement in a key federal lawsuit challenging federal authority over the delivery of dental care to Native Americans in Alaska. Amendments to guidelines for the use of sedation and general anesthesia by dentists and guidelines for teaching pain control and sedation to dentists and dental students were also adopted.

Another topic of discussion was the ADA 2008 Budget, which was approved with a \$9 dues increase, totaling \$498 per member for ADA dues.

And, once again, amalgam related issues took up a considerable amount of time and discussion during the meeting. Two resolutions were passed concerning dental amalgam. One of which adds the use of amalgam separators in the ADA's Best Management Practices (BMPs) "do" list for reducing the amount of amalgam that is released into the environment. The other resolution requests the ADA to develop a brochure on the safety and effectiveness of dental restorative materials.

Special thanks to our delegates, Dr. Mark S. Chaney, Dr. L. Stephen Ortego, Dr. F. Thomas Giacona, Dr. Thomas H. Price, Dr. William A. Hadlock and Dr. Earl L. (Les) Tarver, Jr., and alternate delegates Dr. Robert E. Barsley, Dr. Bryan S. Pearson, Dr. Charles B. Foy, Jr., Dr. Gary L. Roberts, Dr. Denis E. "Chip" Simon III and Dr. Marty B. Garrett, and delegation secretary, Dr. Edward J. Hebert, for taking time out of their offices to serve their association.

While at the meeting, Dr. R. Wayne Thompson, a Kansas dentist, was sworn in as the District 12 Trustee



Drs. Chip Simon, Bill Hadlock and Marty Garrett at the 12th District Caucus.



Louisiana delegates and alternate delegates reviewing resolutions prior to the 12th District Caucus.

to the ADA Board. The 12th District includes Louisiana, Arkansas, Oklahoma and Kansas. Dr. Mark Feldman of Roslyn, New York, was sworn in as ADA president, and Dr. John Findley of Cross Roads, Texas, was chosen as the new ADA president-elect. The delegates also chose Dr. O. Andy Elliott of Prestonsburg, Kentucky, as second vice president.

To see a complete listing of resolutions, visit the ADA Web site at www.ada.org.



Drs. Gary Roberts, Les Tarver and Bryan Pearson at the 12th District Caucus.



Dr. Chip Simon speaks before the ADA House of Delegates on a resolution.



Dr. Bryan Pearson waits his turn to speak on a resolution.



Dr. Tom Price, LDA president (right), was a member of the ADA's Reference Committee on Communications and Membership.



Louisiana delegates and alternate delegates enjoying a snack during the full-day House of Delegates deliberations.



Drs. Bob Barsley and Tom Giacona at the 12th District Caucus.



LDA wealth management

Chad Olivier, CFP®

Wealth Consultant/LPL Branch Manager, The Olivier Group, L.L.C.

Staying In Control: Who Gets Your Assets – Family or Uncle Sam?

Most people share a love for the USA and have probably paid a fair amount in taxes. Nevertheless, without careful planning, your heirs could end up in a tug of war with the federal government over your estate. You may be able to avoid the government seizing more than their fair share with proper estate planning. This involves taking the reins and staying in control of your assets. Let's look at an example:

Dr. Jones (currently a widower) passes away with the following estate:

Cars	\$25,000
House	\$1,000,000
Condo	\$750,000
Rental Property	\$500,000
Investment Account	\$500,000
IRA	\$3,000,000
Art Collection	\$100,000
Furnishings.....	\$100,000
Bank Accounts.....	\$100,000
Life Insurance Policy.....	\$2,000,000*

*Owner of Policy: Dr. Jones, Beneficiary: kids

Estate for planning tax purposes = \$8,075,000

Approximate estate tax Dr. Jones' heirs will owe:

\$8,075,000 - \$2,000,000 (exemption allowed*) =

\$6,075,000

\$6,075,000 * 45% = \$2,733,750

*Currently, you are allowed to use a Unified Credit Exemption of \$2 million to offset your assets.

