

LDA Journal

VOL. 74, NO. 1 SPRING 2015

Journal of the Louisiana Dental Association



LaMOM
LOUISIANA MISSION OF MERCY

Thank you for coming today. Is there anything you would like to share with the Foundation or the volunteers about today's event? If so, please print it on this card.

*GRACIAS por todo
2011
GRACIAS*

First Name: *Kulidava* City: _____

LaMOM
LOUISIANA MISSION OF MERCY

Thank you for coming today. Is there anything you would like to share with the Foundation or the volunteers about today's event? If so, please print it on this card.

*Smart express enough how wonderful every
person was taken and compassion*

First Name: _____ City: _____

LaMOM
LOUISIANA MISSION OF MERCY

Thank you for coming today. Is there anything you would like to share with the Foundation or the volunteers about today's event? If so, please print it on this card.

*Thank all of you for your dedicated
and hard work - for giving up
weekend! Very organized and
well informed, pleasant experience
May God Bless you all - Good Karma.*

First Name: *Dana Humphreys* City: *2-28-15*

LaMOM
LOUISIANA MISSION OF MERCY

Thank you for coming today. Is there anything you would like to share with the Foundation or the volunteers about today's event? If so, please print it on this card.

*I deeply appreciate the efforts of the
volunteers and supporters of this mission.
It's a wonderful example of
community.*

LaMOM
LOUISIANA MISSION OF MERCY

Thank you for coming today. Is there anything you would like to share with the Foundation or the volunteers about today's event? If so, please print it on this card.

*Thank-ful
dentist visit the ser
wonderful every wor
"grand" I've been
Della McCray*

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LDA Journal

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A MEMBER PUBLICATION
OF THE AMERICAN ASSOCIATION
OF DENTAL EDITORS

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

Established in 1878, the Louisiana Dental Association (LDA) is the largest professional health organization for dentists in Louisiana. It is a statewide grassroots organization whose purpose is to promote, advocate, and protect the dental professional. The LDA has over 1,900 members.

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On the cover: Feb. 27-28 was the LDA's first-ever, solo Louisiana Mission of Mercy (La-MOM). Over 160 dentists (around 935 total volunteers) performed 8,423 total procedures (including: 2,159 extractions, 697 fillings, 389 cleanings, 108 partial dentures, and 56 root canals) over the two days. Over \$1 million in total dental care was provided via 1,473 patient visits (patient ages from 1-94). For more info and photos, visit the website at www.lamissionofmercy.org and check out pages 20-25!

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



LDA

editorial

Dr. David N. Austin
Editor, LDA Journal

Mathew, 1975-2015

We all learn from our mistakes. In dentistry, that usually transitions to either getting better immediately with that particular procedure or referring to someone who can do a better job. If this has never happened to you, then I would have to say that you have never worked on a live patient.

Often we are challenged by the difficulty of a patient who can make even the simplest of procedures challenging. Those of us who practice full time encounter fear and phobias on a daily basis.

But what about the patient that has daily mental challenges?

It was over 25 years ago when Mathew's family brought him to see me. Mathew was a tall, active teenager, tall beyond his years. However, Mathew's mind was to be forever about nine years old. He also had muscular dystrophy.

Mathew would come on a regular basis, every six months, and I dreaded his visits. He could be a challenge. He grew to be a strapping young man of over six feet a zillion, and towered over me and my staff. Many times he did not want to be there because he was usually missing his favorite cartoon. He would let me know that he could break me into several pieces if he wanted to and there is no doubt in my mind that he could do that. But with a little joking and coaxing, he would always settle down.

As the years flowed by, Mathew became more at ease with our appointments. It was always a little strange to have a conversation with this giant of a man about a new toy he had just acquired. We did this almost every visit and then it was okay to proceed with what we needed to do. He became a good patient. We were friends.

It was with sadness when in the last couple of years I watched as his father helped him into my dental chair as his muscular disease was becoming more advanced. His voice was becoming weak but he would still show me his latest toy or small video game before starting with the dental procedure that was planned.

Eventually, Mathew's dad called the office to let us know that he would probably not be able to come to any more dental appointments as he had been placed on a respirator with a tracheotomy to aid in his breathing. It took me a few weeks to go see Mathew in the hospital. I finally went because, frankly, I needed to see him.

When I entered the hospital room he was alone in a large semi-reclining hospital wheelchair watching television. When he saw me he couldn't speak but instead reached over and picked up his toothbrush and showed me where the OT had wrapped tape around the handle to fatten it up so that he could grip it better. He was proud of that. I noticed he was watching an old Tom and Jerry cartoon and commented that I had watched that same one when I was a kid. And for the first time I can ever remember, he smiled at me.

What did I learn from Mathew? I learned more about the meaning of empathy. I am not strong in that department, but because of him, I am definitely better. I learned the patience of listening. Mathew was not always very clear in expressing his dental issue, just like some of my patients that do not have his handicaps. Careful listening cannot only reveal a patient's dental problem, but sometimes reveals a host of issues both within and outside the scope of dentistry. I also learned that in order to achieve a consistent degree of dental success takes concerned persistence by the parents or guardians to reinforce good home care and timely dental appointments. And finally, I gained a deep contentment knowing that chronic dental problems was not one of his life problems.

Let me encourage you to treat at least some of the Mathew's in your community. Your expertise is in need. Don't let a fulfilling and worthwhile association slip away.

Because you see, I believe that some of the best and most beautiful things of this world can't be seen or touched. They must be felt by the heart.

It is with great happiness and pride in my association that this issue of the *LDA Journal* highlights the many volunteers who year end and year out support Dental Lifeline Network, as well as the dedicated volunteers and staff who made the LA Mission of Mercy happen in February. Over \$1 million in dental care was performed in two days. Thank you. Thank you all for your service.

www.ladental.org

Dentists' Day at the Legislature 2015

Wednesday, April 22



Dentists' Day is a grassroots event celebrating the dental profession that offers dentists the opportunity to meet their lawmakers. After visiting with your legislators, don't forget to enjoy the reception, with food, music and fun!

Schedule of Events

- 2 p.m.** Briefings (Capitol Park Welcome Center, walking distance from Capitol)
- 4:30 p.m.** Visit House and Senate chambers and leave notes for legislators
- 5:30 p.m.** Reception for dentists, guests and legislators at Pentagon Barracks (walking distance from Capitol)

Co-Sponsored by LADPAC and DAP-PAC

Registration Form: Please mail, fax, call or e-mail the LDA by April 15 to reserve your spot!

Name _____

Component _____

Phone _____

Email _____

I will be attending (circle one):

- 1) ONLY the briefings from 2-4 p.m.
- 2) ONLY the reception at 5:30 at the Pentagon Barracks
- 3) BOTH the briefings and the reception

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online registration is
available at**

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LDA feature

Jared Broussard
BlinkJar Media

The Google Guarantee: Too Good To Be True?

On a weekly basis, our dental clients receive numerous emails from random marketing firms with the latest Google ranking guarantee. The email usually “baits” our clients by pointing out a keyword that is currently not ranked on the first page of Google. The email then proceeds to guarantee a first page ranking on this keyword with a certain time period. These types of emails have increased dramatically as search engine marketing has become an integral piece of the overall marketing strategy for many dental practices.

In crowded sectors like the dentistry field, any opportunity to gain a competitive advantage may be worth your attention; especially one that involves owning precious real estate via Google. According to a recent study by Google, one in every twenty searches on Google is health-related. This is a pretty significant percentage considering there are nearly 5.9 million searches performed daily around the world.

As an increasing number of patients search the web for information regarding their dental health, ensuring that your practice owns a portion of the local real estate on the first page of Google has quickly transformed from a luxury to a necessity.

As tempting as these Google guarantees may be, they are extremely deceitful and are not to be trusted. While the list is endless of why your dental practice should not invest time and attention into these types of scams, I have listed three of the main reasons.

No one can guarantee rankings on Google — On Google’s website, their guidelines clearly state: “No one can guarantee rankings on Google.” If Google itself is letting the world know that there are no guarantees in rankings, how is anyone outside the organization making these aggressive claims?

Rankings are unstable — According to moz.com, Google changes its algorithm between 500-600 times per year, so the factors influencing first page rankings fluctuate often. There are also over

two-hundred indicators that are factored into an organic ranking, and many of these factors cannot be controlled. If many of the ranking factors fall outside the control of these companies, how are they able to guarantee results?

There are NO shortcuts with a successful search strategy — Search Engine Optimization is a marathon, not a sprint. First page rankings cannot be achieved in hours. Ranking ten keywords in ten days is a fabrication. And, the first page or it’s free guarantee is a tall tale. If something sounds like it is too good to be true, it probably is.

