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LDA Journal

SPRING 2016

Journal of the Louisiana Dental Association



Governor John Bel Edwards Speaks to LDA Bowden Leadership Conference Attendees



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EDITOR

Dr. David N. Austin
230 Carroll Street, Suite 2
Shreveport, LA 71105
(318) 861-4549
E-mail: daustin1@comcast.net

MANAGING EDITOR

Annette B. Droddy
LDA Headquarters
7833 Office Park Blvd.
Baton Rouge, LA 70809
(800) 388-6642 Toll-free
(225) 926-1986 Local Line
(225) 926-1886 Fax
E-mail: annette@ladental.org
Web site: <http://www.ladental.org>

BUSINESS MANAGER

Dr. William M. Hall, Jr.
3100 Woodlawn Avenue
Shreveport, LA 71104
(318) 865-1469
E-mail: dr802@bellsouth.net

EDITORIAL BOARD

Dr. Gary Caskey
Dr. Gary L. Roberts
Dr. Brian D. Basinger

LDA OFFICERS

Dr. L. King Scott
President
120 Professional Dr
West Monroe, LA 71291
(318) 325-4600

Dr. Nelson P. Daly
Past President
4450 Bluebonnet Rd., Ste. B
Baton Rouge, LA 70809
(225) 927-5248

Dr. Robert E. Barsley
President-Elect
345 S. 4th St.
Ponchatoula, LA 70454
(504) 619-8693

Dr. Daniel A. Weaver
Secretary-Treasurer
715 W. College St.
Lake Charles, LA 70605
(337) 478-3123

Dr. L. Stephen Ortego
Speaker of the House
P.O. Box 766
Ball, LA 71405
(318) 640-1470

LDA STAFF

Ward Blackwell
Executive Director
Annette B. Droddy
Assistant Executive Director

Sharon Elliott
Director of Membership
Development

Tisha White
Director of Accounting

Jeanne Parr
Director of Conference Services

Laurie Watts
Executive Assistant

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

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On the cover: At that time, Governor-Elect John Bel Edwards provided a brief update to LDA members attending the Bowden Leadership Development Conference on Jan. 8. His inauguration was the following Monday, Jan. 11. Pictured with him are (from left) LDA President-Elect Dr. Bob Barsley, LDA Executive Director Ward Blackwell and LDA President King Scott.

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



LDA

guest editorial

*Dr. Nelson Daly
LDA Past President and Board Liaison to the New Orleans
Dental Conference and LDA Annual Session Committee*



What's NOT Cool About the NODC/LDAAS?

After Hurricanes Katrina and Rita devastated Louisiana in 2005, Louisiana Dental Association (LDA) and New Orleans Dental Association (NODA) boards, along with the New Orleans Dental Conference (NODC) Committee, began negotiations for ONE joint conference.

Why, you ask? NODC was planning to move from fall to spring in hopes that they would not have to deal with future hurricanes during the conference, and the LDA meeting was always held in the spring. Also, it made total sense for the state association and its largest component to work together and put on one killer meeting and not divide resources (attendees and exhibitors) by doing two meetings.

What's the result? Well, together we can market truthfully that we have the premier dental meeting in Louisiana. We can also garner incredible speakers, sponsors and opportunities because we have a larger group of people working on the meeting. Even though the conference staff process the registrations, the LDA staff offers in-house professional marketing services and an in-house director of conference services, as well as staffing services on-site during the conference.

So, you may be thinking – what does he mean, what's NOT cool about the NODC/LDAAS? What's not cool is that so many of our members still do not understand that this is OUR state meeting. Since 2007, our state association and our New Orleans component have worked together to put on a pretty fantastic event. Since 2007, our members could register for the meeting for around \$300 (before late fee deadline) and had the opportunity for around 18 hours of C.E. credit each year. Really, what a deal? If you didn't do any hands-on workshops, you actually could get a majority of your C.E. for the year at that one event.

And, not only is it cost effective, but it is always quality C.E. with dental continuing education show stoppers like Dr. Gordon Christensen, Dr. Louis Malcmacher and Dr. Gerry Chiche, just to name a few from this year. Additionally, you don't have to go to three days of classes. If you want to do one or two days and visit the Exhibit Hall to see all the newest and greatest in dental technology and tools, you can do that too. No problem.

Some years, the French Quarter Festival or other special events have been the same weekend. And even though you may not want to tell your spouse or guests, there's great shopping, sightseeing, bar hopping and restaurants to entertain anyone you bring with you to New Orleans.

The Conference Committee, including both NODA and LDA representatives, started making significant changes last year such as adding a mobile app and continued making changes for 2016. This group of hard working dentists and staff from the LDA and NODA offices are diligently trying to make this a GREAT meeting for everyone, as well as help supplement both groups' budgets.

If you didn't notice, this year, the conference is testing out reduced registration rates and then more course fees so that dentists can decide whether their goal is to obtain the most economical C.E. by choosing just free sessions or if their goal is to learn from some of the most popular and sought-after speakers in the industry. The registration fee was reduced by over 50%!

So, I'm going to say again, what's not cool is that we don't all know about this jewel of a meeting in our own state and we aren't all registered! It's not too late. You can even register on site. The meeting is April 14-16, 2016, in New Orleans. If you can't make it this year, make this meeting a priority in planning next year's continuing education! It's too cool of a meeting to miss!

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LDA president

*Dr. L. King Scott, M.A.G.D.
President, Louisiana Dental Association*

It is Great to be a Dentist and Even Better as the Dental Association President

As I moved through the ranks on the LDA Board (board member, president-elect and now president), I have had the opportunity to meet dentists from all over Louisiana, and I have dealt with so many different issues that impact our great profession. With dentistry being recognized as the best profession in 2014, 2015 and 2016 by US News and World Report, this is a fabulous time for dentistry.