The heirs will owe \$2,733,750 in estate taxes that must be paid in full within nine months after Dr. Jones's death. Where will the kids get the money to pay the \$2,733,750 in Federal Estate Taxes? After the kids receive the \$2 million in life insurance proceeds, they should liquidate the \$500,000 investment account and the \$100,000 in the bank. After the liquidation, a tax bill of \$133,750 still remains. The IRA will be taxed at

the kids' current tax bracket if distributed and all of the other assets may be at the mercy of the current market due to low liquidity.

Where did Dr. Jones go wrong?

1. **Bad Titling:** He should not own his life insurance policy. An irrevocable life insurance policy trust would have taken \$2 million out of his estate.
2. **Advanced planning should have been considered:** Dr. Jones could have looked into advanced planning, such as gifting part of the estate. This would have provided the kids with tax-free money thus lowering the estate burden.
3. **Planning better in general:** A large portion of the estate is in non-liquid items. This makes it difficult for the kids to easily come up with estate tax money, causing them to use up most of the cash.

With the appropriate planning, Dr. Jones would have left more assets to his children instead of handing his life-long earnings to Uncle Sam.☹

Chad Olivier is owner of the firm The Olivier Group, L.L.C. 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. Securities and Financial Planning are offered through Linsco Private Ledger Member NASD/SIPC. Please note that the above article is for informational purposes only. It is not intended to serve as financial advice, nor is the Olivier Group specifically endorsed by the LDA. Financial planning requires detailed individualized analysis of each person's specific situation.

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LD louisiana state board of dentistry

*James A. Pearce, D.D.S.
President, Louisiana State Board of Dentistry*

Moving On Up

It is with great pride that I write this as my last article for the *LDA Journal* as president of the Louisiana State Board of Dentistry (LSBD). For many years, the board has been actively participating with the American Association of Dental Examiners (AADE). This organization is independent of the American Dental Association, and assists all state boards of dentistry in the conducting of their clinical licensing examinations. This third party independent evaluation is of utmost importance to the public whom we serve so as to make sure that new licensees practice at a threshold level of safety before being allowed to practice on the public.

I am now proud to announce that former board member Dr. White S. Graves from Monroe has been elected to the third vice-presidency of the AADE. He will ascend the ladder and become president within four years.

Dr. Graves has been an inspiration to all of us on the board and in his home community. Let me give you a little history.

He is a native of Crystal Springs, Miss. He married the former Linda Gayle Hindman of Springhill. They have three children, all of which are LSU graduates, and eight grandchildren. You may remember one of his children, Sol, who was the quarterback for LSU several years ago. He is now a practicing orthopedist.

Speaking of LSU football, Dr. Graves went to LSU on a football scholarship. He lettered from 1962 to 1964. He was a member of three bowl teams: 1962 Cotton Bowl, 1963 Bluebonnet Bowl and 1965 Sugar Bowl. He was Academic All SEC in 1964.

He graduated from LSU in 1965 with a degree in education. He then played four years of professional football, three with the Boston Patriots and one with the Cincinnati Bengals. Following his football career, he attended the University of Tennessee Dental School and graduated in March 1970. He was in private practice in Mississippi from 1971 to 1973, and has been in private practice in Monroe since 1973.

Dr. Graves has been a member of the American

Dental Association since 1971 and the Louisiana Dental Association since 1973. He served one term in the LDA House of Delegates, chaired the LDA state convention held in Monroe in the late 1970s and was honorary vice-chairman of the LDA meeting the following year. During the 1970s and 1980s, he served as a member of the LDA Council of Dental Care and chairman during its last year.

He served on the LSBD from 1993 to 2003 serving as chairman on numerous committees and president in 1999. He has also been a member of the AADE since 1993. He represented the AADE for four years on the ADA's CERP committee.

Since its inception, Dr. Graves has been a member of the Coalition of Independent Testing Agencies (CITA) and was vice president during 2006-2007.

He chaired the committee which administered the pilot examinations of ADEX in Mississippi and Alabama. He is presently serving as an examiner for CITA.

Dr. Graves has been active in the LSU Alumni Association ever since his playing days. He has served as vice president and president of the Ouachita chapter of the LSU Alumni Association. He also served for 11 years on the LSU Alumni Board of Directors serving in all posts. He was also the LSU Alumni representative on the LSU Athletic Council for six years from 1986 to 1992. He was the LSU "L" Club's man of the year in 1984.