A good search engine marketing strategy takes time and creativity. It also requires a much richer understanding of your dental practice; one that cannot be obtained through a random email. Resist the temptation to work with any of these firms making phony promises, because the only guarantee will be one of regret.



BlinkJar Media is an Inbound Marketing Agency with a concentration in the medical sector. BlinkJar is based in Baton Rouge, but has professional and medical clients across the nation. For more information, visit <http://www.blinkjarmedia.com/>.

Dr. Lynne Halik, a Fortress Dentist.

I live in Fairport, NY with my husband and two kids. We lived in England and Japan while I was in the US Air Force. It was a way to travel and be a dentist.

I practice pediatric dentistry. I started my own practice so I could have more autonomy and have my kids with me. My daughter says it was great to be raised in a dental office!

I recharge with music. I've always played in orchestras, bands, quartets. Music is part of my family. I play the cello at church with my daughter Wendy and enjoy watching my son Scott play trombone.

I love seeing my patients' senior pictures, we get new ones for the wall every year. It's incredible to see them grow up.

I believe in volunteering. During my year as President of our District Society, we started a community program called "Give Kids A Smile Day."

I hope to go to Africa someday with our church to help a Methodist Minister we know in the Congo.

I admire anyone who can keep their family happy and their career going. My husband Jeff is a tremendous help, he's always been very supportive.

I recommend Fortress Insurance for professional liability coverage. I feel more secure knowing that they only insure dentists. I think it's an excellent company.



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When you choose Fortress for your professional liability coverage, you can be confident that your practice is protected. We are owned and operated by dentists and only insure dentists. Aggressive claims defense, valuable risk management and outstanding customer service are why dentists all over the country have selected Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection, call Stormy Blair at Brown & Brown of LA Association Services Professionals, 888-503-5547. Tell her Dr. Halik sent you.

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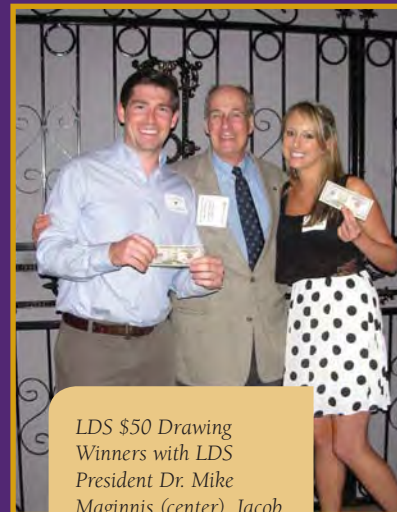


LDA Senior Reception Honoring LSUSD Class of 2015

52 Graduating Seniors Attended the Reception



Christy Marcello and Dr. William Chambers.



LDS \$50 Drawing Winners with LDS President Dr. Mike Maginnis (center), Jacob Diebold and Christy Forsyth.



Greater Baton Rouge dentists and future GBR dentists: Charlene Brown, Marcela Jolivette, Dr. Johnnie Hunt, Jeffrey Schott, Geoffrey Bird and Dr. David Balhoff.



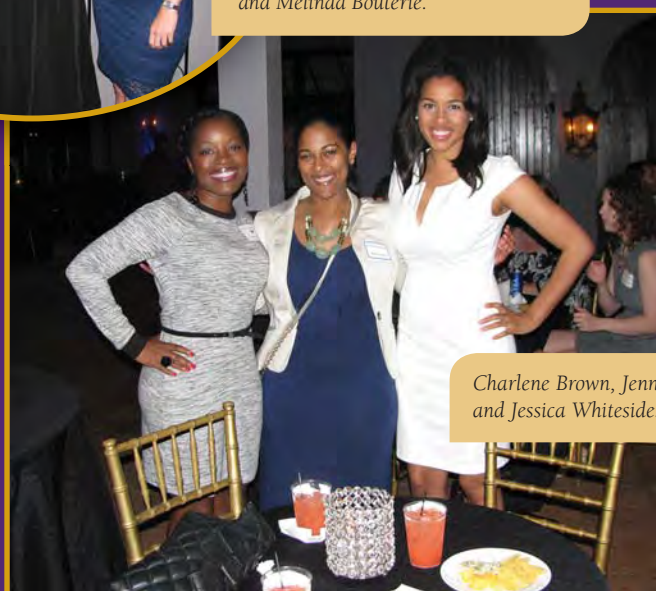
Northeast dentist and future NELDA dentists: Ryan Buller, Mary Rachal, Sarah George, Jacob Diebold, and Dr. King Scott.



Brown & Brown \$50 Drawing Winner (center) Lauren Berg with David Ellis and Melinda Bouterie.



Benjamin Bell, Jason Duke, Stephanie Duke, and Breanna Hughes.



Charlene Brown, Jennesia Primas, and Jessica Whiteside.



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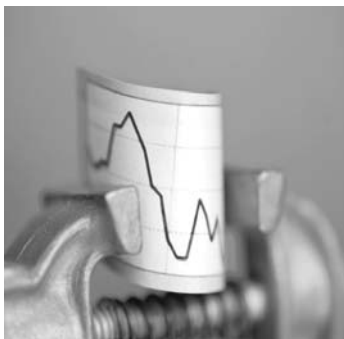
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LD A president

*Dr. Nelson P. Daly
President, Louisiana Dental Association*

My Swan Song as LDA President

My year as president is rapidly coming to a close as I'll pass the gavel to Dr. King Scott at the House of Delegates in April. I thought I'd share with you a few thoughts from the past year that stand out for me.

The Louisiana Mission of Mercy (LaMOM) event has to top the list as the most rewarding part of the year. The sheer magnitude of preparation and the number of volunteers who put in countless hours really made me proud of my association and my peer dental professionals. As I have said, the sight of patients crying tears of joy as they left will never leave me, but being able to work with so many dedicated individuals was like being able to perform with a symphony of world class musicians. I thank all of you for letting me play along.

Behind every great man, is a great woman. Until you get here, you have no idea just how much time this job requires. Since we all live with a full dance card already, that time must be stolen from somewhere else. Through all the difficult navigations this year, my wife Sally has been there to listen, to help with patients, and to encourage.

To function as president, you quickly realize that it truly takes a village...our LDA staff is not only flawless in their delivery, but never refuses when asked to do more. With the addition of the LaMOM project, we stretched them, but also learned where additional help will be needed going forward because there's only so many hours in a day. Be assured though that each of them has a forte, and that together as a group they shine.

The LDA/LSBD task force probably has been the most trying part of my year. As president, I received the calls and e-mails from members with complaints and concerns. Cries of foul play, unfair practices and accusations of abuse arose from both LDA members and politicians. Combine that with world class egos on both sides, some misinterpretation of facts, and an emotional conviction of protectionism, and finding middle ground was sometimes difficult.

The Legislature generally has the ultimate say on LSBD's policies. Even State Board rules that they can promulgate on their own without a bill are subject to oversight by certain legislative committees. Since it is unethical for State Board members to lobby legislators, that task falls to the LDA. To ensure the LDA handles that responsibility properly, ideas about issues concerning dentistry and the State Board typically are discussed first in small groups – task forces, both boards, or LDA Councils. These different bodies can and do sometimes disagree on solutions. Ultimately, the LDA House of Delegates has the final say on policy and what bills

the LDA will seek to file in the Legislature. It's rarely an easy process, but the vast majority of the time, it ends up serving both the public and dentists well.

There is more work to be done, though. Conflicts that arose in the 2014 legislature still need to be resolved. It may well be that policies will need to be decided on that will address such things as frivolous law suits against LSBD members and mistakes made in State Board prosecutions that are ultimately paid for by other dentists (through higher fees). How should these be handled? A large number of complaints I've heard involve the process of disciplining dentists. These come from not only the members, but attorneys with firsthand experience, as well as politicians who have their own firsthand knowledge. Are there viable ways to improve that process? The Task Force has also looked at advertising rules. For instance, there is no laser dental specialty, so I cannot advertise that I am a laser specialist – that is absolute. However, if I have received the proper training in lasers, implants, etc., it would certainly seem that there ought to be SOME way I can inform the public I've had that training that wouldn't confuse or mislead. That is open for discussion, and the difficulty in drawing a solid line that applies in all circumstances is why these types of advertising issues seem inherently subjective. But, I also believe it is the subjectivity of some advertising rules that leads to a substantial number of the complaints from the members about the LSBD. The LDA-LSBD Task Force is an initial forum for discussing precisely these kinds of issues.

As you can imagine, there has also been extensive discussion about the relocation of the LSBD to Baton Rouge. The LDA Board has agreed to amend the law to make the move effective August 31, 2019, because the current effective date of January 1, 2017, would cause the LSBD to break their lease. That would result in substantial additional expense. It is my hope that this collaborative process between LDA and LSBD will continue, and that resolution of these types of challenges can be achieved. We have been making progress; it's slow, but it IS progress.

