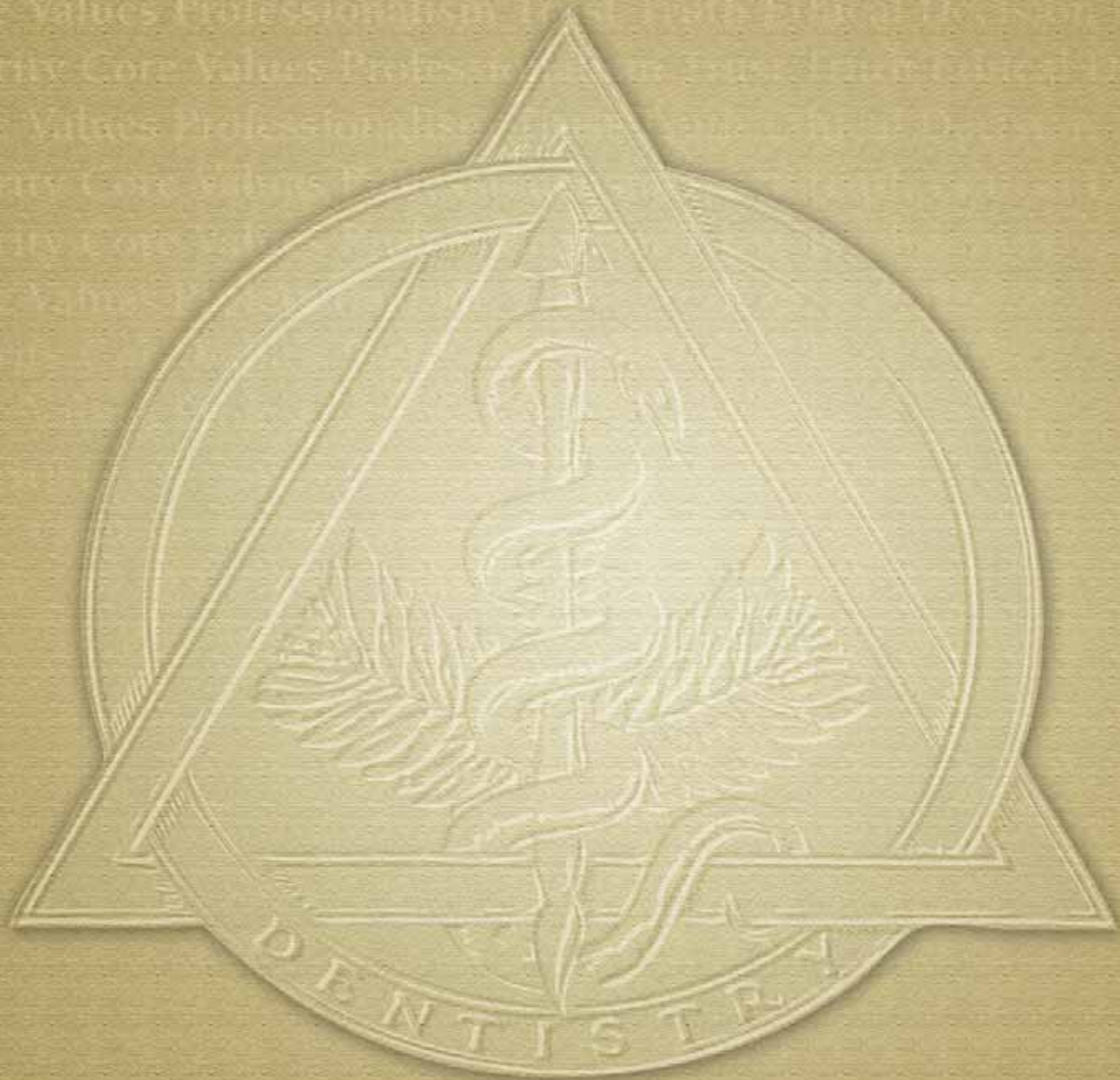


LDA VOL. 67, NO. 4 **WINTER 2008**

Journal

Journal of the Louisiana Dental Association



Positive Ethics: Active Pursuit of the High Ground



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LDA Journal

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JOURNAL of the Louisiana Dental Association (USPS284620) is published quarterly at 230 Carroll St., Suite 2, Shreveport, LA 71105, in March, June, September and December, and is the official publication of the Louisiana Dental Association. Opinions and statements expressed, however, are those of the writer and not necessarily those of the Association. Original articles published herein become the property of this publication. Subscription price is \$15 per year for members, \$30 per year for non-members and \$65 per year for foreign subscribers. Periodicals postage paid at Baton Rouge, Louisiana, and additional mailing offices.

The publication of an advertisement in the LDA Journal is not to be construed as an endorsement or approval by the Louisiana Dental Association or any of its component associations of the product or service being offered.

Postmaster: Send address changes to Louisiana Dental Association, 7833 Office Park Blvd., Baton Rouge, LA 70809.

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: The LDA's 2009 L.H. Bowden Leadership Development Conference will be held on January 16, 2009, at LAuberge du Lac Casino Resort in Lake Charles, La. Geared towards LDA and component leadership, the Bowden Conference guest speaker, Gail Kelley, will present "Positive Ethics: Active Pursuit of the High Ground," a highly interactive session to practice the utmost moral behavior. She will focus on the importance of honesty, and the impact it has on employee-patient interaction, especially in a high trust organization such as ours.

Using case studies, discussion and reflection, Kelley will illustrate ways that you can transform your practice into a high trust area that produces optimum staff performance.

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



from the editor

Dr. David N. Austin
Editor, LDA Journal

Ethics: A Set of Moral Principles or Values

When I was just a little dentist many years ago, I had a nice middle-aged lady that came to me as a new patient. As I was examining her and her x-rays, it was quite evident that the crown on tooth 15 was probably the worst crown I had ever seen.

After I told her it needed replacing, she became visibly upset because you see Dr. X, a prominent dentist in our town had placed this crown only 3 years ago. I thought to myself that this Dr. X must not be so great after all. Thankfully, I kept my thoughts to myself and actually defended Dr. X, and stated that he was highly regarded in our profession. I replaced the crown at a subsequent appointment.

Imagine my distress when I saw on her x-rays six months later that the new crown on tooth 15, actually looked worse than the one done by Dr. X. You see, not only was this a nice, middle-aged lady, she was also a severe dental phobic with a gag reflex who refused anesthetic even though the tooth hurt to look at it. My admiration for Dr. X took a great leap. I eventually was able to redo the crown, but not until I had used every communication skill I could muster to convince her.

Some time later I relayed this tale to the good Dr. X at a local dental meeting. He too, remembered the nice, middle-aged lady, and was glad she was no longer his patient. He called me the next day to let me know that he actually did the crown on tooth 2, not 15.

Sometimes things aren't always the way they seem. Ethical behavior, treatment and communication are ways to remain above the cloud of doubt. We should treat all patients as if they were family. We should always say something positive about a member of our profession even in the face of adversity. We should continue to strive for perfection, and yet realize that all of us, including me and you and our patients, are only human.

Dr. Don Donaldson's article on pages 7-8, "Professional Ethics: a short course in dental school or a way of life?," is a must read. His four recommendations at the end are first rate. Please take the time to read it you will be glad you did.

If all of us continually strive to be the best that we can in all ways within the dental profession, we can continue to keep this profession great... or not. It is up to us, isn't it?

L.H. Bowden Leadership Development Conference

Friday, January 16, 2009

L'auberge du Lac Casino Resort, Lake Charles, La.

"Positive Ethics: Active Pursuit of the High Ground"

The L.H. Bowden Leadership Development Conference has been training LDA leaders to work effectively within the association for 42 years. Registration is free, and attendance is COMPULSORY for component officers as well as for LDA officers, directors, and committee chairs.

Register online at www.ladental.org or call (800) 388-6642.



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LDA from the president

Dr. Maurice B. "Marty" Garrett
President, LDA

Utilize Your LDA Member Benefits and Save Money

I can appreciate the concern we all have as our economy has taken a significant downturn. I know many patients may choose to postpone elective procedures until their financial outlook improves.

Several member benefits of your LDA can be helpful at this time. Many of you will want to reassess the use of the LDA/LDS Endorsed Products and Services Program. Significant savings can be found from dental supplies to office products. Also, marketing items like Web site design may better promote your procedures to your patients. Endorsed services like CareCredit may be helpful for your patients to proceed with their dental care on schedule. Visit our Web site at www.ladental.org to review these endorsed products and services. You can also request a Ready Reference Binder from the LDA office that lists these endorsed companies. However, the Web site is always the most up-to-date location for information.

LDA members may also want to take another look at treating children and adult denture patients through Medicaid. The lobbying efforts of the LDA has helped increase reimbursement rates for seven consecutive years for the children's EPSDT program. These patients may help to complete your patient schedule while improving access to care for these deserving folks.

A truly significant membership benefit is the continuing education courses that our association offers! The Last Chance Seminar with Dr. Ed Suh was a record success, AND at a very affordable price of \$109 for LDA members. The Alpine Lecture Series Mardi Gras Extravaganza allows you to take your family on a tax write-off ski trip, providing a great family experience and quality courses. The LDA Annual Session and New Orleans Dental Conference April 2-4, 2009,

will provide up to 18 hours of C.E. at an incredible price of \$300 for LDA members who register before late fees apply. Please continue to take advantage of these great money-saving opportunities.

The encouraging truth is that our members are able to enjoy a rewarding profession and continue to be the leaders in oral health care for our state! Your LDA leaders and central office are ready to help you and your practice. Please call us for any assistance that we can provide to you.

I wish you all a very Merry Christmas and an outstanding start in 2009. God Bless!



Special Smiles needs you!

Healthy Athletes
Special Smiles

Special Olympics developed the "FIT" with SOLA Program to address the medical needs of our athletes as well as witness to medical and dental professionals the abilities rather than disabilities of our athletes. Since its inception, a few years ago, we have had over a 600% increase in the number of participants! One of the disciplines offered through the program is *Special Smiles*, which focuses on dental care by conducting preliminary dental screenings to reviewing injuries, missing teeth, decay and dental history. Local dentist inform athletes of the best practices to take in keeping that "special smile" while giving out pertinent prizes such as toothpaste, floss and toothbrushes. Special Smiles has a state clinical director in charge of the program but a volunteer assistant is needed to:

- recruit qualified volunteers (dentists, dental students, hygienists, and non-professionals)
- handling of all logistics on site during an event

Training will be provided by Special Olympics International.

For more information log onto
www.laso.org
Interested volunteers contact:
Dana Hickman
Director of Volunteer & Program Mgt.
985-345-6644
dhickman@laso.org







Dr. Ed Silva, a Fortress Dentist.

I live

in Edina, Minnesota. I came to the States as an exchange student from Spain, and stayed for college. Got my DDS at the University of Minnesota.

I practice

general dentistry. My partner and I have had our practice, York Dental, for 11 years. I really enjoy the cosmetic cases, the before and after is very satisfying. I've had patients hug me they were so happy.

I recharge

by playing soccer. It's a great stress reliever, mind cleanser. Our team has been together for 8 years, playing winter and summer, with league games on Sundays. And of course, beers afterwards.

I love

my children, spending time with them. I have two boys. We bike around the lakes, play soccer, go up to our cabin in Wisconsin to fish and jet ski.

I plan

to expand our practice to a network of offices in the metro area. We have two offices now, and plan to add a third soon. I like the business side of dentistry.