In addition to all of his endeavors, Dr. Graves was able to coach youth baseball from 1970 to 1978 and youth football from 1974 to 1978. He is a founder of Ouachita Christian School, has served on its board of directors since 1974 and as chairman in 1988. He is an active member of the Forsythe Avenue Church of Christ where he teaches teenage and adult Bible classes.

He is presently serving on the board of directors of Sunnybrook Children's Home in Jackson, Miss., and Sunnybrook Estates, a nonprofit Christian retirement home in Madison, Miss.

Dr. Graves has shown his dedication to his God, family and profession in a manner which we wish we could all emulate. Louisiana truly has someone to be proud of and that someone is Dr. White S. Graves.

We can also be proud of three LSBDB members who are leaving because of term limits. The terms of Drs. Dennis Donald, Butch McVea, and Vance Wascom expire on December 31, 2007. Combined they total 34 years of experience on the board. Each has chaired numerous committees. Each has served in all capacities as secretary-treasurer, vice-president and president (Dr. Donald three times). Each has been in charge of managing the clinical licensing examinations. How can you replace them and their experience? You cannot. We only look forward to the governor to appoint three successors who will come to the board with the same dedication and energy as these three fine gentlemen.

We wish them well in all their future endeavors. They have already promised to assist as examiners during the CITA clinical examinations to be administered in Louisiana and other participating states. I hope you will consider doing the same to give something back to the profession we love so much and which has rewarded all of us so well. If you wish to volunteer as an examiner, you can call the board office or CITA directly at (919) 678-9792. They would love to hear from you. It is hard but rewarding work. ☺

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14th Annual LDA Alpine Lecture Series

February 2-5, 2008
Trappeur's Crossing
Resort
Steamboat Springs,
Colorado



Speakers:

Dr. Michael Kadair
David Nelson, J.D.
Dr. William van Dyk

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The LDA is an ADA-CERP Recognized Provider.

The room deadline has already past, but some rooms may still be available. Call Steamboat today at **(800) 228-2458** to reserve your spot.

Don't wait! Register today for the LDA's "coolest" C.E. event. The 14th Annual Alpine Lecture Series Mardi Gras Extravaganza will be located in the majestic Colorado Rockies at the exhilarating Steamboat Springs Resort. Don't miss out on this amazing opportunity to combine C.E. with a relaxing ski vacation.

All this fun and a tax write-off too!

Thanks to our sponsor: Robert Ellis and Associates (Event Partner)

For more information on lift tickets, ski school and shuttle pricing and to register online, please visit the LDA Web site at

www.ladental.org

Update on Medicaid Reimbursement Rate Increase from the Department of Health and Hospitals

Effective for dates of service on and after November 1, 2007, certain Medicaid-covered EPSDT Dental, Expanded Dental Services for Pregnant Women (EDSPW), and Adult Denture Program services will receive a reimbursement rate increase; and certain EPSDT Dental Program policy revisions will be implemented. Reimbursement may be delayed (and applied retroactively) due to necessary programming changes. Complete details will be placed on the www.lamedicaid.com Web site under the 'New Medicaid Information' and 'Fee Schedule' links. If you have questions, you may contact the LSU Dental Medicaid Unit at (504) 941-8206 or (866) 263-6534 (toll-free). You can also go to the LDA Web site at www.ladental.org to view a chart of past rates compared to rates as of November 1.

Parker Selected for Leadership Institute II



Jason Parker

Dr. Jason Parker was selected as one of 30 individuals nationwide to participate in the Healthy Smiles, Healthy Children Leadership Institute II held December 13-16, 2007, and continuing December 2008 and December 2009. The program is through The Foundation of the American Academy of Pediatric

Dentistry and will be held at the Kellogg School of Management, one of the 12 colleges and schools of Northwestern University, located on the Evanston campus in Chicago. The class will enroll in an educational engagement focusing on an array of topics important for leadership development. Enrollees will participate in learning experiences with some of the best and brightest minds in the field, and all curricular elements will apply to those in private practice,

academia and other pursuits in which they may be engaged.

Donaldson and Richardson Speak at LaCHIP Outreach Conference 2007



Panel Moderator Kyle Viator, DHH section chief, Eligibility Supports Section; Dr. Don Donaldson, chair, LDA Medicaid Task Force; Dr. Dionne Richardson, state director, Oral Health Program; and Darla Ratcliff, LA Medicaid Program Operations.