So, as my year comes to a close, I reflect fondly (and with some exhaustion) on the time I have spent serving my profession. I have had many fine mentors all over the state, and look forward to having a scotch with them in the future while talking about fishing in Grand Isle. The future leaders you have chosen, I assure you, will do an excellent job for you. For me, I look forward to wearing my past president pin, and hopefully, if they let me in, having breakfast with those old mentors each year at the Past Presidents' Breakfast prior to the LDA House. I hope they'll let me in the club!



nodc/ldaa LDA

Dr. Gus Coutin
2015 New Orleans Dental Conference/LDA Annual Session Chair

The New Orleans Dental Conference/LDA Annual Session Conference App

There's an app for just about everything nowadays, and the New Orleans Dental Conference/LDA Annual Session is excited to announce that we have one too, so download it today! Our mobile app will bring the experience at the conference to a new level. Attendees will be able to see more, do more, and get more value out of the event—right from their mobile device. So, we can't wait to see you April 9-11 in New Orleans and hear about what you think about the app!

Features of the app include:

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- Connect and exchange contact details with other attendees.
- Share your event experiences on social media.
- Find session and exhibitor locations.
- See details about all of the exhibitors and sponsors.
- View speaker details and download handouts.
- Catch notifications about networking opportunities, contests, and other breaking event news pushed directly to your device.

This app performs optimally whether or not there's an Internet connection. When connected, the app downloads updates (like a schedule or room change). Once downloaded, all of the data is stored locally on the device so it's accessible even if there's no Wi-Fi.

HOW TO DOWNLOAD THE CONFERENCE APP

To enhance your Conference experience, **DOWNLOAD** the NEW mobile app.

For iPhone or Android Users:

Go to either the Apple store or Google Play store and search for NODC & LDA (or possibly New Orleans Dental Conference and LDA Annual Session).

For Blackberry or other devices using Windows:

The event can be viewed in any web or mobile browser using this URL: <https://crowd.cc/2015dentalconference>

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1. Using your web browser, download the app by entering <https://crowd.cc/2015dentalconference> on your mobile device.
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3. Input your Registration Code and either the email or name you used to register.

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LDA

interview with president-elect

An Interview with the President-Elect: Dr. L. King Scott

As all of our members might not know you, can you tell us a little about your background, education, family and hobbies?

I, like so many of my colleagues, graduated from LSUSD. I was in a wonderful class of great men and women who worked together for the good of all for a great education. I got a fabulous education at LSU.

My wife is Kari Plaschke from Longview, Texas. She attended Stephen F. Austin and Texas A&M. She has an M.A., and recently retired after 28 years as a senior pharmaceutical hospital representative having been with Hoechst - Roussel, Burroughs-Welcome, then Pfizer-Wyeth.

I have learned so much about dentistry post-graduation through other dentists. I attended The Dawson Center and was taught by Dr. Dawson how to be a professional dentist. I also attended The Center for Professional Development in Scottsdale where Dr. Michael Schuster taught me how to look at my practice and how to challenge myself to be the best I can be. I also met Dr. Mark Piper of the Center for Advanced Dental Studies who helped me with advanced TMD problems, Dr. Jack Turbyfill who taught me Dr. Earl Pounds' Branching Complete Denture Technique, Dr. Bill Dickerson who introduced the Baylor Advanced Cosmetic Continuum and Dr. Larry Rosenthal exposed me again to a different point of view so I was beginning to learn to think and discern quality dentistry.

The real fun came when Dr. Charlie Foy, Dr. Scott Kogler and Dr. John Portwood invited me to join an AGD Mastertrak Program! Wow! It was one of the best things I had ever done in my profession. I had been with these giants in dentistry but now to have to work and present with my peers was really a learning experience. It was like going back to school over a 4+



Dr. Scott volunteering at LaMOM 2015.

year period. The camaraderie was fabulous, the learning was the best ever and wow did my ability soar as we had terrific dentists in the group who challenged each other's abilities and learning. Then came Katrina! (Oh yes, if you have not figured it out yet, dentistry is my hobby.)

What inspired you to take an active role in LDA leadership?

I got a call from Dr. Tim Perry the year he was president of the LDA, which coincided with Hurricane Katrina. He asked if I would chair the LDA state meeting with Dr. Charlie Foy and Dr. Bill Hadlock. We worked together to put on a fabulous meeting. My claim to fame was to ask my mentor, Dr. Peter Dawson, to be the featured speaker. He agreed to do so at no charge. In fact, he even insisted on paying for his own expenses in order to help the LDA. Our planning team was able to get additional speakers at no charge, and this LDA Annual Session was the most financially successful meeting we have ever had! I am forever indebted to Dr. Dawson for what he did for our LDA and the dentists in the State of Louisiana.

And so, all of a sudden I decided that because of my love for my profession, it was time to become more involved at the state level and not just at the component level.

What are your goals for the LDA during your term as president?

My goals are simple:

1. Use of a system for membership growth so no one person is burdened with non-renewal dentists and non-member dentists.



Dr. Scott, Sen. David Vitter, and Dr. Jim Moreau at LaMOM 2015.

2. Use of a system for the LDA's Raffle benefitting LADPAC and the LDA's governmental affairs efforts.

3. Have everyone in the state use auto draft for their dues because it is just too easy!

4. Continuing Dr. Daly's great work by working with our leadership to make the best decisions we can for organized dentistry and the profession.

What, in your opinion, are the most critical issues facing dentists right now, and how would you like the LDA to respond to these issues?

Increasing the quality of dentistry and the perception of dentistry to the point that mid-level providers are seen as inferior to dentists that no one would be willing to except the level of care they would provide. It would be recognized that dentistry is best provided by well trained, caring, dentists in a dental home setting. No one deserves second rate care provided by mid-level providers. All our patients deserve care from a trained dentist.

What are your future predictions for organized dentistry, as well as dentistry as a profession? How do you think dentistry will change and develop?

Group and corporate dentistry are the future. Running an office solo is too demanding for today's world. You are not forgiven for not being at your office at 2:40 p.m. on Sunday afternoon when a person calls with a dental problem that has been developing over the last eight years and they now want to be seen at 3:00 on Sunday afternoon. This idiocy had been termed "access to care" when it is nothing more than people not taking responsibility for their own dental health.



Left: Dr. Scott received the LDA Distinguished Service Award in 2013. He is pictured here with his friend and colleague Dr. Kirt Touchstone. Right: Dr. Scott and his wife Kari at the House of Delegates in 2013 when he received the LDA DSA.



Above: Dr. Scott and his wife Kari in Banff Springs. Left: Dr. Scott and his dog Sadie.

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Dr. Michael J. Maginnis
President, Louisiana Dental Services, Inc.

LDS Endorsed Companies Also Support LaMOM

The 2015 L.H. Bowden Leadership Conference in January, partially sponsored by Louisiana Dental Services, Inc., was well attended. The conference speaker, Ryan Lowe, a professional motivational keynote speaker and sales trainer, did an excellent job with his presentation, "We're All Selling Something... But How Do You Get Them To Buy?" Mr. Lowe's presentation was designed to help the attendees learn and implement positive and unique selling techniques that inspire the confidence needed to achieve personal and organizational success.

February, of course, brought the Louisiana Mission of Mercy charity dental clinic to Baton Rouge. Elsewhere in the *LDA Journal* are pictures and stories about this inspiring event. I am pleased to add that a number of LDS endorsed companies took part with donations and assistance. Over 12,000 pairs of gloves were donated by Association Gloves (LDS Glove Program). Waste removal and truck transportation was provided by Medical Waste Management, Inc. Brown & Brown, the LDA insurer and agent for Fortress Insurance Co. (Professional Liability Insurance), provided financial assistance and volunteer help. Office Depot donated some of the office supplies. These companies deserve your support as they continue to support the LDA.

Coming up April 9-11 is the New Orleans Dental Conference/LDA Annual Session at the New Orleans Morial Convention Center. LDS and several of our vendors will have booths in Hall G and invite you and your staff to stop by to sign up for services or to have any questions answered by a company representative.

Now that new officers have been installed and district meetings are being scheduled, it is time to make arrangements with your local representative of LDS to schedule presentations by representatives of the companies we endorse. To help attendance



at these meetings, a speaker can be scheduled to present an hour of dental continuing education along with two or three short presentations by endorsed company reps. Call Debra at the LDA office in Baton Rouge at (225) 926-1986 and she will assist you with the arrangements.

Income figures for revenues earned during 2014 show an increase over last year and the continuation of an upward trend in usage of the endorsed products and services of LDS. Thank you to all who have taken advantage of the companies that have received the endorsement of the Louisiana Dental Association. The ultimate goal, of course, is to financially support the LDA, while offering quality and value in products and services that our members need and want. I encourage you to try any companies on the list that you haven't done business with as they all come with discounts for LDA members. The key here is to identify yourself as a member of the LDA. The list is available on the LDA web site at www.ladental.org/LDS.