I want all the dentists in Louisiana to know that our profession would not be the profession it is in our state without the hard-working team we have in the LDA office. Ward Blackwell and Annette Droddy lead our profession's state office with the incredible support team of Sharon Elliott, Jeanne Parr, Tisha White, and Laurie Watts. Our association is successful because of them because they keep the continuity and rhythm of our profession alive. Each year we elect a new president and each of those presidents has his or her own strengths. Our LDA team helps them to make sure that they can use those strengths for a productive year. I know that I have depended on them ever so much, and I am indebted to them for helping me every step of the way this year. It is truly their daily work that keeps our profession what we perceive as a level ship in tossing seas, and without them we would have capsized long ago!

Back to our fabulous profession. I was so glad to see dental hygiene recognized as the #5 profession in US News and World Report. How wonderful that the dental profession has THREE of the top five spots: #1-orthodontics, #2-dentistry and #5-dental hygiene. Our professions are seen to be especially great for women and persons of all ethnicities.

Additionally, our LSU Health Science Center School of Dentistry in New Orleans lead by Dean Henry Gremillion is moving forward with such

wonderful new facilities beginning to come to fruition. Please remember to support our dental school with your financial gifts. Because of the state support that has been taken away from the LSUSD, it is more important than ever that we support these facilities. Each of us would have been more than happy to give 10% of our earning just to have been accepted to LSU. Now is the time to step forward and help the school with a special donation of \$15,000 for a lab station. Many alumni have. Whether you can donate the \$15,000 (or more or less), please do consider a donation back to our school –the school that put all of us on the career path to having one of the top five professions three years in a row! Call JoAnne Courville or Katie Kelley and visit with them about your gift of thanks to LSUSD.

And, if you have not already heard, one of our colleagues, Dr. Ghali Ghali (Chairman of the Oral and Maxillofacial Surgery Department at LSU Health Shreveport), is now the new interim Chancellor at LSU Health Shreveport. We want to recognize and congratulate him on this position of leadership in our healthcare system in the State of Louisiana.

I'm also proud of our dental meeting. If you haven't done so already, make sure you have the New Orleans Dental Conference/LDA Annual Session on your calendar. Make sure to attend for the incredible C.E., the camaraderie, or just so that you can check out new dental equipment and supplies to update your practice. The LDA House of Delegates is meeting Saturday, April 16, and at this meeting, I will pass the gavel on to our new president, Dr. Bob Barsley.

As I approach the end of my term as LDA president, I want to say thank you again for allowing me the opportunity to lead our dental association this year. I ask you each to give back in some manner to our chosen profession in some way. Whether on

a local component committee or an LDA Council or as a chairman or officer, please remember your profession has helped to create a fabulous life for you and your family and your dental team. It is an honor to be a part of a profession to serve others. There is a place for everyone in the leadership of dentistry. Step forward and take your place!

Last, and certainly not least, I cannot close out my last president's letter without saying a huge thank you to Kari, my wonder wife, for being a supportive partner in a demanding, yet so rewarding, year. Thank you, Kari!

NODC Welcome Reception and LDA President's Party

(honoring Dr. L. King Scott)

In conjunction with the LSUSD Alumni Reception

Thursday, April 14, 2016

The Chicory (2nd floor above Ernst Cafe)

7:00 p.m. - 10:00 p.m.

Featuring Joe Simon Jazz Band

Sara's Travels

Wow! How time flies. I had a great January with the Bowden Conference in Baton Rouge. It was not too cold so I did not have to stay with Mr. Ward or Mrs. Annette. I heard Mrs. Annette has little boys and dogs so I would have fit right in. Sometimes Mr. Ward looks like he needs someone to pet to lower his blood pressure—probably from my Dad being the president of the LDA. Anyway, I did not get to meet Governor Edwards when he spoke however, Dad was excited that Dr. Barsley's friend, the Governor was speaking at the Bowden Conference. That afternoon, I came in to say good bye to all the Board members and Ms. Sharon, Ms. Jeanne and Ms. Tisha at the LDA office. I was looking forward to meeting Past President Dr. Daly's Great Dane, Duke, who Dad said is really big, however he was hanging out with his mom, Dr. Sally, so I will have to meet him some other time. Well, just a few weeks later, I was off to Southwest with my application to the Pioneer Club. It appears I cannot join the Pioneer Club as I would not be able to use it enough and I cannot join Southwest Dental because my Dad does not practice in the area. Southwest did prove again, two years in a row, they know what a good menu means! (Southwest does a great job - always in the same Club, always the same week, always the same Chef and always terrific!)



In just a few weeks, I hope to be coming down to Baton Rouge for Dentists' Day at the Legislature. Sounds like some of those legislators need to meet me at the reception! I understand it is outside and has lots of grass, which is right up my alley. Soon Dad's term as president of the LDA will come to a close. I have had a fabulous time going all over the state and meeting

everyone. Soon Dad will be back on the Ouachita River on Sunday afternoons and I will be right there with him to make sure we get back safe and sound.

I am looking for a dentist with a really big boat on the coast as I want to try out the Big Blue Water however I do not have a life vest as it is not that far to the bank on the Ouachita River so I might be a little nervous.

Anyway, thanks to everyone for always being nice to me as I have not had to really show my pearly whites to anyone. I wonder - does the LDA President-Elect Dr. Bob Barsley need someone to ride around the state with him during his term - especially next year when he goes to Southwest?