I hope

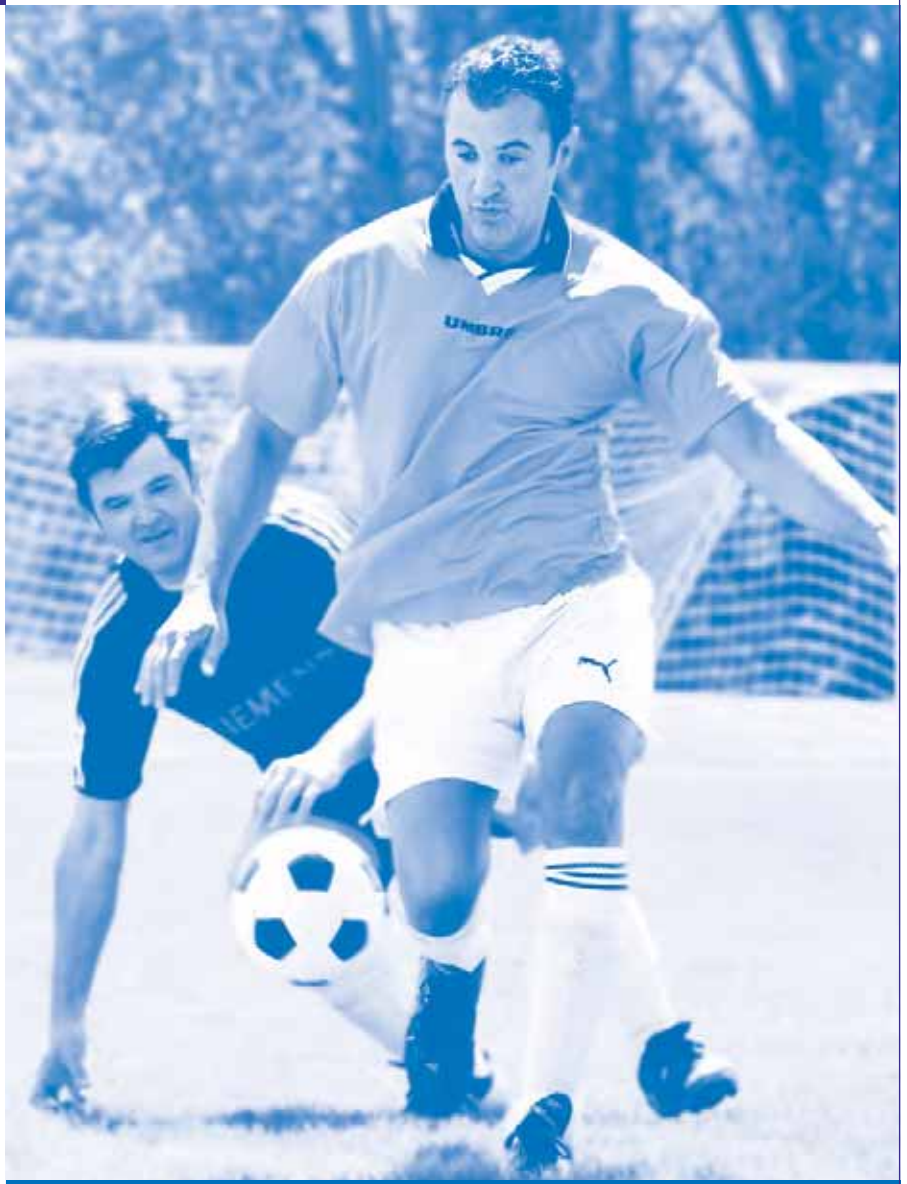
to see my children develop into good people, and to guide them to achieve their goals. And I can see having some grandkids.

I admire

my patients. Sometimes they have to sit for hours with their mouths open, and they rarely complain.

I recommend

Fortress professional liability coverage. Great customer service. My agent is always available and very helpful. The coverage is very complete, and the prices are competitive.



Fortress Insurance Company is owned and operated by dentists, and only insures dentists. Professional liability coverage from Fortress provides aggressive claims defense, valuable risk management, and outstanding customer service. To get Fortress protection, call one of our agents at Robert Ellis & Associates: Stormy Blair, Matt Hightower, or Chris Richert, 888-503-5547. Tell them Dr. Silva sent you.

Robert Ellis & Associates is endorsed by the LDA

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Dr. Eugene John Fortier, Jr. Memorial

Dr. Eugene John Fortier, Jr. of Metairie passed away on Sunday, November 16, 2008, at the age of 88. Dr. Fortier was the 1975-76 president of the LDA.

He graduated from the Loyola School of Dentistry in 1951. He proudly served his country in the U.S. Army during World War II, the U.S. Air Force and the Army National Guard. He was a member of numerous organizations and clubs, including the Knights of Columbus Marquette Council #1437, past president of the New Orleans Dental Association and a member of the Louisiana State Board of Dentistry. He was an



avid sports fan and cheered for the Saints, Jazz, Hornets, LSU and Jesuit. He also enjoyed golf, Round Dance, Dragons Social Club and playing bridge.

Dr. Fortier is survived by his wife, Euna L. Fortier; his daughters, Jeanne F. Augustin, Clea F. Plaisance and Renee F. Bujol; his son, John Nelson Fortier; and his 12 grandchildren and one great granddaughter.

For those so desiring, memorials in honor of Dr. Fortier may be made to the American Diabetes Association, Jesuit High School or Loyola University.

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feature LDA

Dr. Edward L. "Don" Donaldson, Jr.

Professional Ethics: a short course in dental school or a way of life?

Mrs. Goodfill's previous dentist, Dr. Noble, has charted six fillings and one crown, and she is very concerned whether this work is necessary. Dr. Noble has been her dentist for sometime and prior to this she had great confidence in him. However, at a friend's bonko party, she heard that many dentists could not be trusted. She had therefore decided to seek a second opinion.

At Dr. Healsall's office one week later, she was understandably nervous and confused. When Dr. Healsall entered the room, his appearance and his demeanor portrayed obvious concern. A quick look at the radiographs showed his dismay. His clinical exam, head shaking and subtle innuendoes to his assistant confirmed his differing opinion. He could only see three cavities, and also felt the crown was unnecessary even though there was a fractured restoration and partially compromised cusp. His response to Mrs. Goodfills question about Dr. Noble was quite telling. His look, the tilt of his head and raised eyebrows told the story. All of these combined to say Dr. Noble is out to steal your money. However, he (Dr. Healsall) would be happy to take you on as a patient. This example begs the question: How many dentists are exposed to this situation or one similar to it every day?

What is professional ethics? In dental school, it is a short course that is often taught by an attorney with very little participation from dentists. Students are in the throes of lectures such as Gross, Biochem, Neuro, etc. They haven't even had a glimpse at what it is like to be a practicing dentist yet. In private practice, professional ethics is a way of practicing. It's a transition that is being missed as our students leave dental school.

One could argue that ethics lessons began when we were children. Even though we were not practicing our profession, we were in the practice of becoming good contributing members of society. We learned at early ages that it is not acceptable to lie, cheat or steal. It is

probable that many of us consider ourselves moral and Christian people. We are even charitable in our giving, and our profession has afforded us the opportunity to be so. We often think of how we can make a difference in our communities and churches.

We tend to quickly forget our childhood lessons when a patient walks into our office with checkbook in hand. We may lie when we say we know what caused the failure of a tooth that has been recently restored by another dentist. We may cheat when we say that our restoration would have been different and better. We may even steal when we sign that patient up for our great treatment plan that is going to save their mouth from failure.

There are two lessons that I have learned from doing dentistry with multiple doctors over the last 40 years. The first is that I can never guarantee when a tooth will fail or succeed. A stainless steel crown and pulp has an 80% chance of success. Period. It can be perfect and still fail. I've seen well placed amalgams fail within two years. I won't even go into how many composites we have seen fail. The mouth is an unpredictable variable. We don't know the outcome of our work. All we can do is our best and be honest with the patient when and if it does fail.

The second lesson would be that no dentist has the same treatment plan. Even though every doctor who has worked in our office has been trained the same, we all find different sticks based largely on the discrepancy in explorers. We often differ on whether to treat incipient lesions; we might vary on when to do space maintainers; we differ on when to retreat previous work that is failing by us or another dentist, and we might differ on what material to restore it with.

In my previous example, there was no effort by Dr. Healsall to explain anything pertaining to the two lessons that I have described. There was no attempt to speak kindly or highly of Dr. Noble or any practicing dentist. Unfortunately, Dr. Healsall just removed

Continued on page 8.

Continued from page 7.

another brick in the foundation upon which this profession is built. When we speak poorly of other dentists, it will ultimately reflect on us and the entire profession.

I am constantly encouraging my daughters and staff not to bring me a problem without also bringing a solution. So my recommendations on which direction to go from here can be focused on the following areas.

First, the dental school curriculum must be changed. Though the basic principles of ethics may have been taught, ethics can not be conveyed in only one course. It must be presented daily with examples and solutions by the doctors on the clinic floors.

Secondly, the LDA needs to become a major advocate on the subject and address the terrible problems and consequences of ethical violations by member dentists. Local components should be urged to get involved by bringing this issue to the forefront

at meetings. A series of mailings should be undertaken to member dentists elucidating various situations and solutions that dentists are faced with on a daily basis.

Thirdly, the State Board needs to actively and aggressively pursue individual dentists guilty of ethics infractions. In comparison to advertising violations, ethics has achieved minimal press time.

Fourth and most importantly, every single practicing dentist must share some responsibility for not recognizing and addressing the root causes of this difficult issue. Why is our code of ethics not published in every office? Why isn't it printed in our patient literature? Why isn't it posted on our Web sites?

I truly hope that most, if not all of you, see this issue in the light in which it has been presented. The status that our profession has enjoyed for the last century is rapidly eroding. It is under attack. The burden of change is on us as individual dentists. The time to start is now.



ADA[®]

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Give Kids A Smile Day February 6, 2009

The annual Give Kids A Smile (GKAS) program, scheduled for February 6, 2009, is designed to provide education and preventative and restorative care to low-income children who do not have access to care. Many of the children involved in this program have never received proper oral health care or seen a dentist, so your contribution would likely have a significant impact on their lives.

Dentists are welcome to coordinate their own programs, but it is not mandatory to be able to participate. If you would prefer to join an existing group, the LDA can connect you with a program in your area. To sign up or receive more information on this program, visit the LDA Web site, www.ladental.org, the ADA Web site, www.ada.org, or call the LDA office at (800) 388-6642.

L.H. Bowden Leadership Development Conference

January 16, 2009

“Positive Ethics: Active Pursuit of the High Ground” Presented by Gail R. Kelley



Who? LDA Leaders and Incoming Component Officers

What? A highly interactive session to practice the highest moral behavior - telling the truth.

Where? L'Auberge du Lac in Lake Charles, La. This scenic, luxurious location offers a challenging, 71-par golf course, a variety of delicious dining choices, a shopping center and a 30,000 square-foot casino.

When? Friday, January 16, 2009, from 8 a.m. til 1 p.m. (includes lunch)

Why? This is a refresher course in ethics and integrity to aid you upon taking your role in LDA leadership.

For more information about this event or to register for this event, call the LDA office at (800) 388-6642 or visit the Web site, www.ladental.org. Online registration is currently available.



LDA

louisiana dental services, inc.

*Dr. C. Richmond Corley, Jr.
Senior Vice-President/CEO, LDS*

Your Use of Endorsed Products and Services Translates into More Membership Benefits

Believe it or not, 2008 is finally going to come to an end in just a few more days. I dare say that not one among us could have predicted on January 1 of this year, among other things, just what a business rollercoaster we would be on as the year came to an end. That having been said, I am pleased to report that through the generous support of the LDA/ LDS Endorsed Products and Services Program by you, the LDA membership, LDS has enjoyed another successful year. The LDS Board is pleased to announce that once again in addition to meeting all of its budgeted obligations to the LDA and other board approved business obligations, it has voted to pay a stock dividend in the amount of \$10,000 on or before December 31, 2008, to the LDA.

“The LDS Board...has voted to pay a stock dividend in the amount of \$10,000 on or before December 31, 2008, to the LDA.”