And, watch your email in the next few weeks as we have announcements on new endorsed companies that will continue to save our members time and money! LDS has partnered with ADA Business Resources to offer our members discounts on items such as Whirlpool, Lands' End and Mercedes!

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Dr. Wanda Aguillard
Dr. Richard Akin
Dr. Ben Almerico
Dr. Dominick Alongi
Dr. Melanie Andrews
Dr. Arnau Aparicio
Dr. George Arch
Dr. Lance Babin
Dr. Victor Babin III
Dr. Ronald Baldo
Dr. Andrew Banker
Dr. Daniel Bankhead
Dr. Barton Barre
Dr. Brian Basinger
Dr. Harry Batt
Dr. David Baughman
Dr. Benjamin Beach
Dr. Katie Beach
Dr. Johnny Bear
Dr. Mary Beilman
Dr. Andrew Benson
Dr. Benjamin Ber
Dr. Douglas Ber
Dr. Ted Bercier
Dr. Corey Bergeron
Dr. Shannon Bergeron
Dr. Terry Billings
Dr. Michael Block
Dr. Rebecca Blum
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Dr. Bryan Bohning
Dr. Jennifer Boles
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For FY 2013-2014 (7-1-13 to 6-30-14), Dental Lifeline Network • Louisiana provided \$580,488 in services: \$543,129 in donated dental services and \$37,359 in donated lab services.

(Names and figures provided by Dental Lifeline Network.)

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Dr. Robert DeLarosa
Dr. Donald DeLatin
Dr. Duane Delaune
Dr. Timothy Delcambre
Dr. Guy Delhomme
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 Tri-State Dental Laboratories
 Tuan Dental Lab
 XEL Dental Lab



The total treatment value for 2014 is \$210,320, and they donated 336 hours. (Names and figures provided by 232-HELP Donated Dental Program.)

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 Dr. Neil Bernard
 Dr. Corey Bergeron
 Dr. Francis Boustany
 Dr. Matthew Brady
 Dr. Carl Breaux
 Dr. David Chambers
 Dr. Clay Chandler
 Dr. Tim Chauvin
 Dr. Randy Comeaux
 Dr. T. Kirk Crane
 Dr. William Darr
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 Dr. Danny Domingue
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 Dr. Rachel Durel

Dr. Lige Dunaway
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 Dr. Stuart Huntsman
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 Dr. Jeff Maestri
 Dr. John T. Mahoney
 Dr. Charles Manuel
 Dr. Thomas McKenna

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 Dr. Jerome Smith
 Dr. Phillip Stelly
 Dr. Chuck Soileau
 Dr. Kirk Soileau
 Dr. David Trahan
 Dr. Preston Webre

Give Kids A Smile Day 2015

New Orleans Dental Association

On Friday, January 30, 2015, the 7th Annual Give Kids A Smile event was held at LSU Dental School. LSU Pediatric Dentistry faculty Dr. Kimberly Patterson organized a team of volunteers including 182 dental, hygiene, and pre-dental students as well as 18 LSU faculty, NODA dentists, and LSU Dentistry residents to advise the students during screenings. All in all, there were 217 people, including dental assistants and staff, on hand for this great event.

Approximately 99 kids, grades 3 through 5 from Medard H. Nelson and Gentilly Terrace Charter schools were rotated through three stations including dental screening, oral health instruction, and NFL Play 60. Dental students and volunteer dentists provided dental screening as well as prophys and fluoride treatment. Dental hygienists and hygiene students discussed oral hygiene tips and healthy food choices using displays, games, and videos.



Carolyn Nguyen, Flor Nova, and Morgan Lee dressed up as the Toothfairy, a Toothbrush, and a Tooth. These LSU School of Dentistry DH1 students are entertaining students from Medard H. Nelson school.



Above: LSU School of Dentistry D4 student Matthew Leftwich, Dr. F. Thomas Giacona, D4 student John Lewis III, and the Amazing Spiderman pause to give a thumbs up for Give Kids a Smile. Left: A Gentilly Terrace Charter School student shows off her football moves as she dives to catch a football thrown to her by a New Orleans Saints NFL Play 60 staff member.



Northeast Louisiana Dental Association



NELDA dentists, with the leadership of Dr. Heber Tuft, screened a total of 316 children (pre-k to 6th grade) of Lincoln Elementary for Give Kids a Smile Day. The event was held

on February 13 at the Louisiana Purchase and Gardens Zoo in Monroe. Dr. Tuft worked closely with the ULM School of Dental Hygiene, led by Ms. Sharron Chaney, who helped tremendously with the event.

The dental hygiene students were able to place the fluoride varnish on the children's teeth, as well as teach them oral hygiene instructions. Ninety-four students were in need of treatment along with sealants. One hundred forty-four students were in need of sealants. NELDA is following up with the ULM school of dental hygiene, and will set a date for the children to come back who are in need of sealants.

Northwest Louisiana Dental Association



On Friday, February 6, 2015, the Northwest component of the LDA hosted a GKAS event at Pediatric Dental Partners under the guidance of Dr. Lauren Wallace. These dentists,

hygienists and assistants saw approximately 85 kids, performing 35 cleanings, 58 sealants on 20 kids and did 15-20 extractions on 10 kids. These were third graders from Caddo Heights Elementary School.

Note: We will highlight at least one Give Kids A Smile Event in each issue of the LDA Journal this year. If you have not done so, contact the LDA with info and stats on your event. You can email info@ladental.org.

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LDA *feature*

Annette Droddy
Assistant Executive Director, LDA



LaMOM 2015 Treats Almost 1,500 Patients with Over a \$1 Million Worth of Dental Care

The week started out as normal at the Armed Forces Reserve Center in Baton Rouge with military personnel working on drills, repairing equipment and handling paperwork. However, on Thursday, Feb. 26 and as part of the LDA Foundation, dentists from around the state, LDA staff and general volunteers took over the facility and turned it into an 80 plus chair charity dental clinic. The transformation was incredible!

When the gate opened at 4 a.m. on both February 27 and 28, patients were ready to enter and get in line to begin their much needed dental care. Both mornings, we reached our maximum amount of patients long before lunch. Many patients entered with rotten and obviously decayed teeth and a great deal of pain. That changed as they left smiling, sometimes with gauze still in their mouths, but still smiling!

There are too many volunteers to list them all but if you volunteered you probably have a new appreciation for your association and the incredible leadership team that put together this event. Over 160 dentists (around 935 total volunteers) performed 8,423 total procedures (including: 2,159 extractions, 697 fillings, 389 cleanings, 108 partial dentures, and 56 root canals) over the two days. Over \$1 million in total dental care was provided via 1,473 patient visits (patient ages from 1-94).



Shirley before

As I interviewed patients for a video that will be shared in the near future with members and sponsors, there were many times that tears of joy were shared between dentists and patients as we talked about this life-changing event. Shirley, who will be featured in the

video, found out about the event through her local food bank in New Orleans and came because she'd had missing front teeth for 15 years and pain in several other teeth. She said she received her Christmas wish that day; she now has two front teeth after Dr. Gizelle Richard and Dr. Mike Maginnis fitted her and made her partial denture. If you watch the video, you will see her beautiful new smile.

Another patient, Thomas, shared with us that he had an interview the following Monday for a shift manager at Smoothie King and felt that he had so much confidence already because of his new front teeth. Time-after-time I was told how



Shirley after

much these dentists were appreciated for closing their own practices and bringing staff to work in the Louisiana Mission of Mercy (LaMOM) clinic. There is no doubt that we were

all appreciated and the stories from patients is what made the long hours and hard work worth it.

Putting together LaMOM for the first time on our own was a huge feat led by Dr. Maria Burmaster as the state chair and Drs. Chip Simon and John Portwood as local chairs. Together with the LDA staff and a host of other leaders, along with support from the Irene W. and C.B. Pennington Foundation (our Platinum sponsor), the LSU School of Dentistry and America's Dentists Care Foundation, it was a great success. (We are so thankful for all of our grants, sponsorships and in-kind donations. Please see the entire list on pages 22-24.)

LDA President Dr. Nelson Daly posted this on his personal Facebook page after the event was over: "This has been by far the finest part of my year as LDA president. Patients were crying tears of happiness when they left us, and all were incredibly thankful. Dr. Maria Burmaster, Dr. Chip Simon, and Dr. John Portwood did a masterful job of organizing all of us, the Louisiana Army National Guard were champs for letting us use their facilities and the LDA staff were flawless as usual in creating a seamless event. Please check out all the sponsors who gave us their time and money to pull this off. Sincere thanks to all of you who made this happen. If you missed it, you really missed out on an opportunity to do something fantastic. Hopefully I will see you in New Orleans in 2016!"