On Monday, November 5, Dr. Don Donaldson, chair of the LDA's Medicaid Task Force and Treasurer of DAP-PAC, and Dr. Dionne Richardson, state director, Oral Health Program, participated in a panel discussion at the LaCHIP Outreach Conference on Dental Care for Louisiana's Kids Through LaCHIP and Medicaid. Each panelist provided an overview of the availability of dental health services through LaCHIP and Medicaid. They were also asked to give a brief presentation regarding their work on behalf of children who are in need of dental care. Meeting attendees were also allowed to question the panelists.

NFDH Offers DentaCheques

In the spirit of this holiday season, check out a new Web site, www.dentacheques.org, for the National Foundation of Dentistry for the Handicapped's DentaCheques. It explains how dentists can realize significant savings on dental supplies while supporting expansion of the Donated Dental Services (DDS)

program. The 2008 edition of DentaCheques, which sells for \$110, contains 177 valuable offers worth several thousand dollars from 70 prominent manufacturers and distributors of dental supplies. Revenue from sales of DentaCheques funds expansion of the DDS program. More than 12,700 dentists volunteer in DDS, a significant humanitarian project that has provided more than \$116 million in comprehensive care to 77,000 needy, disabled, elderly and medically compromised individuals. Dentists can sign up to be a DDS program volunteer on the Web site.

Newly Elected Officers for the Louisiana Associations of Orthodontists



Dr. Paul Perry

Louisiana Association of Orthodontists consists of two associations, the Southern Association of Orthodontists (SAO) and the Southwestern Society of Orthodontists (SWSO), with the Mississippi River being the dividing factor. The SAO is a non-profit organization of 101

orthodontists in Louisiana. The LAO elected new officers at their annual meeting held at New Orleans. All officers listed below are members of the SAO or SWSO, the American Association of Orthodontists, the American Dental Association and the Louisiana Dental Association.

New Officers are: President, Dr. Paul Perry of Sulphur (SAO); President-Elect, Dr. Andre Frugé of Baton Rouge (SAO); Vice-President, Dr. W. Clay Cook of Shreveport (SWSO); Secretary-Treasurer, Dr. Mark Coreil of Ville Platte (SAO); and Past President, Dr. John B. Whitley Jr. of Baton Rouge (SAO).

The Southern Association of Orthodontists is one of eight regional subgroups of the American Association of Orthodontists. Founded in 1921, the SAO includes the states of Alabama, Florida, Georgia, Kentucky, Louisiana east of the Mississippi, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

Local Orthodontist Installed as Senior Director



Dr. John B. Whitley

Dr. John B. Whitley, Jr. of Baton Rouge recently completed his second term as secretary-treasurer of the Southern Association of Orthodontists. He has been installed as third senior director of the SAO, placing him on the leadership ladder to become President in 2012. Dr. Whitley also

served as 2007 president of LAO. He is a member of the Southern Association of Orthodontists, the American Association of Orthodontists, the American Dental Association, the Louisiana Association of Orthodontics, and the Louisiana Dental Association. He is board certified by the American Board of Orthodontics.¶

LDA Annual Session and New Orleans Dental Conference

April 10 - 12, 2008

Ernest N. Morial Convention Center

New Orleans, LA

www.nodc.org

**Online
Registration
Opens
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Well, finally there is such a place, and we are seeking only those doctors committed to high-quality, excellent patient care, and hard work. 6 Day Doctors see fewer patients than the norm, but produce more. We do more for our patients, such as: open Monday-Saturday, using the best technology and having specialists on staff. We do it ALL for our patients. We are growing, so we have doctor (and staff) positions available.....so stop dreaming, and contact us. We are the way of the future...www.6daydental.com or e-mail: jbond@6daydental.com.

WEST SHREVEPORT: Well-kept lease space. Available approximately in January 2008. Space has four treatment rooms and is fully equipped. All dental equipment and office furniture is for sale. Call (318) 688-4566.

Dentist needed for a new FQHC/Community Health Center in Albany, Louisiana. Salary commensurate with experience. E-mail CV to LBeauvais@shhc.org or fax it to (866) 343-8616.