The LDA/LDS Endorsed Products and Services Program is composed of companies that have been reviewed and evaluated by the LDS Board before being recommended to the LDA Board of Directors for endorsement by the LDA. LDS then functions to manage the endorsement agreements that are signed to insure that LDA members get the best possible delivery of service(s) and/or product(s) at the best possible pricing for those items covered by the agreement.

This management function by LDS allows you and your staff to purchase these goods and services without the worry of quality and/or agreed upon pricing of the service(s) and product(s). You and your staff's valuable time will not be spent reconciling a problem that

may arise through your participation in the LDA/LDS Endorsed Products and Services Program. LDS will handle this for you!

The LDA/LDS Endorsed Program came into being in 1991 and has steadily expanded its base of endorsed companies over the ensuing years. The program has seen a number of vendors change over the years for a variety of reasons. Currently, the program covers some 20 endorsed companies with potentially four more coming into the program after the beginning of 2009. Two of these would be new to the program and two would be simply replacements to the

existing group.

I strongly urge the many of you who have been satisfied partakers of the resources available through the LDA/LDS Endorsed Products and Services Program over the years to spread the “good” news to the other members of your respective LDA components. More participation simply translates into more royalty revenue earned by the program which can then be shared with the LDA for use as both direct and indirect membership benefits.

As always, we at LDS appreciate all you do to make what we do for you a success. May each and every one of you and your families enjoy a fantastic holiday season and a prosperous New Year!



For a complete listing of endorsed companies, visit www.ladental.org.

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– Niki Bellot, business assistant for Dr. Paul Neumann



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LDA council on the new dentist

Meghan Speakes
LDA Intern

Over 120 Attendees Take Advantage of Getting a “Last Chance” at C.E. with the LDA for 2008

It was the final opportunity to earn C.E. hours from the LDA in 2008, and many Louisiana dentists made the most of it. More than 120 dentists, students and staff members showed up at the Embassy Suites Hotel in Baton Rouge on November 21, 2008, for the LDA Last Chance Seminar.

Dr. Ed Suh, Clinical Director at the Nash Institute for Dental Learning, presented “Practically Incorporating Esthetics into a General Dental Practice,” a lecture which taught participants how to put into action basic steps that will benefit their dentist-patient relationships. Suh emphasized the fact that this could be done even with the current economic constraints. His presentation, which included a separate afternoon breakout session for dental staff, was a real hit with the attendees. Dr. Elizabeth Guerrero, a general dentist in Baton Rouge, praised him, saying, “Dr. Ed Suh is an excellent speaker. He relayed the information to us very well, and made it informative and fun all at the same time.”



LDA Council on the New Dentist Chair Dr. Courtney Richter (center) thanks Dr. Ed Suh and his business coordinator Heather Hennen for presenting at the seminar.

At noon, the participants took a break from learning to enjoy a lunch of catfish and jambalaya at the hotel before going back for the second half of the presentation and the breakout session for team members. The event’s sponsors also rewarded a few lucky participants for their attendance. Dr. Robert Gueringer and Dr. Jimmy Granger won prizes from Robert Ellis & Associates (REA) and the Louisiana Army National Guard. And, Stormy Blair, a representative from REA, presented LSUSD senior Lynda Harhad with \$200 as the winner of the student drawing.

As always, it is important to thank our sponsors; they make it possible for the LDA to offer its members affordable C.E. opportunities such as this one. Robert Ellis & Associates is the events partner for all LDA C.E. programs, and other sponsors were Henry Schein Dental and Louisiana Army National Guard.

To see more photos from the Last Chance Seminar or to get additional information regarding one of our other events, visit the LDA Web site at www.ladental.org or call the office at (800) 388-6642.



Left: LDA Director Dr. Trey Carlton (right) was instrumental in helping to bring speaker Dr. Ed Suh to Baton Rouge for the seminar. **Middle:** LSUHSC School of Dentistry 2008 graduates attending the seminar are (front row, left to right) Drs. Patrick Briese, Reena Oza, Bridgette Vidrine and Blake Comeaux. (Back row, left to right) Drs. Justin Tarver, Dustin Kidder, Eryk Hargrove, Stephen Babin and Chad Biggio. **Right:** Classmates Drs. Monica Blancas and Allison Moise-Hamada visited during lunch.



Clockwise from top left:

LDA Executive Director Ward Blackwell (right) presents Dr. Jimmy Granger (left) with the door prize sponsored by the Army National Guard.

Robert Ellis & Associates representatives Stormy Blair (left) and Matt Hightower (right) award Lynda Harhad, a dental student, \$200 for attending the seminar.

Robert Ellis & Associates representatives Stormy Blair (left) and Matt Hightower (right) presents Dr. Robert Gueringer with a door prize.

(From left) Matt Hightower and Bob Ellis of Robert Ellis & Associates talks with Dr. Douglas Strickland about a quote.

Over 120 registrants attended the LDA's Last Chance Seminar.

Drs. Greg Hill and John Ory use the break as an opportunity to catch up.

Dr. Aubrey Durr talks with Mickey Cherry of Henry Schein.

Drs. Ben and Katie Beach are all smiles at the seminar.





LDA

from the executive director

Ward Blackwell, M.J.
LDA Executive Director

Weathering Tough Times: How the LDA Keeps Money in Members' Pockets

Just about anyone you talk to these days has concerns about the nation's economy. The country is officially in a recession, and most forecasters don't see it ending before the middle of next year.

With just a few exceptions – State government most notably – the downturn isn't quite as severe in Louisiana as the rest of the country. That doesn't change the fact that many folks are feeling cautious about their money. This even includes some dentists with whom I've spoken recently who say their practices are doing fine, but they still feel inclined to play things "close to the vest" financially.

The leadership of the LDA is keenly aware of this. There is no dues increase for 2009. The LDA Budget Committee recently tightened its belt and produced a balanced budget for the LDA Board to consider despite using very conservative revenue estimates for next year.

Yet, the member benefits and services available in 2009 may offer the most value ever. In fact, your ADA/LDA membership could very well be one of the best investments you could make in uncertain economic times.

Consider that the revenue shortfall looming for the State is almost certain to mean cuts to Medicaid. Yet, the LDA has already successfully lobbied to ensure that the \$15 million procured for dental reimbursement rate increases this year will be used for that purpose and not to offset shortfalls in other areas. Moreover, the LDA has received assurances from the Secretary of the Department of Health and Hospitals that he has no intention of seeking cuts to dental Medicaid in fiscal year 2009-10 despite predictions of a shortfall in state revenues of nearly \$2 billion.

Consider that the State's fiscal woes will put pressure on legislators to not only make budget cuts, but to increase revenue. One possibility that has been floated in lean times before is the elimination of certain tax breaks, not unlike the tax exemption that applies to many of the materials used to treat Louisiana dental patients. With member support, the LDA will staunchly defend against any effort to eliminate this tax exemption, which can potentially save a typical practice (and the patients in it) thousands of dollars each year.

Consider that the member price (a \$350 discount compared to non-members) for the New Orleans Dental

Conference & LDA Annual Session has not increased for a second straight year. Yet, there's more C.E. available than ever – three *full* days of quality seminars. The awesome speaker line-up includes such noteworthy presenters as Dr. Sam Low, Lois Banta, Dr. Jon Suzuki, Dr. Peter Jacobsen, Mary Costello, Dr. Stanley Malamed, Dr. Charles Blair and Dr. Bruce Small. The program also includes several outstanding hands-on workshops and a welcome reception at Blaine Kern's Mardi Gras World. What a deal!

Other LDA C.E. meetings will offer exceptional value in 2009 as well. The Alpine Lecture Series in February will be held at Squaw Valley USA, above the stunning vistas of Lake Tahoe. Not only is the member registration the same as last year (a \$100 discount compared to the non-member rate), but the combined cost for lodging, lift tickets and transportation may even be less than the year before.

Likewise, the 2009 LDA Summer Education Conference will offer members a \$100 discount on registration plus rates on accommodations that are actually lower than last year. And, by attending the risk management seminar during this conference, dentists can receive a 10% discount on professional liability insurance for three years.

Still not sure it's worth it to write that dues check? Consider that the LDA now endorses 22 companies that offer a wide range of quality products and services that can benefit virtually every dentist. These range from all kinds of insurance (including the best deal on professional liability coverage around) to office supplies (minimum 4% member discount) to a wide range of financial services (no credit crunch for LDA members!). LDA's subsidiary, Louisiana Dental Services, Inc., has negotiated special LDA-member pricing on all the endorsed products and services. With member discounts up to 15%, you only have to use a few of these products and services to realize savings that easily exceed the cost of your annual association dues.

All in all, your association is more essential than ever to the vitality of the dental profession, especially in these challenging times.

2009 Membership Dues Invoice

2009 Membership Dues Invoices were mailed November 28, 2008. If you pay your dues **annually** and have not received your invoice, please 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 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. Prepayment Plan - Members currently enrolled in the Prepayment Plan will have completed paying for their 2009 dues by January 1, 2009, and will begin paying 2010 dues mid 2009.
4. Members may enroll in the 2010 prepayment plan once their 2009 dues are paid in full.

For more information on the prepayment plan, please call Sharon Elliott at (800) 388-6642 or (225) 926-1986 or e-mail sharon@ladental.org.

NEW Payment Option for 2010 Dues

Members may now prepay their membership dues in 12 monthly installments by **Automatic Bank Draft**. Prepayment for 2010 dues will begin January 15, 2009. For more information on the 12 month prepayment plan, please call Sharon Elliott at (800) 388-6642 or (225) 926-1986 or e-mail sharon@ladental.org.

*Payments must be paid in full.



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- Chairman's Cup Golf Tournament

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- Invisalign I and II
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ALWAYS A TIGER

Submitted by the LSUHSC School of Dentistry

After so many years, he still remembers one of the most important moments in his life. On Friday, January 16, 1973, at 8:15 a.m., Henry Gremillion found out in person that he had been accepted into the D.D.S.



Dr. Henry Gremillion, new dean of the LSU School of Dentistry.

program at the LSU School of Dentistry. The elation he felt when that door opened is still obvious today.

How this came about was a complete surprise. After applying to go to dental school, he decided to visit the school since he had never set foot on the campus. So, he drove the 170 miles from his hometown of Cottonport, a scenic town in central Louisiana with a population of 2,000 that's located on the banks of Bayou Rouge. Upon his

arrival at the LSUSD, he was warmly greeted by Mrs. Grace Voigt, head of student affairs, who told him, "Congratulations, Henry, you have been accepted."

How fitting that 35 years later, Henry Gremillion, D.D.S., M.A.G.D., teacher, clinician and researcher, stood on the steps of his alma mater, welcoming the 215 alumni who came to celebrate Alumni Day 2008. He does this with the same easy warmth he experienced with Mrs. Voigt. The big difference is that now he is the leader. On October 1, 2008, he was named the new dean, the sixth dean in the school's 40-year history. He was selected after a year-long national search as the one to guide the school beyond the past three years of recovery into what he sees as a renaissance.

Now he must decide how to turn the lessons of surviving Katrina into an era of thriving, tapping into the potential of what he calls "the golden age of dentistry."

"There has never been a better time to be a dentist," he says. "There have been so many improvements in technology and techniques. In this age of information, the public knows more and wants more. And, we have more to give."

The life of Henry Gremillion is a life of giving. At the age of 15, he was asked to coach a little league baseball team in Cottonport. He loved baseball and derived great satisfaction in teaching others. For the next 25 years, he served as a coach.