If you were a volunteer and attend the New Orleans Dental Conference/LDA Annual Session, visit the LaMOM booth for a small token of appreciation.



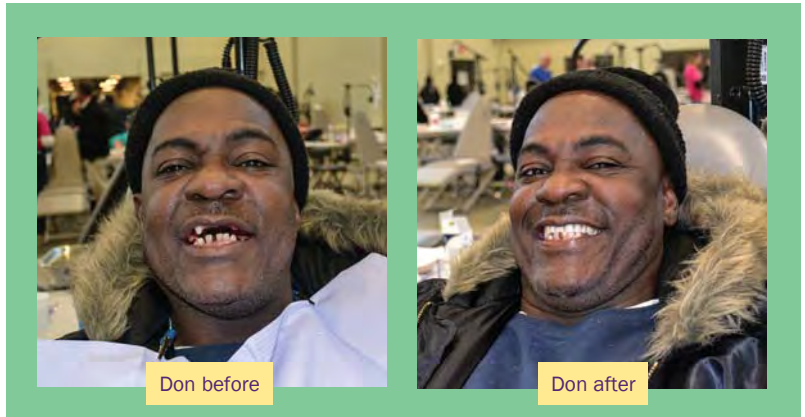
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- Dr. Mark Anderson
- Dr. George Arch
- Dr. Troy Babb
- Dr. Lisa Bailey
- Dr. Daniel Bankhead
- Dr. Barton Barre
- Dr. Robert Barsley
- Dr. Peter Bayles
- Dr. Douglas Ber
- Dr. Rachel Beyer
- Dr. Mike Bond
- Dr. Jared Boyd
- Dr. McKenzie Boyd
- Dr. Steven Brooksher
- Dr. David Buczak
- Dr. Haley Bui
- Dr. Maria Burmaster
- Dr. Keisha Butler
- Dr. Kimberly Caldwell
- Dr. Robert Camenzuli
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- Dr. Michael Cason
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- Dr. Daniel Choi
- Dr. Brian Christensen
- Dr. James Richard Churchman
- Dr. Kevin Collins
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- Dr. Douglas Cross
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- Dr. Brian Dyess
- Dr. David Ellis
- Dr. Emily Evert
- Dr. Shelly Fallin
- Dr. Amy Ferguson
- Dr. Charles Foy
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 Dr. Renee Biondo
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 Dr. Maria Burmaster
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 Dr. Monroe Howell
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 LSUSD Student Government
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 Dr. Richard L. Owens
 Northlake-Mandeville Rotary Club
 Dr. Katherine Tran
 Dr. Ann Uzee
 Jason & Tiffany Waddell



Feb. 27-28, 2015

935 volunteers statewide

8,423 total procedures were performed, including:

- **2,159** extractions
- **697** fillings
- **389** cleanings
- **108** partial dentures
- **56** root canals

\$1,008,389.10 total care provided **1,473** patient visits in two days.

Youngest patient, **1-year-old**

Oldest patient, **94-years-old**



LDA wealth management

Chad Olivier, CFP®

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

Dentist Retires with \$8 Million Fortune at 65

Ok, this is not a real headline, but is it possible? Yes it is. Recently, Ronald Read, a Vermont gas station attendant and janitor, surprised the world after he passed away at age 92 for having amassed an \$8 million fortune and then bequeathing the majority of it to a local hospital and library. We can all agree that a dentist will earn more than twice what a janitor will make over a lifetime. Some of the details of Mr. Read's life have surfaced, so how did he amass such a fortune? Here are 5 lessons that a dentist can learn from a retired multi-millionaire janitor:

1. It can pay to be frugal. Mr. Read was known for being quiet and frugal. No one knew he was rich. He lived a very simple and humble life. He wore old flannel shirts, drove a second hand car, and avoided spending any extra money when he could. The flamboyant spender appears wealthy, but only gives the impression of wealth. Pay off debt, be diligent with payment plans, and don't spend more than you make. This is an easy way to fall into a trap.

2. Do not always follow the herd. Programs like CNBC's "Fast Money" where a panel of traders discusses their quick buys and sells for that day make you believe the only way to make money is to trade in and out. Well, Mr. Read for one reason or another decided to invest in the companies he knew and had a philosophy to invest in stocks that paid dividends. He did this during markets and economies that challenged your sanity and had the majority of people running for shelter. Keep in mind that the payment of dividends is not guaranteed. Companies may reduce or eliminate the payment of dividends at any given time. We do not know when or how he started investing. A couple of the companies fell on hard times. One company went bankrupt and reorganized under a new symbol. Stay consistent with a strategy and don't follow the herd when markets get shaky. Think long-term, judging every asset and investment with risk and reward in mind.

3. Be proactive. Always do your research and make sure investments remain viable. Have an understanding of all of your investments and what you are trying to accomplish. Be proactive in the decision making process. Read the reports and ask the questions. Be involved; this is your money.

4. Have an estate plan. Mr. Read donated a large portion of his wealth to two charities at his death. He had worked with an attorney to have a plan for his wealth when he passed away. If he did not give to those charities at his death the headline could have read, "Man amasses \$8 million estate and gives Uncle Sam over a million in estate taxes." Stay in control of your assets. Having the appropriate estate planning done can help you leave more assets to your heirs than to the government.

5. Wealth can be earned, regardless of circumstances. Let's look at a hypothetical example of how it may be possible to accumulate \$8 million by age 65. A 40-year-old with a net worth of \$1 million that has the ability to invest \$70,000 per year at a 6% average return will have \$8.1 million at age 65. Notice I said net worth. This is everything that can be liquidated minus your debts. The key is to have appreciation on those assets. Have a plan and stick to it. This is a hypothetical example and is not representative of any specific situation. Your results will vary. The hypothetical rates of return used do not reflect the deduction of fees, taxes, and charges inherent to investing.

Increasing your wealth does not have to come from luck or circumstances, but may be earned with hard work, discipline, and a good long-term plan.


Sources:

CNBC, "Here's how a janitor amassed an \$8M fortune" <http://www.cnbc.com/id/102410730>

CNBC, "Janitor bequeaths millions to library, hospital" <http://www.cnbc.com/id/102404530#>

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. This information is not intended to be a substitute for specific individualized tax or legal advice. We suggest that you discuss your specific situation with a qualified tax or legal advisor. 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.oliviargroup.com.

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LDA louisiana state board of dentistry

*Dr. Aubrey Baudean
President, Louisiana State Board of Dentistry*

The Overall Goal of Improving Dentistry in Our State

I would like to introduce myself as the new president of the Louisiana State Board of Dentistry. I graduated from LSU Dental School in 1984 and have been practicing general dentistry in Marrero, on the west bank of the Mississippi across from New Orleans, since graduation. I have been on and off the Board since 1996. My term on the Board, like my presidency, expires at the end of this year. At that time, I will retire from the Board for good. It is and has been an honor and a privilege to serve the people of Louisiana and my chosen profession. The profession of dentistry is one for which I have a great deal of love and, although my time on the Board will be over at the end of this year, I intend to continue to be involved in efforts to improve the field.

I look forward to a great year as president. However, there will be challenges ahead. I believe that through a new era of cooperation between the Board and the LDA, all of dentistry will benefit. Among the things on the horizon with the Board are changes to the anesthesia rules. The prior board president, Dr. Wilton Guillory, mentioned the proposed changes in his last letter in the LDA Journal. The proposed rules have been provided to the LDA so that the LDA House of Delegates can review them in April of this year, prior to their adoption. The proposed changes basically increase the education required to receive a sedation/anesthesia permit to fall in line with the ADA guidelines. Dentists who already have permits will not be required to receive additional training. However, all dentists who hold a sedation/anesthesia permit will, under the proposed rules, be required to get six hours of continuing education on sedation every two years. This is not in addition to their biennial 40 hours of continuing education. Instead, six hours of the required 40 hours must deal with



sedation. The Board anticipates voting on the rules at its May meeting, and thereafter it would be several months before they would go into effect.

Another thing that I would like to mention is internet advertising. Many of you might be surprised by which search terms will bring up your name in an internet search, and by how you are listed in the search results. An online search of the yellow pages or white pages for "endodontists in [any particular city in Louisiana]" will bring up lists which include many dentists who are not endodontists. The lists will frequently even list non-endodontists as endodontists. The Board realizes that when dentists sign up for these online advertising services they are frequently placed in categories that they did not request. Accordingly, the Board has, for now, been making allowances for these situations. However, I urge all of the dentists in this state to do internet searches for various specialties in their area to make sure that they are being correctly listed by the advertisers that they have retained.