BUSY DENTAL PRACTICE FOR SALE in wonderful Wichita Falls, Texas. Free standing building with 4,200 square feet general practice, also implants, bone grafts, in-house acrylic lab with lab man on site, 27,000 patients of record and 15,000 active patients. Practice is 18 years old, has 11 operatories, and is fee for service. Demographics: 110,000 population, 30 mile radius-500,000 populations, large NATO base (Sheppard Air Force Base), 90 minutes from Ft. Worth, 120 minutes from Dallas and 120 minutes from Oklahoma City, OK.

ASSOCIATE DENTIST NEEDED: Truly remarkable associateship awaits the right dentist that is looking for a practice with unlimited upside potential. Lake Charles, with its vast outdoor opportunities, can offer you a

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ASSOCIATE WANTED: Family dental practice seeking progressive dentist in the Lafayette area. Practice is established with patients and support staff. Please contact Dr. Colbert at (337) 231-5196 or e-mail colbertfamilydental@hotmail.com.

Classified Advertising Online

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 Web site 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 Web site 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.

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 in Baton Rouge. Please also check our Web site for the most up-to-date listing of all LDA-sponsored continuing education events (www.ladental.org).

DATE/TIME: January 18, 2008
COURSE TITLE: "Practice Management"
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR), call Dr. Joey Porter at (225) 291-9900 for registration information. AGD-PACE recognized provider.
INSTRUCTORS: Dr. Virginia Moore and Dr. Debbie Castagna
FEE: Free for CDEBR members, \$200 for non-members

LDA Bowden Leadership Development Conference, Friday, January 25, 2008, The Bluffs, St. Francisville, LA – for more information, call (800) 388-6642 or go to www.ladental.org. Registration is available online!

DATE/TIME: February 2-5, 2008
COURSE TITLE: Alpine Lecture Series Mardi Gras Extravaganza
CREDIT HOURS: 16 hours, clinical and practice management
DESIGNED FOR: all
LOCATION: Steamboat Springs, Colorado
SPONSOR: LDA, call (800) 388-6642 or go to www.ladental.org. Registration is available online! ADA-CERP recognized provider.
INSTRUCTORS: Dr. William van Dyke, Dr. Michael Kadair, and David Nelson, J.D.
FEE: \$379 for LDA members, other categories can be found online

DATE/TIME: February 15, 2008 (two half day courses)
COURSE TITLE: "Becoming Independently Wealthy Outside of Dentistry" and "Transitional Bonding"
CREDIT HOURS: 6.5 total hours, 3.5 clinical and 3 practice management, lecture
DESIGNED FOR: all
LOCATION: Pan American Conference Center, 601 Poydras St., New Orleans, LA

SPONSOR: Touro Rossner, contact Shelley Landrieu, seminar coordinator, at 504-523-6792 or slandrieu@bellsouth.net. AGD-PACE Recognized Provider.
INSTRUCTORS: Drs. Peter Glaser and Corky Willhite
FEE: \$95 per person

New Orleans Dental Conference and LDA Annual Session, April 10-12, 2008, Ernest Morial Convention Center, Hall H, New Orleans, LA – for more information, call (504) 834-6449, visit www.nodc.org, or e-mail norma@nodc.org. Registration booklets were mailed in December and are available to download from the LDA Web site at www.ladental.org. Online registration at www.nodc.org will be available January 1, 2008!

DATE/TIME: May 30, 2008
COURSE TITLE: "Dental Technology"
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR), call Dr. Joey Porter at (225) 291-9900 for registration information. AGD-PACE recognized provider.
INSTRUCTOR: Dr. Loren Levin
FEE: Free for CDEBR members, \$200 for non-members

LDA Summer Education Conference, July 30–August 2, 2008, Tops'1 Beach & Racquet Resort, Destin, FL – For reservations, call (800) 336-4853. For event information, call (800) 388-6642 or go to www.ladental.org. Registration will be available online!