Teaching and helping others is a central component

of how he enjoys life. From 1977 to 1989, he derived great job satisfaction as a private practice dentist in Cottonport. Yet, he yearned for the challenges of academia and, in 1989, entered the advanced education program at the University of Florida College of Dentistry in Gainesville. During the next 19 years, he compiled a stellar career at UFCD. He was named the Parker I. Mahan Endowed Professor of Orofacial Pain in the Department of Orthodontics and a member of the Shands Teaching Hospital. He also served for 17 years as director of the Parker E. Mahan Facial Pain Center and its fellowship program in craniomandibular dysfunction. Since 1986, he has been a member of the associate faculty of the L.D. Pankey Institute for Advanced Dental Education. In 2005, he was appointed associate faculty at the Dawson Center for Advanced Dental Education.

"People ask me why I decided to come back to Louisiana," he said. "Well, I never was a gator. That's for sure. I was always a tiger, always the purple and gold."

Even with his cheerful disposition and optimistic outlook, Dr. Gremillion knows the problems at LSUSD are deep and real. "Many of our facilities have not been upgraded since the school opened in 1972. The student wet labs are in deplorable shape. They must be renovated as soon as possible. Then, we must renovate and upgrade the simulation labs and preclinical labs." The timeline for the lab renovations will be at least three years.

All three auditoriums in the Administration Building are slated for renovation as well. The two small rooms should be completely redone by early spring. Then, work will begin on the big auditorium, a room that is original to the school and long outdated.

"The labs and auditoriums are the first items on a long list of improvements we have to make in order to stay true to our mission – educating the highest level general dentist," added Dr. Gremillion.



Student web lab that has not been renovated since the opening of the school in 1972.

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LDA feature

Annette Droddy
LDA Director of Communications and Public Affairs

LDA Delegates and Alternate Delegates Attend 149th ADA Annual Session

No margarita, Tex-Mex cuisine, or River Walk could keep our delegates away from the ADA's 149th House of Delegates in San Antonio, Texas, this past October. Delegates sifted through a number of interesting resolutions impacting dentistry.



Above: Drs. Steve Ortego and Bob Barsley waiting for the House to begin. *Right:* Dr. Mark Chaney asking questions about the budget during the 12th District Caucus.



LDA delegates voting on a resolution.



Even though the ADA Board of Trustees asked for a \$14 dues increase, House members from across the country agreed that dues should remain at their current level, particularly with a presidential election looming at that time and a questionable economy. The great news is that the House maintained their position and there is NO dues increase!

Another hot topic during the meeting was the issue of the ADA's financial support for the community dental health coordinator (CDHC) pilot program. The ADA Board of Trustees believes that as a member of the dental health team, a CDHC would work in communities where residents have no or limited access to dental care. The theory is that the CDHC would

come from the same community where he/she works, therefore understanding the underserved in that area. The pilot program would train CDHC's to provide preventive services, such as screenings, fluoride treatments, placement of sealants, placement of temporary fillings and simple teeth cleanings. In the end, the House approved a resolution supporting this pilot program under supervision of dentists and authorizes up to \$5 million in funding. The funding is expected to come from outside sources and not the ADA.

And, a few other resolutions of interest, includes:

- Urging the ADA to advocate for increased federal funding for general practice residencies and advanced education in general dentistry programs.
- Allowing members to access the ADA's Survey Center results via the ADA Web site at no charge. Previously, these reports were available to members, but at a fee.

- Urging the ADA to take all necessary steps to lobby Congress and the Department of Agriculture to institute a ban on the use of food stamps to purchase soda pop and other sugar based beverages, which derive more than 51 percent of their calories from sugar or natural sweeteners.
- Developing video podcast programs for the public on oral health care topics.
- Seeking changes to allow charity clinics to obtain Medicaid numbers directly to allow the clinic to apply for reimbursement.
- Establishing a position on any proposed new member of the dental team, clarifying that the person shall be an individual supervised by a dentist and the creation of such a position would be based on a determination of need, sufficient education and training, and a scope of practice that ensures the protection of the public's oral health.

LDA delegates are Drs. Mark Chaney, Steve Ortego, Tom Giacona, Tom Price, Bill Hadlock and Les Tarver. Alternate delegates are Drs. Bob Barsley, Charlie Foy, Marty Garrett, Ed Hebert, Gary Roberts and Chip Simon.

The above resolutions are not encompassing of the entire group discussed during the House of Delegates. For the complete list of resolutions, visit the ADA Web site at www.ada.org or call the LDA office at (800) 388-6642.



Above: LDA delegates during the 149th ADA House of Delegates. *Left:* Dr. Chip Simon explaining a resolution during the 12th District Caucus.



Above left: LDA members gather at a local sports bar to watch the LSU v. South Carolina football game. LDA President Dr. Marty Garrett (third from left) finds South Carolina fans in the crowd and invites them to join the group. *Above right:* LDA representatives and their guests eating dinner one evening while riding a barge around the River Walk.



Louisiana inductees (in robes) and dentists who sponsored them for induction as Fellows into the International College of Dentists at the 79th Annual Convocation in San Antonio on October 17, 2008. (From left) Dr. Les Tarver, Dr. Tim Perry, Dr. Ed Hebert, Dr. Richard Chafin, Dr. Tom Price, Dr. Rich Corley, Dr. David Austin, Dr. Steve Ortego, Dr. Mark Chaney, Dr. Tom Giacona, Dr. Glenn Dubroc and Dr. Jay Whitley.



new orleans dental conference and lda annual session

Dr. David Hildebrandt

Chairman, 2009 New Orleans Dental Conference and LDA Annual Session

Mark Your Calendars for April 2-4, 2009, for an Exceptional Speaker Lineup and Great Special Events

Your conference committee is hard at work planning this year's New Orleans Dental Conference and LDA Annual Session. We are very excited about some of the changes we feel will improve our meeting. One of the biggest changes is with our Thursday night Welcome Reception. We are completely changing the party from the usual venue at the Hilton to a road trip to Blaine Kern's Mardi Gras World across the river in Algiers. We will have buses running throughout the night to and from Mardi Gras World. We will have live music, an open bar and plenty of food. Even if you have visited Mardi Gras World before, you are in for a real treat. This facility knows how to throw a party New Orleans style. Although this year we will have a small fee to attend the party (\$35), the open bar, food, live music and continuous bus service are a true bargain for this very unique evening. Please make sure you reserve a spot for you and your staff as soon as you receive your registration materials.

The other major change to this year's meeting is the Exhibit Hall hours. We will have all day hours on Friday and Saturday. Since there are no exhibit hours on Thursday, please spend time visiting our exhibitors on Friday and Saturday. Remember, the exhibitors keep your registration costs to a minimum. On Saturday, we will be closing the Exhibit Hall with a raffle for a new Mercedes. Make sure you purchase plenty of tickets and you'll improve your chances of driving home in a new Mercedes or pocketing \$15,000 in cash. Make sure you stay around the Exhibit Hall Saturday afternoon and maybe you will be the big winner.

Of course the main purpose of the meeting is continuing education. We think you will be very impressed with our slate of clinicians. If you attended the ADA in San Antonio, you would have noticed that almost our entire slate of clinicians is internationally known, very popular and many spoke at the ADA.

Our clinicians include Dr. Stanley Malamed, Dr. John Kanca, Dr. Charles Blair, Dr. Michael Schuster, Dr. Greg Psaltis, Dr. Jon Suzuki, Dr. Peter Jacobsen, Dr. John West, Dr. Jamie Morgan and many others. We also have many workshops for both the doctors and auxiliaries.

For your entertainment, we will again have some celebrity chefs doing cooking demonstrations. Chef John Besh and Chef Paul Prudhomme will be sharing with us some of their culinary expertise. In addition, we are planning a Friday night out on the town. Come and join us for an evening at Arnaud's restaurant followed by a trip to a New Orleans nightclub for some live New Orleans music. Transportation will be provided from the Hilton to Arnaud's and the nightclub and then back to the Hilton. Tickets will be limited, so be sure to make your reservation early as this will be a popular event.

Check out the Web site at www.nodc.org for a complete listing of our speakers and for course titles and descriptions. Registration online should be available in January and your registration books should arrive right after the holidays. As you can see, we are very excited about this year's meeting, and are looking forward to seeing you April 2-4, 2009!

Go to www.nodc.org or call
(504) 834-6449 for more
information or to register!

Join Us for C.E., Food & Fun!



You won't want to miss the Welcome Reception and LDA President's Party (honoring Dr. Marty Garrett) that will be held at Mardi Gras World. Come and see where Mardi Gras is made!

And, don't forget about these fantastic speakers!

Lois Banta, Dr. David Gane, Ellen Gambardella, Rita Johnson, Dr. Dov Glazer, Dr. Peter Jacobsen, Dr. John Kanca, Dr. Stanley Malamed, Dr. Greg Psaltis, Dr. Avishai Sadan, Elizabeth Somer, Dr. Jon Suzuki, Dr. Lloyd Tilt, Janie Walters, Dr. Charles Blair, Mary Costello, Dr. Karl Koerner, Dr. Peter Glaser, Dr. Samuel Low, Chris Scappatura, Dr. Mike Schuster, Dr. Bruce Small, Pam Smith, Dr. John West, Rebecca Wilder, Dr. Robin Daniel, Dr. Gary Severance, Dr. Tony Soileau, Lee Culp, Dr. Edmond Hewlett, Maryann D'Amelio, Dr. Richard Souviron, Dr. Jaimee Morgan, Dayna Dayton and Dr. Frank Higginbottom, as well as two legendary New Orleans chefs, John Besh & Paul Prudhomme.

To register yourself and your staff for this event or to get more information, visit www.nodc.org or call (504) 834-6449.

LADPAC's Chipping in for Dentistry Golf Tournament

Meghan Speakes, LDA Intern

The birdies were flying at Pelican Point on September 26, 2008, when 49 LDA members and their friends arrived for the annual LADPAC Chipping in for Dentistry Golf Tournament. Pelican Point is a challenging par 71 course, and offered difficult recovery shots and bump and runs, which certainly put our golfers to the test.

Following registration, the golfers ate a lunch of hamburgers, coleslaw and chips under the pavilion. Then, they broke into teams, packed up their golf carts and set out to enjoy a beautiful day on the golf course.

Concerned about the golfers' hydration (and happiness), a few sponsors offered to drive beverage carts around the course throughout the day. Stormy Blair, a representative from Robert Ellis & Associates drove one while Capt. Tonya Hill, a representative from The Louisiana Army National Guard drove another with the assistance of LDA Executive Director Ward Blackwell. They must have done a great job, too, because at no point was there an empty-handed golfer.

After finishing up 18 holes, the golfers returned to the pavilion for the 19th Hole Reception where they were greeted with buckets of ice-cold refreshments and the aroma of freshly fried catfish.

Blackwell and Annette Drodgy, LDA Director of Communications and Public Affairs, distributed door prizes and announced the tournament winners with assistance from the event sponsors. Door prizes included Titleist Pro V1 golf balls, a Nike golf glove, a golfing polo, a camouflage duffel bag filled with Louisiana National Guard paraphernalia, and TaylorMade burner golf balls caps.

Blackwell also handed out awards for the winning golf teams. Congratulations to the tournament's winners! Drs. James Lavespere, Fred McMullen, David Barker and Buddy Quinn make up the first place team. They took home Titleist Pro V1 golf balls, purple and gold Titleist caps and Pelican Point Golf & Country Club gift certificates. The second place team, comprised of Dr. David Baughman, Dr. Roger Vitter, Scott Ottelin (from Henry Schein) and Scott



From left, Dr. Fred McMullen, Dr. David Barker, Dr. Buddy Quinn and Dr. James Lavespere.

Sharpe (from Zimmer Dental) became the proud owners of LSU-inspired tumbler sets and towel and golf ball sets. The third place team, Dr. Gary Roberts, Dr. Justin Tarver, Dr. Les Tarver and Chris Counce (from Patterson), was awarded football-shaped club covers and Office Depot gift certificates. Lastly, the team that tallied the most strokes (last place) was rewarded with golf ball retrieving sticks.