In closing, I am hopeful that we are on the brink of a new era of cooperation between the Board and the LDA. Although the stated goals of the two entities are different, one to protect the public and one to advocate for dentists, the overall goal for both is to improve dentistry in this state in general. In improving dentistry, both goals are met. In working alongside each other, rather than in opposition to each other, we can achieve the common goal and benefit all of the citizens of this state.

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LDA winter c.e.

Brandi Thomas
LDA Communications Intern

Attendees Braved Stormalong Bay for C.E. With Character

The annual Winter C.E. Lecture Series was held at Walt Disney World® Resort. With attendees from several different regions (including Canada), the series was a huge success! We began on Sunday, February 15 at the Yacht and Beach Club Resort with a presentation on “High Impact Systems that will Transform Your Practice.” Janet Steward gave the attendees tools to gain the commitment of team members and ways to increase profitability.

The weekend kicked off with the Dazzling Desserts and Fireworks welcome reception at Epcot®. The attendees were shuttled to Epcot® on the boat launch, a water taxi, where they watched the firework spectacular from front row seats. The chefs prepared mango flambé, while guests enjoyed ice cream sundaes and other frozen treats.



Laura Randolph, Silvia Rosillo and Monica Mohler during speaker intermission.

After a late night in the theme park, Monday morning came bright and early with Dr. Todd Snyder’s presentation on “Restorative Dentistry...The Total Package.” Dr. Snyder taught marketing strategies focused on driving new patient opportunities. Our series concluded on Tuesday when Dr. Snyder returned to discuss new techniques and materials in restorative dentistry.



Janet Steward speaks about transforming your practice from average to exceptional.

With the weather moderately cool at 70 degrees, the attendees and their families enjoyed the heated waters of Stormalong Bay. The families waded in the sand-bottomed pool, floated down the lazy river, and zipped down a 230-foot-long waterslide from a life-sized shipwreck. Attendees indulged in root beer floats from Beaches and Cream Soda Shop before heading to Lafferty Place Arcade for hours of fun. At night, guests enjoyed movies along the shores of Crescent Lake around a beautiful campfire. Many magical moments were created during this Mardi Gras holiday. You can view some of those captured moments on our Facebook page due to the willingness of the attendees who assisted us by sharing their photos on Facebook.

The LDA would like to thank all our sponsors that helped to make the series a success: our events partner, Brown and Brown Association Services Professionals, Louisiana Dental Services (LDS), Weave, and The Denali Group.

If you missed this year, plan now to attend the next C.E. with Character during our Winter Lecture Series at Grand Floridian Resort & Spa over Mardi Gras, February 7-9, 2016. Visit the LDA website at www.ladental.org to see information as it becomes available.



Dr. Darrell Pilat and family enjoy the Dazzling Desserts and Fireworks Welcome Reception.



Dr. Richard Churchman and wife enjoy mango flambé.



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Legislative Dinners



Acadiana held a legislative appreciation dinner on March 11. Pictured here are Rep. Blake Miguez, Dr. Lance Savoie, Dr. Lige Dunaway, Sen. Page Cortez, Rep. Jack Montoucet, and Sandra Montoucet.



Northeast held a legislative appreciation dinner on Feb. 19. Pictured here are: Rep. Bubba Chaney, Dr. King Scott, Dr. Jeff Hooton, Ward Blackwell, and Sen. Robert Kostelka.



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LDHA Louisiana dental hygienists' assoc.

Terri Linzay, R.D.H.
President, LDHA

It Is Never Too Late to Get Involved

Wow, what a year it has been! Hard to believe my time as LDHA president is coming to an end with our Annual Session in March. In the previous article, I mentioned our speakers. We had great speakers! We also had sponsors, vendors and even a massage therapist, my daughter Johanna Bollich, to manipulate the tissue in a way that helps release stress in our hard working necks, shoulders, backs and hands.

We were able to earn 13 C.E. credits during the meeting. Attendees also had the opportunity to reconnect with other hygienists as well as classmates. Several of my classmates were in attendance, including Dr. Bobbie Morris Galjour, who went on to become a dentist. Thanks Bobbie! We welcome all members of the dental team at our meeting.

Several LDHA Board of Trustee members volunteered at the Louisiana Mission of Mercy (LaMOM) hosted by the LDA Foundation. What a great experience to work with dental professionals and other volunteers to perform over \$1 million in dental care on almost 1,500 Louisiana residents who were in a great need of this service.

Our senior delegate, Kim Bourgeois, and junior delegate, Joanna Peters, are preparing for ADHA's upcoming Annual Session by attending our District VI Training Meeting held in Mississippi this year. The ADHA 2015 Annual Session will be held in Nashville, Tennessee, on June 17 - 23, 2015.

With ADHA's membership campaign we hope to continue the increase in membership as this is SO

important for our profession. Please encourage your dental hygienists to join ADHA. By joining ADHA, one is also a member of LDHA and their local component where meetings are held to earn C.E. and visit with other hygienists in their area. The Alexandria Component will start having meetings this year.

Jane Burgin, who works with LDHA governmental affairs, has Louisiana Dental Hygienists' Day set for May 19, 2015, at the State Capitol in Baton Rouge. I attended last year and we were able to meet our legislators.

By the time you read this article, I will be LDHA's past president and Shandi Romero will be installed as LDHA's new president. Shandi has been involved with LDHA since graduating from ULM Dental Hygiene program in 2005, and has been the component president of the Acadiana District Dental Hygienists' Association since 2011. I cannot say enough about Shandi. She has been dedicated to LDHA and plans our Annual Session when it is in Lafayette. I am looking forward to serving as past president with Shandi. What a great learning experience it will continue to be for me as she leads LDHA this year.

On an ending note, it has truly been an honor to serve as LDHA's president and I just want to THANK everyone who helped me during my time as LDHA president. I have learned so much this past year and have met some wonderful people and LDHA leaders. I am very glad to finally be involved in my professional association. It's never too late to get involved.

Dr. Francis Ralph Dauterive, Sr.

Dr. Francis Ralph Dauterive, Sr., passed away peacefully on January 8, 2015, after a prolonged illness. Known as Dr. Ralph, Paw Paw D, Uncle Ralph, the Singing Dentist or Dad, he lived a full and active life, cherishing time spent with friends and family throughout his 87 years. He practiced general dentistry in Arabi after graduating from Loyola Dental School, and

was known by his patients as the singing dentist. He served multiple leadership roles in the dental profession, including president of the Louisiana Dental Association, delegate to the American Dental Association and president of the New Orleans Dental Association. He remained connected to the LSU Dental School and after retiring from dentistry endowed a chair in his name.



LDA

lsu school of dentistry

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

Slow and Steady Wins the Race

The mission of a dental school is multifaceted and complex. On the surface, the goal is straightforward, i.e., to educate dental professionals to care for our citizens. However, a myriad of issues and challenges are involved in accomplishing this goal. Effective classroom and clinical training, faculty recruitment and retention, a strong patient base, promoting and strengthening faculty research, and adequate facilities are all required for success.

To that end, members of the faculty and staff must focus on both short- and long-term objectives through planning and progress evaluation. The process is not static, but fluid—shifting and evolving to address funding challenges, technological advances, and improved ways of delivering education and patient care.

Concentration on key areas continues through our planning process. Our current strategic plan focuses on five goals: establish and maintain a contemporary curriculum; enhance efforts in recruitment, development, and retention of outstanding faculty and staff; foster enhanced excellence in scholarship and research; secure and maintain adequate resources to sustain and enhance the mission; and improve the physical environment.

This ongoing process also ensures that we are prepared for the accreditation site visit, which occurs every seven years. Consultants appointed by the Commission on Dental Accreditation (CODA) will visit LSUSD in 2016 to assess its programs in education, research, and patient care. To prepare, faculty and staff are gathering and analyzing data to ensure that CODA standards are met in all the aforementioned areas. Although an arduous endeavor, it ensures that we continue to deliver the best possible education for our students and offer the best possible care for our patients. Following the previous visit in 2009, the school received an exceptional report and we expect an equally positive report for the upcoming accreditation visit.

A major focus in recent years has been to ensure that our educational and clinical facilities are adequate and up-to-date. I am pleased to report that much has been accomplished. Among the most noteworthy are:

- A new patient screening clinic at the school to streamline and expedite patient screening for both students and faculty. Complete with six clinical chairs and two surgery suites, the clinic was generously funded by Nobel Biocare and our alumni through the Committee of 100 Fund.
- A new general practice residency clinic in Baton Rouge. With more than double the space of the previous facility, the new clinic can accommodate more patients and includes six operatories, a consultation, a radiology room with a panoramic unit, a laboratory, and a teleconference room.
- A \$450,000 gift from the LSU Health Foundation to establish a healthcare clinic on LSUSD grounds. The clinic is a joint effort between the schools of dentistry and nursing. Its purpose is two-fold: to care for the underserved population in the New Orleans Mid-City area and to teach students how to work effectively with other health professionals to improve health care outcomes for patients and the community.
- Architectural plans for the new preclinical labs are complete. The leadership of the LSU Health Sciences Center is solidly behind the project and our fundraising efforts continue to raise the \$8.1 million needed for the lab renovations.