Laurie Watts Joins the LDA as Executive Assistant

There is a new voice at the LDA. Laurie Watts has joined the staff and will be a warm and friendly voice when you call the LDA office. She is not new to dentistry as she served as a dental assistant for several years after graduating high school.

However, Laurie soon after jumped the “dental” ship and became a real estate closing specialist. She worked for both Champlin Title and later Baton Rouge Title Company, and she has been a Commissioned Notary Public since 1999. She is excited to be a part of the LDA team and has been helping our members who call the office with questions or in need of information.

Laurie is married to James Watts, and together they have five children, Jamie, Jordan, Jaclyn, Brody and Dakota.



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- Dr. Marvin Berman
- Dr. Steven Rasner
- Anastasia Turchetta, R.D.H.
- Dr. John Svirsky

Exhibit Hall

Thursday, April 14, 9:00 a.m. – 6:00 p.m.

4:00 – 6:00 p.m. “Happy Hour” with complimentary wine and beer.
Three drawings for \$100 vouchers to be spent in the Exhibit Hall.

Friday, April 15, 9:00 a.m. – 5:00 p.m.

3:30 p.m. “King Cake Break” sponsored by Campus Federal Credit Union

4:00 p.m. \$300 drawing for pre-registered dentists. Must be present to win.

The NODC Welcome Reception and LDA President’s Party (honoring Dr. L. King Scott) will be a joint event hosted with the LSU School of Dentistry. And, our Mobile App is back and more useful than ever. There’s always lots of fun, food, and friends in New Orleans, so come and feast on what we have to offer!

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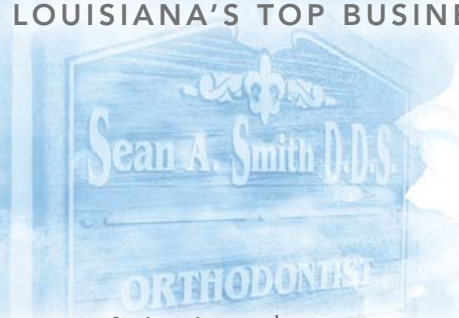
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Ward Blackwell, M.J.
Executive Director, LDA

Special Session Report: Dental School Funding and Temporary Sales Taxes

NOTE: The changes in tax law described below affect state sales taxes that dentists have previously had to pay, but will be paying in varying amounts for a very limited period of time. Dentists are not required to COLLECT sales taxes, and that has NOT changed. See below for details.

For the many in Louisiana who might have hoped that the recently concluded special session of the legislature would have featured a thoughtful examination and restructuring of the State's taxation and budgeting, what actually took place had to be disappointing. A confusing, intrigue-filled standoff between the House and Senate (which for the most part, supported the governor) finally culminated in a rush to put a Band-Aid on the problem with temporary sales tax measures hurriedly passed as the session wound down. And, hurriedly is no exaggeration: more than \$1 billion in taxes were finally passed within the final 10 minutes of the session.

The scramble at the end of the session left virtually everyone, including the LDA, trying to figure out what had actually passed.

On the one hand, LDA sought to protect the LSU School of Dentistry (LSUSD) from further cuts that could have been devastating. The worst-case scenario would have involved entirely shutting down the dental hygiene and dental lab tech programs. On the other hand, the LDA sought to protect the sales tax exemption dentists enjoy on many devices, materials and supplies that they purchase for their practices. After all, it was clear going into the session that increasing revenue would be part of the solution for eliminating the current budget year shortfall. And, it was equally clear that increasing sales tax revenue was the legislature's most politically viable means of increasing revenue in the short amount of time before the current budget year ends on June 30.

This put the LDA in a very challenging lobbying position to say the least. Any urging during the special session to avoid further cuts to LSUSD was essentially

lobbying for expanding the sales tax. Advocating that any sales tax increases should not affect dentistry could be interpreted as saying "we care about the dental school, but not so much that we're willing to pay even a LITTLE bit more for it." So, for most of the session, the LDA worked quietly with the LSU folks to get votes for select revenue-raising legislation and educated just a few trusted legislators in key positions about the need to minimize any exceptions to the sales tax exemption on dental devices. (The one exception to the LDA's "stealth" strategy was lobbying successfully for increased taxes on tobacco, as the LDA House of Delegates long ago adopted a policy that still stands of supporting such taxes as a health issue.

Most capitol insiders thought that the combination of additional cuts, more "found" money and new taxes had eliminated all but about \$30 million of the projected shortfall for the current budget year and reduced next year's shortfall from \$2 billion to roughly \$800 million. That should have been good enough to ensure no devastating cuts to health care or higher education for now, with an opportunity to come back for a second special session in June to finish fixing the budget for next year. And, up until the last hour of the session, the worst that had happened with sales taxes is that dentists would have at most had to temporarily pay a new one percent sales tax on the devices and supplies that had previously been tax-exempt.

But fiscal analysts at the capitol began hinting within hours of the session's close that the \$30 million gap was actually larger. Estimates kept climbing until a full week after the session when the Revenue Estimating Conference set the official shortfall figure for this year at \$70 million. (The official figure for next year is a \$750 million shortfall.)

Likewise, amendments that were passed before the LDA ever saw them (indeed, before most legislators had actually read them) changed the sales tax situation substantially. It took LDA staff and lobbyists several days after the session ended to finish analyzing all the

new language in the sales tax bills as they had finally passed. In the end, dentistry has joined a LONG list of business, industry, health care and non-profit interests – basically, everything but agriculture and items protected in the state constitution – who saw their state sales tax exemptions temporarily suspended.