Overall, the event was a success. The participants enjoyed a fun day golfing with their colleagues and contributed to LADPAC at the same time. As always, it is important to thank our event sponsors who make it possible for the LDA and LADPAC to host their events. The Golf Tournament sponsors were as follows: Robert Ellis & Associates, Henry Schein, Roedel Parsons, 3M EPSE, Patterson Dental, The Olivier Group, Liberty Mutual, Oaktree Storage and Dr. Lige Dunaway.

Remember, it is never too early to start practicing your swing for next year's tournament. To get some pointers, see pictures from the golf tournament on the LDA Web site at www.ladental.org. You can also get more information on future LDA and LADPAC events on that same Web site!

Photos continue to page 24.



Dr. David Melancon, Dr. Curtis Zeringue and Randy Montgomery (Henry Schein).



From left, Kent Shropshire (3M ESPE), Dr. Dean Listi, Dr. Leonard Wise and Craig Mason (3M ESPSE).



From left, Dr. Mike Malone, Bob Ellis (REA), Dr. Gerard Beyt and Dr. Steve Ortego.



From left, Dr. James Sieberth, Dr. Charlie Foy and Dr. Bill Hadlock.



From left, David Bowser, Cody Wray (Patterson), David Soileau and Dr. Mitch Theriot.



Dr. Roger Vitter, Scott Ottelin (Henry Schein), Scott Sharpe (Zimmer) and Dr. David Baughman.



Dr. Gary Roberts, Dr. Justin Tarver, Dr. Les Tarver and Chris Counce (Patterson).



Dr. Roger Grimball, Randy Favre, Scott Ledet and John Gregory.



From left, Dr. James Pope, Dr. Brian Dyess, Chad Olivier (Olivier Group) and Scott Beaudean (Zimmer).



From left, Brent Garrett, Dr. Marty Garrett, Dr. Dexter Harrison and Dr. Randy Bergeron.



ladpac LDA

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

LADPAC Holds Raffle for Guided Duck Hunt

Greetings my fellow colleagues! I want to thank all of you who participated in the LADPAC Chipping in for Dentistry Golf Tournament. Once again, you have demonstrated your dedication to LADPAC and the LDA. Unfortunately, for me, Hurricane Ike destroyed my office and I was unable to attend the tournament with you. But, I am so grateful for your support.

I also want to congratulate the winner of the guided duck hunt, Stephen Arnold, drawn November 21st at the Last Chance Seminar. This was a new fundraiser that we tried this year in order to raise more dollars for LADPAC.

Your participation in our grassroots endeavors has paid off in many ways as we continue to monitor the legislative arena. It is imperative that we stay active as a legislative watch dog so we can stop the legislation that negatively impacts our practice of dentistry. Not only is your monetary support vital to our efforts, but your willingness to visit and talk with the legislators from each of our areas of the state is equally important.



Pulling the name of the winner of the LADPAC raffle was Chris Binion with Henry Schein (left) and LDA Executive Director Ward Blackwell. Stephen Arnold won the guided duck hunt.

Thank you for your commitment to our legislative undertaking. As always, your advocacy on behalf of dentistry is greatly appreciated. Here's wishing everyone some great holidays and a terrific New Year!

LADPAC's Chipping in for Dentistry Golf Tournament continued...



From left, Dr. Bob Sergent, Dr. Bill Yeadon, Doug Nodurft and Dr. Paul Fidel.



CPT. Will Santos (Army National Gaurd), Dr. Patrick Dooley and Chris Richert (REA).

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I wanted to thank you again for your quick response to our server crash. We had the perfect storm in our office. We had an equipment malfunction which caused a flood which got sucked into our server. The server and backup tape drive were fried. We had been with you for less than a month but you recaptured all the data we needed. You downloaded all the data to my IT service people that night and we were back up the next day. You never know if your insurance is any good until you need it. Let me say you are as advertised. Thanks for all your help in the disaster recovery. — Neil L. Ringler, DDS

Oak Tree Storage saved me tonight.

My inbox has approximately 7,000 e-mails. For the second time, the Microsoft e-mail compression feature failed and caused me to lose 4,000 e-mails. The first time it happened, the loss was devastating. The second compression failure caused me to lose all of the e-mail for 2006 from my inbox. However, this time I had Oak Tree and I am delighted to report that my entire inbox has been restored. I love you guys!

— W. Ronald Redmond, DDS, MS, FACD



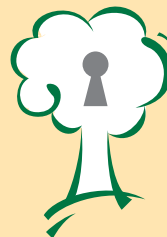
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LDA foundation

Dr. Tom Price
President, LDA Foundation

In the Beginning...

The Louisiana Dental Association has long been associated with three Trusts: the Relief, the C.E. Hebert and the Assistance funds. Each was independent, with separate bylaws and boards, with monies that could only be used exclusively within the parameters of each fund. In 2005, the LDA House of Delegates passed a resolution to create a foundation, with bylaws, which would encompass all three existing funds and seek to expand charitable opportunities. This was contingent upon receiving a positive private letter ruling from the IRS for this plan. The appropriate documents were filed and the wait began.

For the past three years, the LDA attorneys have been sending inquiries of status to the IRS twice a month. In addition, numerous U.S. Congressmen have written letters to the IRS on our behalf. Finally, I am proud to report that we have received this private letter ruling, and we have a foundation!

The LDA Foundation is the charitable arm of the Association. The mission statement for the Foundation will be to enhance the oral health of our State by providing 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.

The board of the Foundation has already begun working to expand the current parameters of charitable giving. On the horizon are projects that will help support Give Kids A Smile Day and the LSU School of Dentistry. A named endowment program will soon be available so that LDA members may create a permanent named legacy within the Foundation. A plaque at the LDA office will contain the names of those participating.

Over the past three years, and four hurricanes, the Foundation has granted more than \$400K to dentists and their families who were devastated by these storms. As you might imagine, this has depleted resources for future aid. The Foundation is asking

all LDA members to make a tax-deductible gift to replenish these resources. On the opposing page of this Journal is a contribution form for your convenience. Please take a moment and be generous with your gift. You can also donate online anytime by visiting the LDA Web site at www.ladental.org.

The future work of the Foundation is boundless. With your help, we can touch so many lives in our communities and in our profession. As always, please do not hesitate to contact me with any questions. Let's all pitch in to make the Foundation a source of pride in our association.

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What is the LDA Foundation (LDAF)?

The LDA Foundation is the charitable arm of the Louisiana Dental Association. Currently, it is comprised of the former LDA charities known as the Relief Fund, the CE Hebert Continuing Education Trust and the Assistance Fund.

What is the mission of the LDA Foundation?

The mission of the Foundation is to enhance the oral health of our State by providing 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.

Is my LDAF contribution tax deductible?

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

Why does the LDAF need my contribution?

In the past three years, and four hurricanes, the charities that now comprise the Foundation have granted over \$400,000 in emergency aid to dentists in our State who were devastated by these storms. As you might guess, this greatly reduced the funds available for future charitable efforts. The Foundation would ask every dentist in Louisiana to give back to your profession by contributing to the LDA Foundation. For LDA members, it is as easy as checking a box on your dues statement. You can also donate online anytime at www.ladental.org or fill out the information below and submit the form to the LDA.

The LDA Foundation is committed to helping support all aspects of our mission statement for the future. We will endeavor to develop new avenues for members to participate in charitable giving, including endowments. For questions regarding the LDA Foudnation, call (800) 388-6642 or e-mail info@ladental.org.

Yes, I want to support the LDA Foundation!

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LDA

council on insurance

Dr. Keith Kyler
Chair, LDA Council on Insurance

Update on the LDA-Endorsed Health and Life Insurance Portfolio

At the October 4, 2008, LDA Board of Director's meeting, Bob Ellis, president of Robert Ellis & Associates, the marketing agency for our LDA-endorsed insurance portfolio, provided an informational update on the health and life insurance programs available to the membership.

Ellis began his update by informing the Board that the LDA now owns the Life and Health Insurance Programs. Not only does this represent an asset worth approximately \$500,000, it also ensures members participating in the Association's group program more protection against medical inflation and rising premium costs than if they were insured individually through an outside commercial carrier. The LDA's new ownership of this program represents an important advancement in the Association's management and control of this valuable member benefit.

Highlights of the LDA-endorsed portfolio that distinguish it from programs available on commercial market include:

- **Long Term Stability:** The LDA health insurance program has been in existence for over 25 years, currently reporting an annualized premium of over \$5,000,000;
- **LDA Program Review and Supervision:** Your LDA benefits are closely monitored and supervised by the LDA Council on Insurance. Through your district's Council member, you actually have a voice in the design and structure of your insurance programs;
- **Carrier Security:** The program is fully insured by Nippon Life Insurance Company of America, a subsidiary of Nippon Life, the largest mutual insurance company in the world;
- **Reduced Major Medical Marketing Rates:** In their ongoing commitment to the Association plan, Nippon has recently restructured marketing rates to offer more competitive premiums;

- **Updated benefits** eliminate maternity as a mandatory benefit, allowing its election as an optional benefit;
- **Combination Plans** available for groups of two or more. LDA members can give their staff the convenience of a co-pay plan while enjoying the enhanced tax benefits of a Health Savings Account (HSA) qualified high deductible plan.
- **NEW** ancillary products are currently in preparation featuring many of the quality benefits of individual plans with more competitive group premiums. They will include:
 - Disability Income and Business Overhead Expense products featuring a true "In Your Occupation to age 65" definition of disability. Both of these new LDA products should play a key role in any professional's asset management and preservation planning
 - Term Life Insurance
 - Hospital Indemnity
 - Accidental Death & Dismemberment

As the chairman of your Council on Insurance, I encourage you to contact Robert Ellis & Associates for all your insurance needs. In addition to the Association's endorsed health and life insurance products, REA also provides marketing and customer service on behalf of the LDA-sponsored professional liability, property and worker's compensation insurance products. Contact REA by calling (985) 674-3880 or (888) 503-5547.

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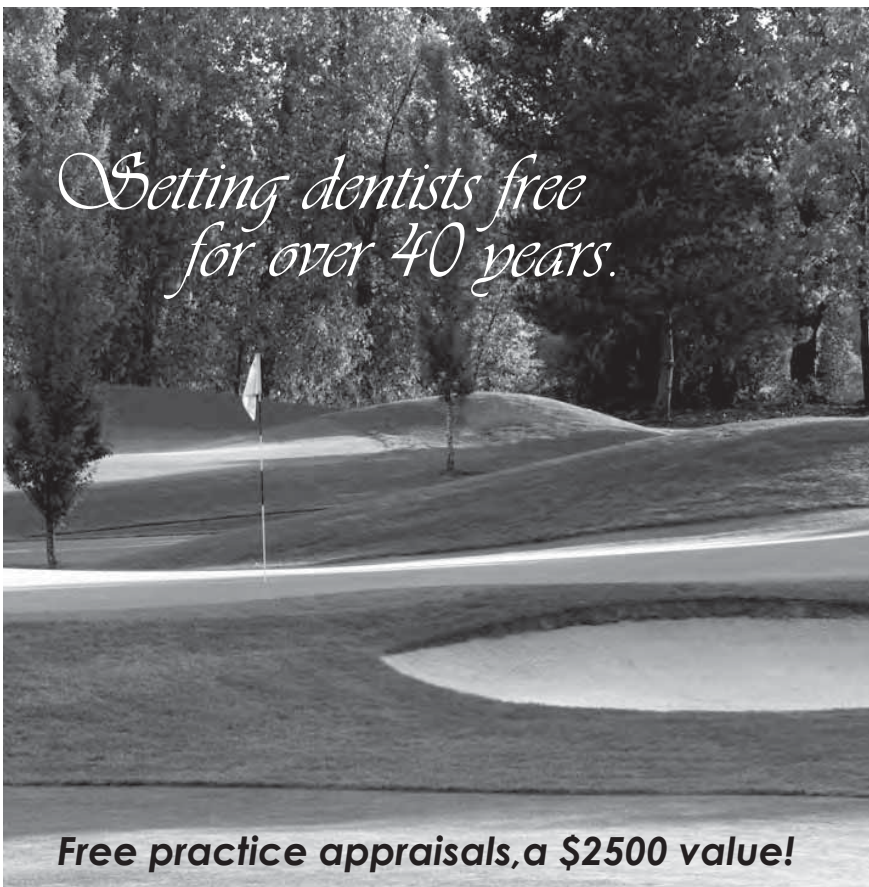
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Dr. Jamie M. Manders
Chair, LDA Well-Being Committee

Chemical Dependency Often Goes Undetected

The Dentists' Well-Being Advisory Committee functions both on a state and a local level. Its purpose is to identify and assist dentists who have fallen victim to the disease of chemical dependency, and occasionally other disorders.