These improvements directly affect our ability to provide better clinical training for students and improved care for patients. They also provide additional streams of revenue to address budget shortfalls.

Other areas of concentration include outreach to the underserved and student recruitment.

This past fiscal year LSUSD faculty and students sponsored 28 outreach efforts benefiting nearly 1,400



Pre-Dental Society at LSU officers with LSUSD representatives from (l-r): back row: Robby Bowen (LSU advisor) with society student officers, Abby Earles, Will Cavell, Landon Broussard. Front row: Carrie Mason, RDH, MEd (director of dental hygiene at LSUSD), Mary Cait Strong (hygiene representative) with society student officers, Colleen Kimball, Richa Banthia, Kaylee Roussel, Erin Wilbanks. Dr. Toby Cheramie (LSUSD Dean of Admissions) is far right.

individuals. Screenings, the placement of dental sealants, oral cancer exams, and oral health education were among the services we provided. In February our pediatric dentistry department coordinated the school's 7th annual Give Kids a Smile event. Approximately 120 school children from Medard H. Nelson Charter School received dental screenings and oral health education. LSUSD faculty and staff also are vital partners with the Louisiana Dental Association for the annual Louisiana Mission of Mercy outreach. In addition, with the assistance of our alumni, the school has established a committee to address dental shortages in rural areas.

The Pre-Dental 101 Workshop continues to attract a great deal of interest among college students. A joint program of LSUSD and the LSU Pre-Dental Society, this year's event attracted over 300 participants from seven different states. Dr. Toby Cheramie, assistant dean of admissions, also visits colleges in Louisiana and Arkansas to promote LSUSD educational programs to prospective applicants. Competition for admission continues to be strong in both dentistry and dental hygiene.

Focus, consistency, and flexibility are all necessary to sustain and enhance the LSUSD mission. It requires the support and input of our faculty, staff, students, and alumni. We are fortunate to have such a close community of committed individuals who care about the school. It doesn't happen overnight, but our progress is evident. Slow and steady wins the race.

2015 Upcoming LSUSD Events

Friday, April 10

Alumni Reception

NODC/LDA Annual Session, New Orleans
The Gallery at The Chickory
(next to Ernst Cafe)

Some classes are holding reunion celebrations in conjunction with the NODC/LDA Annual Session (April 9-11). If your graduation year ends in a 0 or 5, email kkell2@lsuhsc.edu to find out if your class is holding an event.

Friday, September 25

Alumni Day

LSUHSC School of Dentistry, New Orleans

To register, visit www.lsusd.lsuhs.edu and click on "Alumni Events" in the right hand column. Or contact the Office of Alumni Relations at (504) 941-8120 or kkell2@lsuhsc.edu.

PEDO/GENERAL OFFICE FOR SALE: Metairie, LA, newly refurbished interior in well maintained office building. All new equipment in place. Fully digital. Priced to sell. Contact Kay Oplinger at koplinger@ihallc.com or (912) 223-7228.

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DENTIST NEEDED: Busy dental practice in need of an experienced general dentist. Please give us a call for details. (225) 753-5885.

MEDICAL WASTE DISPOSAL: for Dentists of Louisiana looking for compliant, reliable, low-cost disposal. Request a free quote in 10 seconds at <http://www.biomedicalwastesolutions.com/louisiana-la-medical-waste-disposal/> or call 1-877-974-1300.

Dentist Needed: Full or Part-time/\$900 day, plus all expenses paid, all equipment provided. Scheduling and assistant provided. Providing mobile dental care to nursing homes on a mobile dental unit in the Greater New Orleans area. Call 1-877-551-8252.

PRACTICE FOR SALE: North of Baton Rouge in Saint Francisville; will transition; will provide one-third owner financing. Email Dr. Jim Ballard at jnballard@gmail.com.

Dentists needed for full- and part-time positions. \$700 per day to provide mobile dental care to school children and seniors in the Greater New Orleans area. Employer benefits available. Please call or email Ms. Sheree Nelson at (504) 382-5891 or ves201210@gmail.com.

Pedodontist Position Available in Lake Charles:

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SPECIALISTS NEEDED: Busy dental practice looking to add an endodontist and orthodontist to its team. Office may serve as satellite office for a specialist looking for a presence in the Baton Rouge Goodwood area. Please email CV to manager@distinctivesmilesfbr.com.

DENTIST NEEDED: Busy dental practice, in the Goodwood area of Baton Rouge, is looking for a general dentist to work on Fridays and possibly some Saturdays. Dentist should be comfortable working with patients of all ages. Please email CV to manager@distinctivesmilesfbr.com.

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For more information or to place a classified ad, contact *LDA Journal* Managing Editor Annette Drodgy at (225) 926-1986 or info@ladental.org.

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Mar. 6 New Orleans LSU School of Dentistry	Accelerate Your Practice - Tools for scheduling excellence, <i>a course for Office Managers, Admin./Business Assistants, Front Office, Staff and their Dentists w/ Sandy Pardue, Director of Consulting with Classic Practice Resources, Inc.</i>	Dentist	\$495	7 NC, L/P
		Staff (RDH, Dental Assist. & Bus. Assist. Ofc. Mgr.)	\$495	
Mar. 13-15 New Orleans LSU School of Dentistry	Expanded Duty Dental Assistant (EDDA) w/ Nancy Weiss, RDH, CDA, EFDA, B. J. Triay, CDA, EDDA & Dana Williams, CDA, EDDA	Assistant	\$540	24 C, L/P
Mar. 20 New Orleans LSU School of Dentistry	Maximized Adhesive Dentistry: The Foundational Posterior Course – Tools, materials, and techniques for durable, predictable esthetic restorations w/ Bruce J. LeBlanc, DDS, et al. This course is a limited-attendance, hands-on course, please register early.	Dentist	\$695	7 C, 2L/5P
April 24-25 New Orleans LSU School of Dentistry	Oral Appliance Therapy for TMD & Bruxism – a one and a half day, limited-attendance, hands-on workshop w/ Drs. Henry Gremillion, Dale Ehrlich, & Mike Kadair	Dentist	\$975 ♦	12 C, 5L/7P
May 1-2 Gonzales, Cabela's	Six Month Smiles® - a general practice-focused system that equips dentists to help their adult patients with crooked teeth, using unique clear braces w/ Chris Bowman, DDS	Dentist Team Member	\$2,450 ■ \$325	15 C, 10L/5P
May 8 New Orleans LSU School of Dentistry	Local Anesthesia & Nitrous Oxide Update presented by Dr. Benjamin Record	Dentist Hygienist	\$295 \$195	7 C, L
	Local Anesthesia & Nitrous Oxide Update + 1 hour Lab presented by Dr. Benjamin Record. Note: Details will be announced on website.	Dentist Hygienist	TBA TBA	8 C, 7L/1P
May 15-17 Lafayette Lafayette General Hospital	Expanded Duty Dental Assistant (EDDA) w/ Karen Coco, EDDA, Tammy Mergist, EDDA, & Sheila Neilsen, EDDA	Assistant	\$540 ★	24 C, L/P
June 5-6, 2015 New Orleans LSU School of Dentistry	LSU's Orofacial Pain Continuum™: Session 1 of 5 – for dentists and other health care professionals who have a desire to enhance diagnosis and management of patients with TMD, sleep disorders and other types of orofacial pain w/ Drs. Henry Gremillion, Dale Ehrlich & Gary Klasser. This course is limited-attendance.	Dentist	Call Bob Leaman at (504) 941-8404 to register.	74 C, L/P
June 6 New Orleans LSU School of Dentistry	Digital & Conventional Radiology for the Dental Assistant w/ Drs. Kavas A. Thunthy & J. Sean Hubar	Assistant	\$300 ★	7 C, L/P
June 12-14 New Orleans Gonzales, Cabela's	Expanded Duty Dental Assistant (EDDA) w/ Anne Klasser, EDDA, Leslie C. Hernandez, EDDA, CDA and Sherry Renfrow, EDDA	Assistant	\$540 ★	24 C, L/P
June 19-20 LSU School of Dentistry	Oral (Enteral) Sedation – a certification course for dentists to obtain or renew their permit to administer oral sedation to patients w/ Course Director Benjamin R. Record, DDS	Dentist	TBD	20 C
July 17 LSU School of Dentistry	Infection Control w/ speaker TBA	Dentist RDH Assistant	\$295 ■ \$175 ■ \$95 ■	7 L, C
July 17-19 New Orleans LSU School of Dentistry	Expanded Duty Dental Assistant (EDDA) w/ Nancy Weiss, RDH, CDA, EFDA, B. J. Triay, CDA, EDDA & Dana Williams, CDA, EDDA	Assistant	\$540 ★	24 C, L/P
July 24 LSU School of Dentistry	Dental Photography w/ presenter Michael T. Bellerino, CDT	Dentist Team Member	TBD TBD	7 L
August 14-16 New Orleans LSU School of Dentistry	LSU's Orofacial Pain Continuum™: Session 2 of 5 – for dentists and other health care professionals who have a desire to enhance diagnosis and management of patients with TMD, sleep disorders and other types of orofacial pain w/ Drs. Henry Gremillion, Dale Ehrlich & Gary Klasser. This course is limited-attendance.	Dentist	Call Bob Leaman at (504) 941-8404 to register.	74 C, L/P

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

★ You may be eligible for tuition reimbursement through Louisiana's Small Business Employee Training program – call CE at (504) 941-8193 to see if your practice qualifies.