Here is a summary of the special session's impact on dentistry:

LSUSD Funding – The exact impact of the cuts that the dental school will face is STILL yet to be determined. While the consensus at the close of the session was that higher education would be spared any truly disastrous cuts in this fiscal year, the revised shortfall estimate makes that somewhat uncertain. LSUSD Dean Henry Gremillion has indicated that the school will probably be able to limp through the rest of this fiscal year without major issues, but the coming year is a giant unknown.

Sales Taxes – Prior to this year's special session, dental materials that stayed in the patient's mouth and most one-time use items utilized for treating patients were exempt from all sales taxes. But beginning April 1, 2016, those items will be subject to 5% of state sales tax for a three-month period (through July 1,

2016). And, for two years after that, those items will be subject to a 3% sales tax. On the plus side, those items will continue to be exempt from all local sales taxes. Generally, this temporary state sales tax should show up on your bills from labs and supply companies.

One caveat to the sales tax situation: the language in the bill that created the new additional one percent sales tax is unclear, and it COULD be interpreted as not applying to items covered by the dental device exemption. This is unlikely, but if it does play out that way, all LDA members will be informed immediately. LDA is seeking additional information from Louisiana Department of Revenue regarding the impact on dental devices.

Franchise tax – Beginning in 2017, it is possible that a few large dental practices MIGHT be affected by Act. No. 12, which expanded franchise tax liability to include some LLCs. However, any LLC that can qualify to make election to be taxed as an S Corp for federal income tax purposes would remain exempt from franchise tax. The S Corp eligibility exemption is expected to apply to virtually all the dental practices set up as LLCs. If your practice is an LLC, you may wish to consult with your CPA, just to be sure.



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James J. Howard, DMD
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 (910) 523-1430
 jim@adssouth.com



ALABAMA, MISSISSIPPI & W. TENNESSEE
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The 2016 L.H. Bowden Leadership Conference in January, partially sponsored by Louisiana Dental Services, Inc., was well attended. Even our new governor, John Bel Edwards, was there to offer some insights into the problems his new administration will face. We can thank Dr. Bob Barsley and his wife, Gwen, for making the arrangements to have him appear at the conference just days before his inauguration. The conference speaker, Steve Morgan, a professional motivational speaker from New Orleans, did an excellent job with his presentation, "The 4 Phases of Attitude." Mr. Morgan's son Steve, a Houma dentist, is the LDA Board member from the Bayou District.

LDS has two big activities coming up. The first activity is the New Orleans Dental Conference/LDA Annual Session at the New Orleans Morial Convention Center April 14-16. Besides the LDS booth, seven of our endorsed companies will have booths in the Exhibit Hall. I invite you and your staff to stop by and sign up for services or have any questions answered by the good folks at ADS South (dental practice transition specialists), Best Card (credit card processing for your practice), Brown & Brown Association Services Professionals (including Fortress malpractice insurance and business and property insurance specialists), Campus Federal Credit Union (Louisiana's top credit union for business),



CareCredit (health care credit card), ProSites (website design and internet marketing), Solutionreach (patient engagement and communication solutions).

Next, the biannual LDS board meeting will be held. I will have news and info from that meeting in my next report. And, 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. Contact Sharon at the LDA office in Baton Rouge at (225) 926-1986 or sharon@ladental.org and she will assist you with the arrangements.

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 and to provide products with high quality, value and discounts to you, the LDA members. 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.

Three Invisible Numbers that Impact Practice Health

Gary Kadi, CEO of Next Level Practice and advocate for dentists, dental teams and patients, identifies three invisible numbers that many practices are not tracking, yet are critical to a healthy practice in *Invisible Numbers That Drive Practice Success*, a FREE educational paper for Association Members.

According to Gary Kadi, there are three numbers dentists and their teams should measure, monitor and manage to increase efficiency, effectiveness, team motivation and the dentists' financial peace of mind. In *Invisible Numbers That Drive Practice Success*, made available to Association Members courtesy of CareCredit, you will learn how to identify these blind spots and how to:

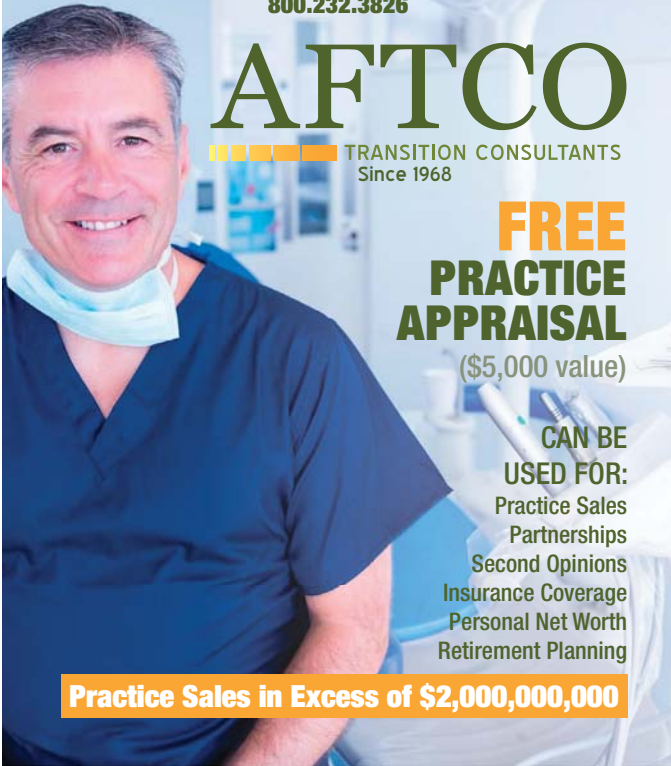
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LDA council on dental education

Jeanne Parr
Director of Conference Services

Winter C.E. at Disney Does Not Disappoint

Plans Underway for C.E. and Ski in Park City, Utah for Mardi Gras 2017

As Walt Disney said, “Growing old is mandatory, but growing up is optional.” Over the Mardi Gras holiday the LDA Winter C.E. Lecture Series takes the young at heart along for the ride to Walt Disney World, no matter your REAL age.