Chemical dependency affects approximately 10 to 20% of the dental profession. It often goes undetected by the community because dentists are often very isolated in their dental offices. In contrast, physicians, who are affected in numbers similar to their dental colleagues, often work in hospitals, and the aberrant behavior often associated with addiction to drugs can more easily be observed by their peers.

Although chemical dependency is often not noticed by the community at large, it rarely goes undetected by the dentist's immediate family and his or her office staff. The Well-Being Committee's charge is made more difficult by the tendency of the dental family and staff to deny the condition and to cover up the dentist's unusual behavior.

This occurs because the family and staff of the dentist are dependent on that person for his or her livelihood. The fear of discovery of the dentist's problem directly affects the security of the family or staff member. However, in actuality, this denial is contrary to the dependent's best interest. If addiction proceeds unchecked, it always leads to disability or premature death.

When the affected dentist is brought to the attention of the Well-Being committee, a thorough investigation is conducted, and the dentist is intervened upon. This usually results in the dentist receiving therapy for his or her addictions, and the return to a more productive and rewarding life as well as dental practice. The Committee scrupulously protects the dentist's privacy, and acts as the dentist's advocate should his or her chemical dependency ever be brought to the attention of the State Board of Dentistry.

The Committee functions primarily as an ad hoc committee, and is composed of many individuals throughout the state. Many of the dentists who have volunteered for the Well-Being Committee are themselves recovering from chemical dependency and therefore bring a unique insight into the plight of the dentist being intervened upon.

The LDA's Well-Being Committee has established a loan fund for the purpose of paying for treatment for this disease. Very often, a dentist who has a chemical dependency problem has used most of his or her financial resources to support their habit. This fund is available for use on a case-by-case basis.

If you would like more information about the Dentists' Well-Being Committee, or would like assistance in helping another dentist or hygienist, please call me at (504) 394-7702 or (504) 650-0319.

(Reprinted by permission from Dr. Jamie Manders, author, and from Dr. Kristi Soileau, editor of the NODA News.)

For more information about the Dentists' Well-Being Committee, call the LDA office at (800) 388-6642 or call Dr. Jamie Manders at (504) 394-7702 or (504) 650-0319.

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LDA feature

Meghan Speakes
LDA Intern

Dentists Join Other Community Leaders to Form the Northeast Louisiana Virtual Clinic

We live in a world where everything from shopping to communication has gone virtual, and now the dental field has caught on to the trend. As most of you know, free medical and dental clinics are needed to serve the many underinsured and working poor Louisiana residents, but it is very costly to maintain a building and pay the staff that is needed to complete tasks such as answering the phones, filing paperwork and assisting the patients and dentists.



From left: Susan Hoffman, a member of the board of directors for the Living Well Foundation, and Dr. L. King Scott.

Dentists and physicians in Greater Baton Rouge created a virtual clinic because they were motivated to help needy community members, but did not have the funds or man power to operate a physical clinic. The GBR Community Clinic allows patients who meet pre-determined financial criteria to visit participating dentists' or physicians' offices to receive complimentary dental or medical care. Their system has proven to be extremely successful; in just eight years, 900 physicians and dentists have offered their service to the working poor in Southern Louisiana.

At the recommendation of West Monroe's mayor, Dave Norris talked with Paul West and the Ouachita



From left: Dr. Bill Cassidy, Dr. Tooley Towns and Pat Alford, Executive Director of the Baton Rouge Community Clinic.

Medical Society, who in turn, contacted the NELDA component. Dentists and physicians in the Northeast area of the state decided to work together to open a virtual clinic of their own. They are currently in the planning stages of the Northeast Louisiana Virtual Clinic. In an interview with *The News Star*, Paul West, chief executive officer of The Living Well Foundation, a funding organization for the clinic, said, "Knowing the work in Baton Rouge, we knew there was a need for something similar in this area as well."

The Northeast Louisiana Virtual Clinic has an Executive Board comprised of three physicians, Dr. Don Givler, Dr. David Barnes and Dr. Tonya Sheppard, as well as three dentists, Dr. Rod Cascio, Dr. Bob Huffstutter and Dr. Kirt Touchstone. A group of community members, who each have a different specialty, also sits on the board. They vary from accountants to ministers.

The Living Well Foundation will initially fully fund the Northeast Louisiana Virtual Clinic, which will serve the following eight Louisiana parishes: Franklin, Richland, Caldwell, Lincoln, Union, Jackson, Morehouse, and Ouachita. In order to qualify,

applicants must be employed, have worked 10 of the past 12 months, reside within the region and have an income that falls below 200% of the federal poverty level.

The North Louisiana Virtual Clinic is currently looking for additional volunteers who are willing to serve patients in the selected parishes. As of November 25th, 2008, 17 dentists have already volunteered. They are Dr. Kim Caldwell, Dr. Jennifer Newton-Boles, Dr. Robert Huffstutter, Dr. Steve Norris, Dr. Glenn Hummel, Dr. Lane Eddleman, Dr. King Scott, Dr. Sam Trinca, Dr. Les Tarver, Dr. Kirt Touchstone, Dr. Jeff Anzalone, Dr. Howard John, Dr. Jeet Patel, Dr. John Shepard, Dr. Matt Turpin, Dr. Lance Donald and Dr. Mike Nolan.

For more information about this initiative, visit the Living Well Foundation Web site, www.livingwellfoundation.net, or contact Dr. Kirt Touchstone at (318) 285-9515 or e-mail arklafd1@baylor.com. If you are interested in volunteering your services, please contact Dr. Touchstone.

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LDA louisiana state board of dentistry

Samuel Trinca, D.D.S.
President, Louisiana State Board of Dentistry

Farewell

As this is my last article for the *LDA Journal* as president of the Louisiana State Board of Dentistry, I wish to express our sincere gratitude to the Louisiana Dental Association, the Louisiana Dental Hygiene Association and the Louisiana State University School of Dentistry. It has been a pleasure working with all involved in organized dentistry and it has truly been a great experience for me. As I have traveled around the country to various dental meetings, I am extremely pleased to see how well we get along in Louisiana as compared to many other states. We truly have a cohesive profession here in our state that we can all be proud of.

I also extend our hearty congratulations to Dean Henry Gremillion. He was a superb choice to run the dental school, and I am confident that he will do an excellent job for all of us. Special kudos go to Dr. Eric Hovland for his fine work while dean. We worked very well with Dr. Hovland and wish him nothing but success in his future.

As you have probably already noticed, the board is trying to trim costs just as we all are in today's poor economy. That is why we have asked you to download your renewal applications, the Bulletin, permit applications, etc. directly from our Web site. This saves us a huge amount of money. We are in the process of contracting with a new computer company which will help us go paperless in the near future. We hope to be able to have online renewals by this time next year. We will still provide paper forms to those of us who still aren't comfortable with computers (myself included) so do not worry.

The board is presently reviewing the continuing education rules and we expect to make some major revisions this year that you will find beneficial. We will be approving more courses which should help all of us



as we continue our lifelong education.

The people of Louisiana are strong and capable. We made it through Katrina, Rita, Gustav and Ike. We suffered, cried and bit the bullet, and are overcoming the losses caused by those four storms. We have a long way to go and with the present economy on the downturn we have to keep looking up. We must be smart, efficient, forgiving and we must always look to the future. Forget the past. There is nothing you or I can do about it. The future is ours. Let's maintain our cohesiveness, professionalism and live up to the highest standards of ethics.

With God's blessing, let's go forward next year and do our best for our patients, our families, our country and ourselves.

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If Lake Tahoe wasn't incentive enough, read on...

- **Ronald Lemon, D.M.D.**, Associate Dean of Advanced Education and Program Director for Postgraduate Endodontics, will present "Let's Talk Endo..." an exciting course in which participants will expand their knowledge on current trends in endodontic therapy and learn new techniques in vital pulp therapy.
- **Timothy Mickel, M.D.**, recipient of the Snyder Award from the Plastic Surgery Research Council, will give his informative lecture, "Multidisciplinary Management of Cleft Lip and Palate." This course will provide participants with an overview of comprehensive, multidisciplinary management of the patient with cleft lip and palate.
- **William van Dyk, D.D.S.**, through his course, "Keep Quality New Patients Coming Even in Difficult Economic Times," will work to educate participants about the wants and needs of today's patients. The course will also identify ways that you and your staff can attract and please more of today's patients.

To register or get more information regarding this event, visit the LDA Web site at www.ladental.org or call (800) 388-6642. Online registration is available. To reserve a room at Squaw Valley, call (888) 767-1907 and be sure to mention that you are with the LDA.

Hurry! The deadline to book your room is January 21, 2009.



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The Economy – The Stock and Bond Market – and Everything in Between

Glance at the television, newspaper or computer and you see the dreaded headlines of the now all too familiar word, “Crisis.” The economy is in trouble and everything looks gloomy. The nation’s unemployment hit a high of 7% (which means 7% of the population actively looking for work is not working). The government is on bailout watch, injecting billions of dollars into our banking systems and the international markets are doing the same. Credit is said to be tight. The housing market is still depressed. The S&P 500 is down over 40% while the bond market is down double digits. With such dire outlooks, what are we to do?

Relax! Don’t hide out in your bedroom with the covers over your head. Stay calm, get out of bed and have a proactive game plan. The first step in your game plan and in curbing your overall stress level is to build a solid cash reserve. That way you will not have to look at your investment accounts every day concerned about these drastic short term losses. Your practice may suffer during this downturn. So now is the time to look at all of your current expenses and get lean. Cut out the excesses.

Make wise decisions. The housing market is down and a big question in times such as these is to stay put or to bargain shop? This may not be the time to put your house on the market. Nevertheless, if you are shopping for a house, the market may have great opportunities for you to get a great deal. When making these decisions on whether to take advantage of bargains due to the markets, be wise and do not delve into all of your cash reserve.

Take a good look at your investment portfolios. First and foremost, make sure you have the correct allocation between your stocks, bonds and alternative investments. If you are within five years of retirement, a more conservative allocation needs to be enacted. If you have many years before retirement – KEEP investing. This may be a great opportunity to consider buying at extremely low levels. Per the U.S. Department of Commerce, over the past 50 years after stock made their lows during recession, the economy continued to slow for four to six months while stocks rose an average of 25% (as measured by the S&P 500). During part of this four to six month

period, home prices were still falling and unemployment continued to rise. Thus, using history as a guide, those investors that await an improvement in economic output, home prices or employment are likely to miss out on powerful gains in stocks. The best technique in volatile markets such as these may be to dollar cost average* funds into solid, conservative investments that are in line with your asset allocation.