■ This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines!

♦ This tuition is for a single registration. Save \$100 if two or more register together at the same time from a small group or study club. Call Bob Leaman at (504) 941-8404 to register.

LDA

c.e. and lda events calendar

Visit www.ladental.org
for the statewide
C.E. calendar!

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

DATE: April 24, 2015 - Lecture 7:30 a.m.-3:00 p.m. – Lunch is provided
COURSE: Comprehensive Interdisciplinary Management of Debilitated Dentitions
SPEAKER: Ward Smalley, D.D.S., M.S.D.
PROVIDER: The Acadiana District Dental Association
LOCATION: La Marquise at Parc Lafayette, 1925 Kaliste Saloom Road, Lafayette, La.
DESIGNED FOR: All
CREDIT HOURS: 8 lecture
FEES: ADDA Members - \$250; ADA Members - \$350; Non-ADA Members - \$450; Auxiliary Staff - \$150
REGISTRATION: Contact Dr. Donald Balhoff for details at 337-761-7070 or donaldb@balhoffortho.com.

DATE: May 14, 2015 – 6:30 p.m.
COURSE: Galileo-Cerec Integration for Guided Implant Surgery
SPEAKER: Glenn Appleton, D.D.S.
PROVIDER: Southwest District Study Club/Southwest District Dental Association
LOCATION: Lake Charles Pioneer Club, 127 Broad St, Lake Charles, LA 70601
DESIGNED FOR: All
CREDIT HOURS: 1 lecture, clinical
REGISTRATION: Contact Dr. Jeffery A. Hennigan at 337-478-8470.

DATE: May 15, 2015
COURSE: Implants
SPEAKER: Dr. Aldo Leopadi
PROVIDER: Continuing Dental Education of Baton Rouge
LOCATION: Baton Rouge, LA
DESIGNED FOR: All
REGISTRATION: Contact Dr. Byron Rome at 225-621-2700 or visit www.cdeofbr.com.

DATE: July 29 – August 1, 2015
EVENT: LDA Summer Education Conference
LOCATION: Sandestin Golf and Beach Resort, Destin, Fla.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPONSORS: (As of 3/27/15) Brown & Brown of LA Association Services Professionals (LDA Events Partner); Louisiana Dental Services, Inc. (LDS), Search Influence, Implant Direct, and Brasseler USA Dental Instrumentation

TOPICS & SPEAKERS: New Horizons in Endodontics presented by Real World Endo® – Dr. Lynne Brock; Social Media Marketing – “Dr. Google: 10 Easy Steps to Attract New Patients with Your Website & Social Media” – Will Scott; Periodontics – (Speaker TBA)
DESIGNED FOR: All
REGISTRATION: Resort reservation information is posted on www.ladental.org; Seminar registration details will be posted on www.ladental.org when available.

DATE: September 11, 2015 - Registration and Breakfast begins at 7:00 a.m. – Session 8:30 a.m. – 4:30 p.m.
COURSE: Dr. C. Richmond Corley, Jr., Annual Fall Seminar
TOPIC: “Practically Speaking”: A Real World Perspective for Today’s Dental Practice
SPEAKER: John Comici, D.D.S., M.A.G.D.
PROVIDER: Southwest District Dental Association (AGD PACE Recognized Provider.)
LOCATION: LAuberge Casino Resort, 3202 Nelson Road, Lake Charles, LA 70601
DESIGNED FOR: All
CREDIT HOURS: 7 Clinical Lecture
FEES: Southwest District Member - \$155; ADA Member - \$205; Non-ADA Member - \$355; Auxiliary - \$75; Hygienist - \$100; Late Registration is an additional \$50.
REGISTRATION: Contact Dr. Seema Varghese at 337-493-5135.

DATE: November 6, 2015 - Lecture 7:30 a.m.-3:00 p.m. – Lunch is provided
COURSE: Predictable Implant Therapy with Science on Your Side
SPEAKER: Dean Kois, D.M.D., M.S.D.
PROVIDER: The Acadiana District Dental Association
LOCATION: La Marquise at Parc Lafayette, 1925 Kaliste Saloom Road, Lafayette, La.
DESIGNED FOR: All
CREDIT HOURS: 8 lecture
FEES: ADDA Members - \$250; ADA Members - \$350; Non-ADA Members - \$450; Auxiliary Staff - \$150
REGISTRATION: Contact Dr. Donald Balhoff for details at 337-761-7070 or donaldb@balhoffortho.com.

DATE: December 11, 2015
EVENT: Last Chance Seminar (with Dr. Hal Crossley)
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)
SPONSORS: (As of 1/5/15) Brown & Brown of LA Association Services Professionals (LDA Events Partner), Louisiana Dental Services, Inc. (LDS), LDA Foundation
CREDIT HOURS: 7 Lecture/Clinical

David N. Austin

LDA Memorial Gardens

It's time for us to talk about something that is frankly uncomfortable to bring up. Let's face it, no one is getting out of this world alive. So where will you be laid to rest when your time on this earth is up?

How long do you expect to live - 75, 85, 105 years? Well, of course, no one knows that answer, here on earth that is. So how long do you expect to be dead?

A recent U.S. Indian Bureau study utilizing a \$12 million grant from USC, which studied the lifespan of frog parasites, concluded that we will be dead much longer than we were alive.

Another recent \$3 million study by the Los Angeles alternative clothing society recently discovered that today is the oldest you have ever been.

With these and other studies about our physical longevity constantly reminding us that life is fleeting, shouldn't we consider long and hard about where our final resting place should be?

Again, our own LDA has provided the answer to our perpetual care.

The LDA Memorial Gardens has recently opened just north of Dry Prong. I recently toured the Gardens and can attest to its serene beauty and natural setting. There is a lovely hilly ridge that runs through the middle of the property that has a gentle slope toward a little stream to the southwest.

The Alveolar Ridge, as it is so named, provides numerous cemetery lots both on the buccal side and also on the lingual side facing the gentle babbling stream.

You may prefer to be visited by loved ones in an above ground setting. LDA Memorial Gardens has three different locations and settings for your consideration. At the extreme northern edge of the Gardens is the Incisal Mausoleum. Situated in the

most southernly area is the Molar Mausoleum, with the Bicuspid Mausoleum in the middle.

Both the Incisal and Bicuspid Mausoleums are capped with a brilliant white Italian marble (B1 Vita shade), while the Molar Mausoleum is covered in durable stainless steel.



Costs of purchasing a lot will vary upon length of membership within the LDA. For instance, if you are a 25 year LDA member, a 25% discount will be applied. 50% discount for a 50 year member, etc. And the good news is if you are a lifetime member of the LDA, you will only have to pay shipping and handling.

There are only three main rules that the non-living will need to agree to in order to be accepted as an occupant in the Gardens.

The First rule is that absolutely no pets can be buried on the grounds. Second is that if you insist on being buried with your cell phone, it must be placed on silent mode or turned off. And third, if you do not give 24 hours notice about canceling your burial appointment, a fee can and will be assessed.

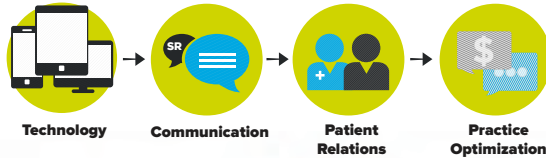
The month of May is the national month for visiting our loved ones who have ceased living. So what better time to consider purchasing a lot or several if you wish to also provide for other family members or friends.

Because it is our inaugural opening of the Gardens, the LDA is offering a special buy 2 lots and get 1 free. (Just pay extra shipping and handling.) Now this offer won't last long so please hurry and call the office for price and payment options. And of course, we offer many forms of perpetual credit terms.

And lastly, a recent LSU seven year study has found with 89 percent statistical accuracy, that people who have more birthdays live longer. Have a good, long life!

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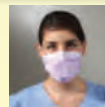
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