The Grand Floridian Resort and Spa was the perfect spot for this year’s event. It was filled with 59 dental registrants from 12 different states for three jam packed days of learning and fun!



Although Disney is always a huge attraction, the main attraction for our C.E. events is our fantastic speakers. The 2016 Winter C.E. was no exception with Dean Henry Gremillion, Stormy Blair, and Robert McDermott keeping the ballroom packed each morning. The topics ranged from orofacial pain to insurance and HIPAA compliance. There was something for everyone!

Every year during this lecture series, we offer a reception for our registered guests and their families. This year, Epcot’s private Italian area was the site for magical fireworks, custom desserts, and lots of laughter enjoyed by 100+ guests! It was V.I.P from the location to the crowd! Disney magic at its best!

“Thanks for putting together an amazing CE destination. We had an incredible time and made



Above: Attendees also had the opportunity to visit with sponsors. These attendees are: Andrew Perry (2nd year dental student), Jacqueline Perry (dental hygiene student), Dr. Paul Perry, Stormy Blair with Brown & Brown of LA Association Services Professionals, and Dr. Richard Churchman. **Left (circle):** Dr. Tim Fontenot and Dr. Tim Fontenot during Dean Henry Gremillion’s lecture.



memories to last a lifetime. We talk about the trip every day. It was MAGICAL!” said Karen Launey in an email to the LDA.

So much time, effort, and money goes into an event like our LDA Winter C.E. Please join me in thanking our sponsors who helped make this event so successful: Premier Events Partners Bayou State Crown & Bridge Lab, Brown & Brown of LA Association Services Professionals, and Patterson Dental; Sustaining Events Partners Campus Federal Credit Union and MCNA Dental; and to our additional supporters: Dentsply, iMedicor, Louisiana Dental Services, Inc. (LDS), and WEAVE.

This was a great start to our 2016 Continuing Education Program. Mark your calendars now for the next meetings: Summer Education Conference in Destin July 27-30, Last Chance Seminar in Baton Rouge on Dec. 9, C.E. & Ski in Park City/Canyons, Utah, Feb. 19-21, 2017.



Dr. Patrick Dooley and his children, Jack, Connor and Aidan, enjoying the fireworks during the Dessert Reception.



Drew Launey (Dr. Kurt Launey's son) participating in Jedi Training and fending off the evil forces of Darth Vader.



Dr. David and Jeanne Hildebrandt during the Dessert Reception and Fireworks at Epcot.



Drs. Paul Perry, Teresita Hernandez, Kurt Launey, and Eva Jessup enjoying the king cake Dr. Launey brought for attendees to enjoy.



Dr. David Hildebrandt thanking Chris Counce and Josh Carpenter from Patterson Dental for their participation as Premier Events Partners.



Above: Dr. Paul Perry and Dr. Richard Churchman brought their families to the Dessert Reception for a reserved spot to see the fireworks. Right (circle): Dr. Kurt Launey's kids enjoying Magic Kingdom, Lori, Drew and Helen Launey.





Dr. John Portwood
2016 LaMOM Clinical Chair, 2015 LaMOM Local Co-Chair

Baby Its Cold Outside

Wow, its cold and awfully dark outside. I mean, it's really cold! As I glance at the clock, it is hitting 3 a.m. and I'm not sure what I have gotten myself into, but it is time to saddle up and get going. As I drive through the dark night, my mind is racing to the upcoming day and what will be expected of me. I've never done this before, and I am hoping that the months of preparation will stay me well. Did I mention that it is really, really, cold?

As I shuffle my way to the National Guard Center in Baton Rouge with my wife, who has also volunteered, I notice a number of other individuals scurrying toward the building. They have all become my friends – some recently, and some that I have known for many years. We are all headed to the center together to donate a couple of days of our lives to improve the lives of others. We have all donated our time to be a part of the Mission of Mercy (MOM) project in Baton Rouge last February. Planning has been months in the making with Dr. Maria Burmaster spending countless hours planning agendas and recruiting interested dentists to help. She, and my co-chair Dr. Chip Simon, have spent countless hours seeking contributions to help fund the project. Now it is show time as we enter the unknown and prepare to meet our patients.

My first shock comes as I pass the tent serving as a staging area where patients will first come to wait for their dental care. It is my job to turn on the generators to provide heat and lighting in the tents for those coming to the center. It is now approaching 4 a.m. in the morning and there are already dozens of individuals sitting in the cold and completely dark tent waiting for the free



One of our favorite patients, Ms. Shirley told us that she could not sing anymore in church because she had no front teeth. She received a partial and couldn't wait to go back to Church the following Sunday. She told us her prayers were answered!

dental care. That is my first clue as to the importance of this event to these people. The hugely successful MOM projects have provided care to thousands throughout the United States and while Louisiana had a MOM project the year before, it was associated with the American Dental Association meeting in New Orleans. This was the first attempt by the LDA to do a project on its own and as we discovered, it requires the logistics and precision of a military operation.