Know the good news. We have been in this bear market (a market losing more than 20% of its value) for over a year now. However, history shows us the potential for good news. From 1950 through March 2008 the S&P 500 dropped by at least 15% only 18 times. The median decline lasted seven months; in every case, the market was up 12 months later with a median gain of 33%. The good news is that even though stock investing involves risk including loss of principal, historically stocks have recovered from bear markets to resume an overall upward trend.

Overall, the country has been through this type of environment before and it is important to have a strategic game plan of keeping expenses in check, having a cash reserve, staying in an asset allocation strategy and periodically buying into investments at low levels.

Did I mention relax? Now that you have reevaluated your financial situation and have a game plan... better try this step again.

*Such a plan involves continuous investment in securities regardless of fluctuation in price levels of such securities. An investor should consider their ability to continue purchasing through periods of low price levels. Such a plan does not assure a profit and does not protect against loss in declining markets.

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. Securities and Financial Planning are offered through LPL Financial Member FINRA/SIPC. Please note that the above article is for informational purposes only, 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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Dr. Kristi Soileau Receives AADE and ADA Council on Communications 2008 Dental Editor Service Award



(From left) Dr. Mark Feldman, ADA President (at that time); Dr. Kristi Soileau; and Dr. Michael Maihofer, President of the American Association of Dental Editors.

Dr. Kristi Soileau, editor of the NODA News newsletter, received the American Association of Dental Editors (AADE) and American Dental Association (ADA) Council on Communications 2008 Dental Editor Service Award on October 15 in San Antonio.

She will be awarded the certificate for recognition of 20 years of service. The award was given during the AADE Annual Conference that is part of the ADA Annual Session.

Dean Announces New Chief of Oral Surgery

Likith V. Reddy, M.D., D.D.S., is the new chairman of the Department of Oral and Maxillofacial Surgery at the LSUSD. He is the first department chairman to be recruited by the dental school since 2005 when Hurricane Katrina forced the school to relocate to Baton Rouge for two years. Dr. Reddy is the second chairman in the department's 35 year history.

Dr. Reddy comes to LSU from the University of Cincinnati Medical Center where he headed the residency program in Oral and Maxillofacial Surgery and was assistant clinical professor in the department of surgery. He also served on the board of the Cleft and Craniofacial Anomalies Board at the Cincinnati Children's Medical Center.

He received his D.D.S. in 1995 from Case Western Reserve University in Cleveland. This was followed by a general practice residency in hospital dentistry at



the Loyola University Medical Center in Maywood, Illinois. For the next seven years he was affiliated with the University of Texas Southwestern Medical Center/Parkland Memorial Hospital in Dallas where he completed an internship in oral and maxillofacial surgery, received his M.D., completed an

internship in general surgery and was awarded the residency certificate in oral and maxillofacial surgery. In 2005, he became a diplomate of the American Board of Oral and Maxillofacial Surgery. Dr. Reddy's research interests are maxillofacial injuries and adult sleep apnea.

Two LSUSD Students Receive National Dental Honor Society Scholarships



Lindsey Brown



Jamie Toso

Lindsey Brown and Jamie Toso, both senior year students at the LSU School of Dentistry, have been awarded

the Excellence in Academic Achievement scholarships given annually by Omicron Kappa Upsilon, the national dental honor society.

Legislators, Lobbyist and LSUSD Representatives Attend Bayou Installation



Attending Bayou's Installation Banquet was (from the left) Dean Henry Gremillion, dean of the LSUSD; Senator Butch Gautreaux; Representative Damon Baldone; and Kevin Hayes, a member of the LDA's lobbying team.

Students Don White Coats and the Ideals of Dentistry

Just weeks after the start of their dental education, the 60 members of the class of 2012 donned white lab coats and publicly proclaimed their oath to the profession of dentistry. The purpose of the annual ceremony is for each student to personally commit



to the highest ideals of the practice of dentistry, beginning with the fundamental concepts of integrity and "service over self."

Facts about the class

The 60 freshmen were chosen from a field of 250 applicants, according to Dr. Jim Weir, assistant dean for admissions. "Fifty-four come from Louisiana, four from Arkansas, one from California and one from Texas," he said. "During the admissions process, each was scrutinized based on grades, scores on the entrance exams, recommendations from teachers, perceptual ability, score on chalk carving test, personal attributes like ethics, professionalism, leadership and people skills and motivation to become a dentist."

There are 37 men and 23 women in the class, with an average age of 24 years. They come from 27 different Louisiana cities and 22 colleges. The grade point average for the class is 3.6 and their average score on the Dental Admissions Test was 19 which is the 86th percentile.

Freshman class: Members of the class are Obialunamma Agubuzu, Ashley Altazin, Jason Alvarez, Renee Bourgeois, Matthew Brady, Joshua Brandner, Bryan Broussard, Jeremy Brown, Haley Bui, Zachary Bulmanski, Erin Carter, Danielle Causey, Danielle Decou, Chase Dronet, Michael Farrar, Chad Gustafson, Jeffery Hennigan, Hung Hoang, John Hobgood, Thomas Holman, Andrew Hood, Stuart Huntsman, Mohammed Ismail, Cole Johnson Catrinel Jordan, Richard Keech, Khaliq Khan, Kevin Kidder, Ian Landesman, Kallie Leyser, Chase Martin, Ryan May, Mary McClendon, Jacob McInnis, Katie Medine, Alexis Nacchio, Danny Nguyen, Khuong Nguyen, Quynh The Nguyen, Thu Nga Nguyen, Jin Park, Matthew Parker, Jay Patel, Joshua Patella, Phillip Petitto, Blake Price, Elise Puissegur, Keleigh Quimby, Richard Rathke, Jennifer Rome, Russell Schafer, Elizabeth Schauf, Brian Schmidt, Charles Staples, Nicole Thieler, Jessica Tingstrom, Celeste Toups, Steven Vutera, Jr., Anthony Walker, Myung Yoon, Omar Yousuf and Mohammad Zadeh.



Louisiana dental assistants association

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

Dental Staff is an Important Part of Maintaining the Relationship

In these difficult economic times, relating to our patients is a priority. Re-evaluating our verbal communication skills during patient interaction is critical if we want to encourage our patients to continue their dental care and do so in our practice.

The first phone call is the most important contact with a patient. How does the staff member sound on the phone? Do they welcome the patient into the practice? Do they sound like they are genuinely happy the prospective patient has called the practice? When the staff answers the phone, they must be careful not to sound rushed or make the patient feel as though the call was an interruption. The first view into the practice through that phone call can make a difference in whether the prospective patient schedules an appointment and whether they show up for the appointment. All subsequent phone calls to and from the practice should convince the patient they made the correct decision in selecting this practice. This is a step in assuring the continued success of the practice and will go far in establishing good patient retention.

Education is an integral part of patient interaction. The staff educates the patient in oral hygiene, but how do they get their point across? In their eagerness to have their patients subscribe to good oral health, do they speak down to the patient? Does the patient leave the office feeling like they have been lectured? The tone used in trying to educate the patient regarding their daily oral hygiene can easily sound negative: "why don't you floss more," "you don't brush well enough," "you don't spend enough time on your teeth," or "you call these clean?" We need to tread lightly and assure the patient we are coming from a caring position; do not try to embarrass the patient into compliance. Always involve the patient in their treatment and in their education; talk to them, don't talk at them.

When the patient needs treatment, educate them on the value and importance of the recommended treatment. We may have spent a lot of money on educational software, and we make sure we provide the patient with all the information they need to make an informed decision. However, when the patient misses their appointment, or does not schedule, do we say to them: "Why did you not show up for your appointment?" "Don't you understand

how important that treatment is?" "Why have you not scheduled that treatment?" We instantly terminate communication when we speak to the patient in this manner. If we use dental terminology that the patient does not understand, or we impress upon them that we feel they "don't get it", more than likely they will not be returning to our practice. Whenever this happens we are limiting the success of our practice. A better way to start a phone call or any communication with the patient should be: "I see that the treatment doctor recommended has not been completed, let's go ahead and get that scheduled, did you have a questions about the treatment?" or "We missed you at your last appointment do you have any questions regarding the treatment?"

Another important aspect to consider in these troubled times is how we can help the patient pay for their recommended treatment. We may need to be a little more creative, by offering more options so the patient can pay for and receive treatment. Sears and K-mart have both re-implemented the "lay away" plan. This is something we can do in our practice: let the patient make payments before the work is started. There are several companies you can contact so your practice can offer outside financing to your patient, or you may consider offering in-house financing.

We need to listen to our patients, let them know we are listening, and we do this by answering their questions with care and concern. Let's get back to the basics, concern for our patient, and delivering the best customer service on the block. That is what the patient wants and will be looking for when they consider their dental health care provider in this time of financial uncertainty.

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PRACTICE FOR SALE, EXCELLENT JEFFERSON LOCATION. Building available, 5 treatment rooms. Dentist will stay for transition or management. Associated/employee possibility as well during transition into buyout. Call (504) 939-9801.

PART TIME ASSOCIATE DENTIST POSITION in established Mandeville dental practice. Opportunity for future buy-in. State of the art practice including paperless charting and digital x-rays. Contact William B. Grand, D.D.S. at (985) 624-8602 or e-mail granddentistry@aol.com.

Belle Chasse Dental Office needs an associate for one day a week. Please call (504) 394-6200 for details.

Associate Position Available: Great opportunity in busy practice. Some benefits include: 36% collections, \$6,000 per year for retirement, C.E. courses paid, car note and gas for commute paid, house note paid, uniform allowance. Perform all phases of dentistry making \$225K per year. Call (985) 868-5699 for more information. Ask for Dr. Stephen Morgan or Dr. Gregory Zeringue.

PRACTICES FOR SALE/ACQUISITION: We represent sellers and buyers of dental practices. Financing available. Baas Capital, L.L.C. (504) 834-7640, www.BaasCapital.com.

Partnerships/Equity Opportunities now available! 6 Day Dental & Orthodontics just may be the premier Fee-for-Service alliance of dental practices in the country. Our doctors earn more, seeing fewer patients, with plenty of time off to enjoy a rich and healthy lifestyle. In addition, Pediatric Specialist partnership is available. Send doctor resumes to doctors@6daydental.com. For more information, visit www.6daydental.com.

Motivated Associates: SmileStarters is a dentist owned and operated general practice focusing on access to care for children and young adults, ages 1 through 20. We have seven locations throughout North Carolina including Charlotte, Winston Salem, Greensboro, Raleigh, Asheville, and Fayetteville. We offer a very

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 Drodzy at (225) 926-1986 or info@ladental.org.

attractive compensation package with guaranteed salaries beginning at \$144,000/yr and benefits including health, life, disability, and malpractice insurance, paid vacation, 401K, C.E. reimbursement and more. You must have a genuine desire to work in a positive, team oriented environment and a need to make a difference "One-Smile-At-A-Time." New grads encouraged, a great place to begin your career! Contact Roger Walters, 704-395-6000 or e-mail walters.rdm@gmail.com.

FOR SALE: Baton Rouge. Established dental practice. Three complete operatories. Building for lease or sale. Net \$130,000/ yr on 3 day week. (225) 928-7731 or (225) 933-7773.

LOUISIANA: Full-time position available for **GENERAL DENTIST.** Great opportunity to become a part of a growing team of dental professionals. Join our team as an associate with option to become an owner of a thriving business. We offer a wonderful benefit package including: sign on bonus, moving expense allowance paid, insurance paid, license paid, etc. Plus, the security of earning a great salary as an employee (not contract labor). We would love the opportunity to discuss the possibility of joining our team. Please contact Donna or Rhonda at (337) 463-6545 or rcooleydp@bellsouth.net.

DENTIST RETIRING: Baton Rouge dental practice and/or equipment for sale. Great starter practice. Very reasonable. Call (225) 603-1491.