DATE/TIME: October 17, 2008
COURSE TITLE: "Aesthetic Periodontal Procedures"
SPONSOR: Continuing Dental Education of Baton Rouge (CDEBR), call Dr. Joey Porter at (225) 291-9900 for registration information. AGD-PACE recognized provider.
INSTRUCTOR: Dr. P.D. Miller
FEE: Free for CDEBR members, \$200 for non-members

LSUHSC School of Dentistry Events 2008

LSUSD Alumni Reception/Reunions
(In conjunction with the LDA/NODA Conference)
Friday, April 11, 2008
The Plimssoll Club
New Orleans
5:00-7:30 p.m.

LSUSD 8th Annual Golf Classic
Friday, May 2, 2008
Tamahka Trails Golf Club
Marksville, Louisiana
8:00 a.m. Shotgun Start
(Reception held the evening prior)

For more information, call the Office of Community Affairs at (504) 941-8120 or e-mail jcourv@lsuhsc.edu.

Graduation Recognition Ceremony
Wednesday, May 14
LSUSD 4th Floor Administration Bldg.

Graduation
Thursday, May 15
UNO Lakefront Arena
10:00 a.m.

Advanced Education Graduation
Friday, June 29
UNO Lakefront Arena
1:00 p.m.

2008 Course Schedule

(All courses are held at LSUSD unless stated otherwise.)

COURSE NO.	DATE	DESCRIPTION & SUBJECT CODE		FEES	Cr.HRS C or NC
01-08	January 18 – 19 Fri.-Sat.	<i>Cosmetic & Restorative Dentistry</i> – The Two Day Course w/Dr. Jimmy Eubank Cancelled LIMITED ATTENDANCE	DDS Lab Tech RDH/Aux.	\$2,495 \$1,249 \$395	08L 08P C
02-08	January 18 – 20 Fri. – Sun.	<i>“Expanded Duty Dental Assistant”</i> a/k/a “EDDA” N/A w/Nancy Weiss, RDH, EDDA & Henrietta Frederick, EDDA at LSUSD in New Orleans, LA LIMITED ATTENDANCE	Aux.	\$389	24 L/P C
03-08	January 19 Sat.	<i>Digital & Conventional Radiology for Dental Auxiliaries</i> w/Dr. Kavas Thunthy and J. Sean Hubar in New Orleans, LA	Aux.	\$139	07 L/P C
04-08	February 7 - 9 Thurs. – Sat.	<i>Freehand Composite Bonding: The Structure Course</i> #780 w/Dr. Corky Willhite LIMITED ATTENDANCE	DDS DDS	\$2,995 \$2,995	15.25 L/P 15.25L/P
05-08	February 27 – March 2	<i>31st. Annual Periodontics Review Course</i> w/Dr. Yukna, Brannon, Caton, Caudill, Fowler, Hallmon, Hanes, Mellonig, O’Brien, Rapley, Rees, Serio, Shaklee and Vastardis	5-Day 3-Day	\$1,545 \$1,245	40 L/P 22 L
06-08	Feb. 29 – Mar. 2 Fri. – Sun.	<i>“Expanded Duty Dental Assistant”</i> a/k/a “EDDA” N/A w/Nancy Weiss, RDH, EDDA & Henrietta Frederick, EDDA at LSUSD in New Orleans, LA LIMITED ATTENDANCE	Aux.	\$389	24 L/P C
08-08	March 1 Saturday	<i>Digital & Conventional Radiology for Dental Auxiliaries</i> w/Dr. Kavas Thunthy and J. Sean Hubar in New Orleans, LA	Aux.	\$139	07 L/P
07-08	March 27 – 29 Thurs. – Sat.	<i>Cosmetic & Restorative Dentistry – The Three-Day Course</i> #780 w/Dr. Jimmy Eubank LIMITED ATTENDANCE	DDS Lab Tech RDH/Aux.	\$2,995 \$1,495 \$395	14 L 110 P C
10-08	May 23-25 Fri. – Sun.	<i>“Expanded Duty Dental Assistant”</i> a/k/a “EDDA” N/A w/Nancy Weiss, RDH, EDDA & Henrietta Frederick, EDDA Lafayette Community Health Care Clinic, Lafayette, LA LIMITED ATTENDANCE	Aux.	\$449	24 L/P
16-08	July 18-20 Fri. – Sun. Sept. 12-14	<i>Local Anesthesia for Dental Hygienists</i> w/Drs. Michael O’Brien and Frank Drongowski	RDH	\$1,295	72 L/P C
18-08	Sept. 26-27 Fri. – Sun.	<i>The Clifton O. Dummett Jr. Memorial Lecture on Dentistry for the Pediatric Patient</i>	Aux.	\$449	24 L/P