People were now pouring into the facility – hundreds of volunteers and hundreds of patients. My job that day is to be in charge of the clinic floor and make sure that the flow of patients is smooth and uninterrupted. In other words, if each department head can't solve a problem, I am the next in line. Coordinating patients, dentists, assistants, hygienists, and volunteer patient escorts, and making sure that the flow never stopped was quite a challenge. Fortunately, I had great department heads, but as far as sitting down, that would have to wait for another day. As the people continue pouring in, I begin to see the appreciation and gratitude at receiving care that these patients have previously been unable to afford. That also translates into a sense of happiness by the health care professionals that are participating as they now truly understand the power that they have in helping these people.

**Volunteer for
LaMOM 2016,
Sept. 30 - Oct. 1, 2016**

**You Will Leave a
Changed Person**



Clinic floor on day one!

By the end of the day, I have never been so tired in all of my life. I have literally been on my feet for 12 to 13 hours. My wife and I share our experiences from throughout the day as we drive home and talk about the funny things that have happened to us, as well as those moments that made us appreciate what we have in our lives. After a short supper, we were down for the count. At 3 a.m. the Saturday morning, we were up and at it once again. And yes, it was still cold outside. As the day continued, with its countless challenges, we all braced for the onslaught of patients. The care provided by everyone

and the appreciation by the patients was amazing. One of my favorite moments was when one of the patients began singing after receiving her teeth and her new smile. She was so emotional at the life-changing event that occurred that day that she couldn't help singing the song Amazing Grace.

As we wrap up our mission around 5 p.m., the core group of volunteers that has been together from the start of the project begins the tearing down and closing up process. We all share our joys and celebrate our successes. The best part is discussing the great patients we have seen and the warmth that they have left in our hearts. I guess it is finally warming up, one way or the other.

As September of this year comes, I ask each of you to consider participating in this year's MOM project in New Orleans. There is something for everyone to do and the feeling that is received is immeasurable. You will leave a changed person and the lives you touch will remember you forever.

John W. Portwood, Jr., D.D.S., M.S., M.S.F., C.F.P.®, Ch.F.C., C.L.U., M.A.G.D., F.I.C.D., F.A.C.D., F.P.F.A. is a practicing family dentist in Baton Rouge, LA.

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ADS Lovelace and Associates, Inc. would like to congratulate Dr. E. Suzanne McCrory on successfully transitioning her Sulphur, Louisiana practice to Dr. Trace Lynn

Governmental Affairs Briefs

Medicaid Filing Requirements Changed from 180 Days to 365 Days for Claims

Effective Aug. 1, 2015, Louisiana changed the timely filing requirements from 180 days to 365 days for all claims submitted for payment for a covered service rendered to a Medicaid enrollee. This change is a result of Act 21 of the 2015 Louisiana Legislative Regular Session which applies to claims directly submitted to the Department and claims submitted to specified entities contracted with the Department. See Act 21 for more details.

If you have any questions regarding timely filing requirements for members enrolled in MCNA, see the November 2015 issue of Dental Details on MCNA's provider portal or call the Provider Hotline at 1-855-701-6262. For questions regarding timely filing requirements for Legacy Medicaid recipients, please contact the Molina Provider Relations Department at (800) 473-2783.

CMS Extends Deadline AGAIN for Medicare Part D Registration

The Centers for Medicare and Medicaid Services has extended the deadline for dentists to either enroll as a Medicare Part D "ordering/referring provider" or opt out of the program. The deadline is now February

1, 2017, but CMS "encourages health care providers to submit their Medicare enrollment applications or opt-out affidavits to their Medicare administrative contractors before Aug. 1." According to The ADA News, this is the fourth time CMS has extended the registration deadline. Dr. Ronald Riggins, chair of the ADA Council on Dental Benefit Programs, cautioned dentists that they "have to take action," and that neglecting to opt out of the program will not count as an opt out.

Dentists who treat Medicare patients must either enroll in the program or opt out in order to prescribe medication to their qualifying patients with Part D drug plans. So, if you are a dentist who writes prescriptions for elderly patients on Medicare, you need to opt in. View the ADA website for additional info: <http://success.ada.org/en/practice/medicare/medicare>.



Welcome to the **LDA**

LOUISIANA DENTAL ASSOCIATION

New Members of the LDA from December 2015 to March 23, 2016



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Dr. Erin Fontenot

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Dr. Jeffrey Reynolds

Central

Dr. Frederic Smith

Greater Baton Rouge

Dr. Darrell Hartsfield

Dr. Swati Patel

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Northeast

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Dr. George Fisher



LDA

ladpac

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

Let Your Voice Be Heard

I want to thank everyone who joined LADPAC again this year and would like to encourage those who did not join to please do so.

We have a new governor, and looks like we have a new tax agenda coming our way. It is imperative that we stay in constant contact with our elected officials. That's where LADPAC comes into play. We want to be sure and keep our legislators informed about our concerns when dental issues and taxes concerning dentistry are introduced into the legislative arena. So please do your part by joining LADPAC, buying raffle tickets, and contacting our legislators by phone,

e-mail, and personal hand written notes thanking them for helping us on dental issues.

The LDA and LADPAC are working hard on our behalf and for our profession so let's do our part by answering the calls to action that come to us via email! Let's make our voices heard.

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

Proceeds benefit LADPAC and the LDA's grassroots efforts.

Tickets available at the component level or by calling the LDA at 1-800-388-6642.

*Drawing will take place at the New Orleans Dental Conference and LDA Annual Session
Friday, April 15, 2016, at the
New Orleans Convention Center.*

Winner need not be present to win.



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This list includes all LADPAC contributions submitted with payments of 2015 LDA membership dues and/or received from individual dentists through Dec. 31, 2015.