GENERAL DENTISTS: Full-time positions available with Louisiana's HealthCenters located across the state. Practice in community setting environments. Offering competitive benefit packages, including paid malpractice insurance. Must have LA license. Contact: Angela Sheffie at (225) 927-7662 or angela@lpca.net.

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 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: January 22-24, 2009
COURSE TITLE: Southwest Dental Conference
SPONSOR: Dallas County Dental Society. ADA-CERP recognized provider. For more information or to register, go to www.swdentalconf.org or call (866) THE SWDC.
Note: The LDA is a regional partner for the Southwest Dental Conference.

DATE: January 16, 2009
COURSE TITLE: LDA's L.H. Bowden Leadership Development Conference – "Positive Ethics: Active Pursuit of the High Ground"
LOCATION: L'Auberge du Lac Casino Resort, Lake Charles, La.
SPONSOR: LDA - For reservations, call (866) 580-7444 or (337) 395-7777. **For event information** or to register, call (800) 388-6642 or go to www.ladental.org. ADA-CERP recognized provider.
CREDIT HOURS: 4.5 practice management, lecture
DESIGNED FOR: LDA members and specifically for LDA and component leadership
INSTRUCTOR: Gail Kelley
FEES: FREE

DATE: February 21-24, 2009
COURSE TITLE: LDA Alpine Lecture Series Mardi Gras Extravaganza
LOCATION: The Village at Squaw Valley at Lake Tahoe
SPONSOR: LDA - For reservations, call (888) 767-1907. **For event information** or to register, call (800) 388-6642 or go to www.ladental.org. ADA-CERP recognized provider.
CREDIT HOURS: 12 (8 clinical and 4 practice management), lecture
DESIGNED FOR: All
INSTRUCTORS: Dr. Ronald Lemon, Dr. Tim Mickel, Dr. William van Dyk
FEES: \$379 for LDA members, \$480 for non-member dentists, \$239 for dental assistant or spouse, \$219 for LDA associate members, \$199 for retired volunteer license, \$319 for non-member hygienist, \$199 for dental school students.

New Orleans Dental Conference and LDA Annual Session

April 2-4, 2009, Morial Convention Center, New Orleans, La. – for more information or to register, call (504) 834-6449, visit www.nodc.org, or e-mail norma@nodc.org. Registration booklets will be mailed in early January and will be available to download from the LDA Web site at www.ladental.org. Online registration will open January 1, 2009. Don't miss out on this incredible value. LDA members can get up to 18 hours of C.E. for \$300 if they register before the deadline!

DATE: February 6, 2009 (8 a.m. to 4:30 p.m.)
COURSE TITLE: Restoration of Anterior Implants
LOCATION: Pan Am Conference Center, 601 Poydras St., New Orleans
SPONSOR: Touro Infirmary Dental Division. Contact: Shelley Landrieu, seminar coordinator, at (504) 523-6792 or slandrieu@bellsouth.net. AGD-PAACE recognized provider.
CREDIT HOURS: 6.5, clinical, lecture
DESIGNED FOR: General Dentist, Specialists, Hygienists
INSTRUCTORS: Drs. Paulino Castellon and Michael S. Block
FEES: \$125 per person

LDA Membership Fishing Rodeo

July 17-18, 2009, Sand Dollar Marina, Grand Isle, La.
Watch for more information as it becomes available!

DATE: July 29-August 1, 2009 (8 a.m. to noon each day)
COURSE TITLE: LDA Summer Education Conference
LOCATION: Tops'l Beach and Racquet Resort
SPONSOR: LDA - For reservations, call (800) 380-4808. **For event information** or to register, call (800) 388-6642 or go to www.ladental.org. ADA-CERP recognized provider.
CREDIT HOURS: 16, lecture (12 clinical and 4 practice management)
DESIGNED FOR: All
INSTRUCTORS: TBA
FEES: TBA

2009 Course Schedule

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

COURSE	DATE	DESCRIPTION & SUBJECT CODE		FEES	Cr.HRS NO. C or NC
03-09	January 23 – 24 Fri. – Sat.	Cosmetic Dentistry 201 #780 w/Dr. Jimmy Eubank LIMITED ATTENDANCE	DDS Lab Tech RDH/Assistant	\$2,495 \$1,249 \$395	08L 08P C
01-09	January 30 – February 1 Fri. – Sun.	Expanded Duty Dental Assistant (“EDDA”) w/Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, EDDA at LSUSD in New Orleans, LA • SOLD OUT	Assistant	\$389	24 L/P C
02-09	January 31 Saturday	Digital and Conventional Radiology for Dental Auxiliaries with Drs. Kavas Thunthy and J. Sean Hubar in New Orleans, LA	Assistant	\$139	07 L/P C
05-09	February 4 – 8 Wed. – Sun.	LSU’S 32nd Annual Perio Review in New Orleans #490 with Drs. Yukna, Vastardis, Rapley, Shaklee, et al	5-day 3-day	\$1,545 \$1,245	40 L/P 22 L C
06-09	February 27 – March 1 Fri. – Sun.	Expanded Duty Dental Assistant (“EDDA”) w/Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, EDDA at LSUSD in New Orleans, LA	Assistant	\$389	24 L/P C
07-09	February 28 Saturday	Digital and Conventional Radiology for Dental Auxiliaries with Dr. Kavas Thunthy and J. Sean Hubar in New Orleans, LA	Assistant	\$139	07 L/P C
08-09	March 13 – 14 Fri. – Sat.	Zirconium-Based Restorations: Clinical and Laboratory Considerations with Dr. Ariel J. Raigrodski #253 at LSUSD, New Orleans, LA • ONE OR TWO DAY OPTION	DDS Lab Tech RDH/Assistant	\$295/\$565 \$195/\$465 \$145	14/L/P
09-09	March 20 Friday	The Top 100 Prescribed Medications Important to Dentistry #730 with Pamela Sims, PhD	DDS RDH	\$265 \$165	07 L C
10-09	April 16 – 18 Thurs. – Sat.	Cosmetic Dentistry 301 #780 with Dr. Jimmy Eubank LIMITED ATTENDANCE	DDS Lab Tech RDH/Assistant	\$2,995 \$1,495 \$395	14 L 10 P C
12-09	April 24 Friday	Crown and Bridge Temporaries in the Dental Office #610 with Dr. Harry Goza	DDS or 1st attende 2nd attendee	\$245 \$195	07 L/P C
13-09	May 8 – 10 Fri. – Sun.	Expanded Duty Dental Assistant (“EDDA”) w/Nancy Weiss, RDH, EFDA, Henrietta Frederick, CDA, EDDA and B. J. Triay, EDDA in Lafayette, LA	Assistant	\$449	24 L/P C

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

LSU School of Dentistry/LA Academy of Continuing Dental Education is designated as a recognized provider by the Continuing Education Recognition Program (CERP) conducted under the auspices of the American Dental Association and by the AGD for Fellowship, Mastership, and membership maintenance credit.

For additional information please call Continuing Dental Education at (504) 941-8193 – Elsa OR (504) 941-8198 – Kathy

FAX: (504) 941-8403 E-Mail: ehodge@lsuhsc.edu or kmarte@lsuhsc.edu Home Page: www.lsusdce.org

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



David Austin

Secrets of Investing

I know that I am probably the last person to tell you that many of our members' savings and retirement accounts have seen a drastic drop in 2008. Many of you had accounts with our own LDA investment firm, Hadit, Needit & Grone. Unfortunately they have also had their share of severe losses.

In a bid to be more transparent to our members, it is time we divulge to you our mistakes, especially with our Japanese investments.

We had nearly 25% of our holdings with primarily three banks. With regret it appears that the National Origami Bank has indeed folded. Sumo Bank appears to have gone belly up, and our last, the Bank of Bonsai, has had to cut so many of its branches, that it seems impossible for them to ever take root again.

Fortunately, for once they listened to me when I cautioned that something didn't smell right with Sushi Holdings International. We are, however, considering the purchase of Karaoke Credit Union, because quite frankly, it can be bought for a song.

What can we learn from these drastic losses and indeed these drastic times? It appears that it is time we redefine many Wall Street terms to better reflect what is actually happening today.

For instance:

- **Value Investing** – The art of buying low and selling lower.
- **P/E Ratio** – The percentage of investors wetting

their pants as the market keeps going lower.

- **Standard & Poor** – Your life in a nutshell.
- **Stock Analyst** – The idiot who just downgraded your stock.
- **Stock Split** – When your ex-wife and her lawyer split your assets equally between themselves.
- **Financial Planner** – A guy whose phone has been disconnected.

- **Market Correction** – The day after you buy stocks.

- **Cash Flow** – The movement your money makes as it disappears down the toilet.

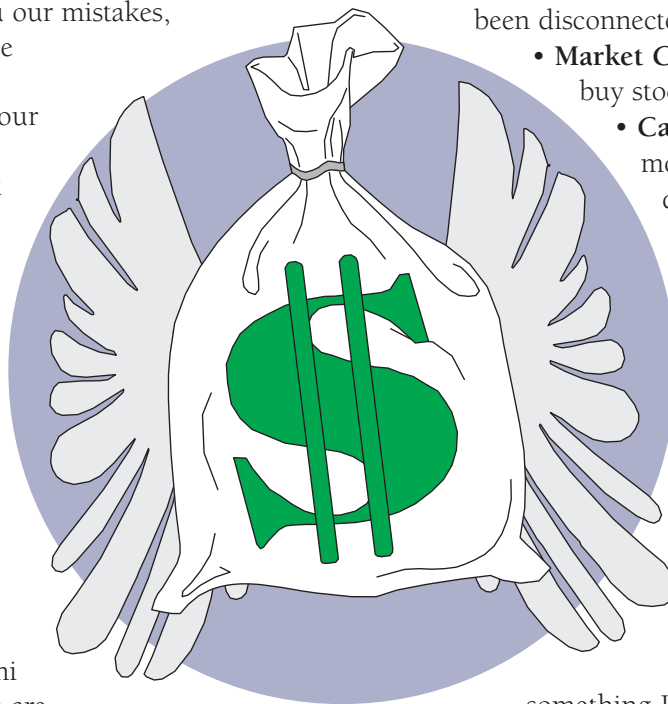
- **Institutional Investor** – Past year investor who is now locked up in a nuthouse.

- **Profit** – Archaic word no longer in use.

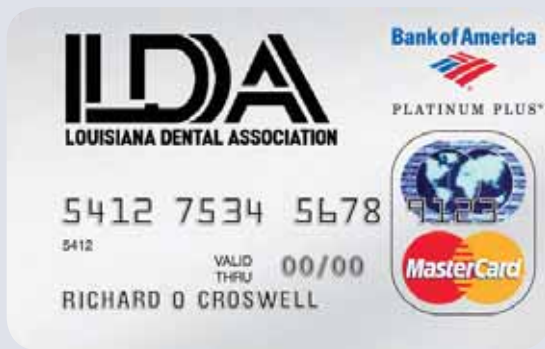
- **Bull Market** – A random market movement causing an investor to mistake himself for a financial genius.

I hope this has been helpful and perhaps one day we can all laugh about these perilous times.

Meanwhile, if I might suggest something I did personally to raise a little cash. I recently sold a burial plot I had purchased for myself, at a tidy profit. You see I won't be needing it as I can't afford to die just yet.



Bank of America Financial Services provides the Louisiana Dental Association affinity credit card program to LDA members.



Bank of America offers credit limits up to \$100,000 and cardholders can request a year-end summary of charges to recap purchasing activity. LDA members will also be enrolled in the WorldPointsSM rewards program. Earn reward points on net retail purchases and redeemed for cash, travel or merchandise. All with no annual fee.

For additional information on the LDA endorsed personal credit card program, please call (866) 438-6262 and ask for the Louisiana Dental Association credit card.

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