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Or write to: LSUSD, Continuing Dental Education, 1100 Florida Avenue/Box 142 - New Orleans, LA 70119-2799

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

It's Good To Be Green – Part 2

Our research facility located in Dry Prong has been inundated with a substantial amount of angry and threatening mail from many within our membership concerning our recently published (18 months ago) paper, *It's Good To Be Green*. Our staff cannot possibly answer all of the cards, letters, and subpoenas that many of you have thoughtfully sent. Indeed, it is my sincere hope that this column will clear up most, if not all, of the errors and recommendations that were made that resulted in any problem(s) you may have had personally.

Let us begin with the first and perhaps worst mistake. Sentence number two, within paragraph three should have said: we recommend toilet paper **made** from recycled paper...the inadvertent word misplacement and syntax error has caused some of our membership grievous moments. Please, I cannot emphasize strongly enough, **do not** use recycled toilet paper.

Another recommendation that must be corrected comes from paragraph five, sentence number six. It should have stated: we therefore highly recommend patient bibs **made** from palm leaves...we have been contacted by the city attorney of Grand Isle because many of the palm trees located along the beach area are missing their leaves. It seems that several dental assistants have been caught removing said leaves and some have actually found their way on Ebay. According to the city attorney, this has had a very negative impact on tourism and a number of suits have been filed. Let's be perfectly clear on this matter. A palm leaf actually makes a dandy patient bib, but just say no for the sake of keeping our beaches pristine.

One mistake that I must personally take the blame for is actually all of paragraph nine. This was my attempt to help the doctor and staff go paperless by keeping all pertinent banking and patient data within a **secure firewalled** computer server. It seems that at least six of our members have had identity thefts.

Actually one member has lost nearly all of his patients to the person who stole his identity. Seems they just prefer going to the other guy, who incidentally is not a dentist.????

Regretfully, an important sentence was completely left out within paragraph 12. This paragraph specified ways to use photovoltaic, or solar cells, to harness the energy of the sun to heat and cool your office. We actually had a member dentist in the extreme northeastern part of our state build and equip his office with solar cells to provide electricity for his heating and air. Unfortunately, he did not have a conventional back-up system in place. It was also unfortunate that the good doctor suffered frostbite on several of his toes and one ear during a lengthy crown and bridge procedure he performed on a cloudy day last winter. I am happy to report that he has almost completely recovered and we have settled out of court.

It is also with sadness that we must not continue to recommend linoleum manufactured in Breaux Bridge. You may recall (paragraph 17, sentence 42) that our testing facility evaluated flooring material made from chitin, which is of course a polysaccharide found in the exoskeletons of crawfish (crayfish). This substance proved extremely durable during our research and we gave it our highest rating of five molars. It was indeed, too good to be true. It seems that if any water is spilled, it will become extremely slippery and smelly. Even though this product remains very popular in some areas of our state, we can no longer recommend it.

Finally, we are still looking for volunteer doctors and staff who would agree to wear and evaluate diapers provided by NASA. We believe that the savings of using less water and time away from patients will more than offset the costs involved. They actually come with Velcro tabs for the elderly and very young dentists. Be sure and call or drop us a line if you wish to be a part of our evaluation team.☺



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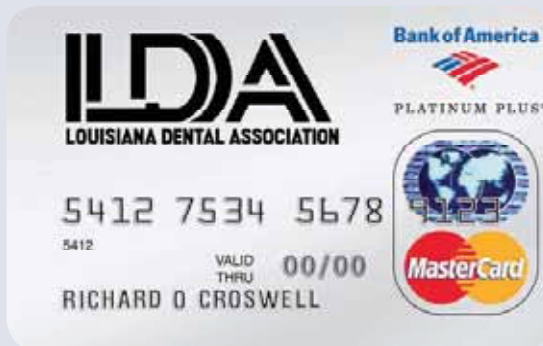
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