Greater Baton Rouge Dental Association

Five area dental offices' along with the leadership of Dr. Kredenna Beverly opened their doors throughout February to volunteer to screen and provide oral hygiene instruction and supplies (and sometimes cleanings and sealants) to 367 children in the Greater Baton Rouge area.



Clockwise from top right:
 Dr. Shelly Fallin; Dr. Paige Sigsworth and Sharmon Monceaux; Dr. Ashley Griffon; Dr. Kredenna Beverly filling out paperwork for the school nurses; Dr. Shanna Warner, Scott Grinnell (from Patterson Dental), Dr. Anne Rob Sommers, and Dr. Billy Hall.



Northeast Louisiana Dental Association

NELDA dentists and their dental teams, with the leadership of Dr. Heber Tuft, screened a total of 400 children (prek to 6th grade) from Madison James Foster Elementary for Give Kids A Smile Day. The event was held on February 5 at the Louisiana Purchase and Gardens Zoo in Monroe.

Opposite Page
Left: Dr. Kristi Davis, Dr. Jesse Roberts, Dr. King Scott, Dr. Daniel Cassis, Dr. Emily Cassis, and Dr. Chris Robinson.
Middle: Dr. King Scott.



Above: Students dressed as Ms. Tooth and Toothbrush and the Tooth Fairy educated the children about the importance of nutrition and good oral health habits. (The tooth fairy is Sarah Snyder, the tooth is Laurin McKnight and the Sparkle toothbrush is Kelly Verrett.)

Top right: Dental student Minh Tran provides oral screening for one of the participants at GKAS Day.

Bottom right: Dean Henry Gremillion with a GKAS participant.

Circle: Dr. Kimberly Patterson, assistant professor in the department of pediatric dentistry, with David Vela, C.D.T., associate professor in dental laboratory technology program, with children from Arthur Ashe Charter School. Dr. Patterson was the coordinator for GKAS Day and Mr. Vela entertained the children with a magic act.



New Orleans Dental Association

On Friday, February 26th, 2016, the 8th Annual Give Kids A Smile event was held at LSU School of Dentistry. LSU Pediatric Dentistry faculty Dr. Kimberly Patterson organized a team of volunteers that included 187 dental and hygiene students, 26 pre-dental students, and 11 LSU faculty, NODA dentists, and LSU Dentistry residents were on hand to advise the students during screenings. Dr. Nicole Boxberger served as the NODA chair. Approximately 72 kids, grades 3 and 4 from Arthur Ashe Charter School were rotated through three stations including dental screening, oral health instruction, and anticipatory guidance regarding trauma management and use of mouth guards.

Northwest Louisiana Dental Association

On Feb. 12, 2016, Shreveport area dentists donated their time and services to help approximately 120 third graders from Caddo Heights Elementary School. These dentists, hygienists and assistants volunteered to screen, provide oral hygiene instruction, and apply sealants. About 55 of these children were then seen in the clinic where 50 sealants were done, 50 prophys/fluoride treatments, 8 extractions, and 10 fillings. This event is under the direction of Dr. Brian Basinger.



Dr. Ben Kacos.



Dr. Bill Hall.



Dr. Ben Foster.





LDA

feature

Jared Broussard
BlinkJar Media

Does Hiring an Advertising Agency Cost My Dental Practice Money?

Does it cost your dental practice more money to use an advertising agency? Nope. Blog over. Okay, just kidding. The answer really is that simple, but I'm sure you want to know more about why hiring an agency doesn't require an additional investment on your part.

How many calls per week do you receive from someone trying to sell you some form of advertising? Whether it is an unexpected visit from one of the account executives from the print, radio, or television outlets, or it's a phone call from Google, Facebook, or YELP (to name a few), keeping up with all the advertising options can be overwhelming. At your dental practice, you have enough distractions and interruptions to occupy your time, so the likelihood that you have the time or energy to discuss marketing or advertising is slim. As an expert in your field, it is better to invest your time on managing your practice rather than speaking about ratings, cost per thousand figures, and circulation numbers.

In fairness to the media executives, there are many opportunities that are the right fit for your practice. Even if you had the time to sit down and discuss these options with each media rep, do you have the expertise and ability to make the best decision for your practice? I know, how hard can it be, right? Often times, these decisions seem extremely easy and straight-forward, but in reality, making decisions on how and where to place your advertising and marketing dollars is an extremely important one. Furthermore, most advertising investments require a substantial transaction and should not be treated lightly. The optimum way to ensure a sound decision is made with your advertising is by partnering with a qualified advertising agency.

The agency team has the time and expertise required to make the wisest investment for your dental practice. All the time spent answering emails, phone calls or requests from media reps is transferred

to your agency, which frees you up to focus on your practice and patients. Because advertising agencies communicate with media reps daily, we are familiar with both the product offerings and the individuals selling them. It is ideal to have an agency that is staffed with individuals who have sold advertising for local media in the past, so they will have the built-in competency and proficiency to handle all the responsibilities required to place the advertising for your practice. The agency will keep you up-to-date with relevant opportunities and will save you time by presenting a recommended plan in an understandable format.

Most agencies work on a commission. The commission comes out of the total dollars you spend with any form of advertising. When you place a print ad directly with the print publication for \$1,000, you write a check for \$1,000 to the print publication for the ad. When you place this identical \$1,000 ad with the same publication through an ad agency, the cost of the ad is still \$1,000. With an agency involved, the only difference is how this \$1,000 is broken out. For example, when you use an agency for the \$1,000 ad, you are paying \$850 (85%) to the print publication and \$150 (15%) to the agency. The magazine doesn't increase the price, in this case \$1,000, because they are saving money by not having to do the creative production work for the print ad. Essentially, the agency is making life easier for you and the media rep by handling the communication, creative production, placement, and management of these ads.

Let's look at another example. If you spend \$2,000 on a local radio station, and your practice has partnered with an agency, you would owe \$1,700 to the radio station and \$300 to the advertising agency. You are still investing \$2,000, but this \$2,000 is now divided between two parties. If you decide to

work with the media and only have the agency handle communication and creative with the media outlets, it still costs you nothing more than what you would pay in the first place.

Over the past few years, the advertising options for dental practices have increased dramatically. A number of years ago, dentists did not have to consider advertising options on platforms like Google, Facebook, Instagram, YELP, BING, and more. While your advertising options have increased dramatically, your advertising budget has largely remained the same. More advertising options translate to more sales reps. More sale reps mean more interruptive phone calls, emails, visits, and meeting requests. All of this presents an extremely unique quagmire for dentists today.

Which opportunities are correct for your practice? How do you know if your advertising is working? Is the investment you made in advertising the right one? Should you continue with the current advertising plan or change it? What opportunities are you missing? When presented with these same questions, most media reps will provide you with an answer that is biased towards a certain product offered by their station. On the flip side, advertising agencies are not tied to any single product or outlet.

When you partner with the right advertising agency, they will present advertising and marketing opportunities that target your patients, produce qualified leads, and most of all, they are presented in a way that speaks your language. Effective advertising agencies have the ability to digest the advertising analytics and translate them in a language that makes sense for your practice. By eliminating the guess work that exists in your current advertising, an advertising agency doesn't cost you money. It saves you money. Does an advertising agency cost you more? The answer is no. In fact, a good advertising agency will save you time and money, which will allow you to get back to what you do best, running your dental practice and taking care of your patients.



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LDA

interview with president-elect

An Interview with the President-Elect: Dr. Barsley

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

I was born in California, but thankfully moved away early in life (less than two years old). My father, who was at the time an engineer with North American Aviation helping design the F-100 Super Sabre jet fighter, has deep roots in Louisiana, particularly the Florida parishes and was a graduate of LSU. My mother was the first generation off-spring of Swedish and Norwegian immigrant farmers who populated much of North Dakota in the early 20th century. They met and married in California where my first sister was also born. Our family relocated to New Orleans for a few years when my father took a job with the Louisiana Power and Light Company (now part of Entergy) which was rapidly expanding its power distribution system in the booming post WWII economy in south Louisiana. We lived on Napoleon Avenue, about a block from the Baptist Hospital. My great-uncle, who had raised my father, was a physician and surgeon at Baptist. In many ways my attraction to health care, health policy, and politics springs from that association.

I often followed him on rounds and spent time in his home and office right across the street. He had been president of the Louisiana Medical Society. He was politically active and had very strong policy views which he was not afraid to articulate. Former president of the Louisiana Medical



Dr. Barsley with his wife, Gwen, and daughter, Emily, at Emily's graduation from LSU in Dec 2014.



Above: Dr. Barsley at the 12th District Caucus. Left (circle): Governor John Bel Edwards and Dr. Barsley at the LDA Bowden Leadership Development Conference.

Society and the son of a LMS president who was also a member of the Louisiana State Senate, he was proud of his accomplishments and position and was seen by many as a role model. Before 1960 we moved to Hammond, my second sister was born, and we lived about a block from (then) Southeastern Louisiana College whose lab school I attended through the 8th grade. In a neighborhood of dozens of children who attended the school, life was carefree and interesting. We walked and rode our bikes throughout the growing campus, played sports and games, and enjoyed a challenging, well-rounded education. One of the unique experiences I enjoyed was a friendship with two neighbors, twin brothers who had survived into their forties with severe muscular dystrophy. Remaining independent, they moved about with (unpowered) cane and wood wheel chairs and a plywood framed motor scooter on whose front seat we could all three fit with the doors closed. We drove all over Hammond on the sidewalks and they knew virtually everybody in town. And they instilled in me a life-long interest in collecting (or as my wife Gwen says, hoarding – especially heavy, bulky, dirty, oily antique ceiling fans); their father was a bank president and every day we swapped out literally \$50 bags of coins and then sorted through them looking for those that had numismatic value.



Dr. Barsley lead medical triage during the 2015 LaMOM.

Moving to Ponchatoula for high school, I became involved in service clubs through the Key Club and other activities like Boys State. I also was a manager/statistician for the football and basketball teams. I made many life-long friends in high school including my wife who lived in the house across the street. In fact, I still live in the house my father bought more than 50 years ago, we sleep downstairs now, under two antique fans – along with some 20 other ones in use and the more than 100 in various states of repair in my “shop.” I already knew that I wanted to be a dentist “when I grew up,” having been influenced as a youngster by my orthodontist Dr. Alan Querens and by several other dentists who were the fathers of friends and classmates. I chose to begin college at Rhodes College (then known as Southwestern at Memphis), an outstanding liberal arts school that really helped to open my eyes. Not only was I living away from home and becoming self-sufficient, the course offerings were unlike anything I was familiar with up to that point in my education. Joining a fraternity (ATO) and meeting people from all over the South was also a new experience. But after just a year, I felt Louisiana calling and returned home to LSU. Living off-campus in an apartment, I continued my education by selecting the minimum number of required courses for entry into dental school coupled with courses in religion, political science, history, and economics. A friend of mine (the son of a dentist) provided me an introduction to the LSU Athletic Department and a chance to be a varsity basketball manager. Working for Coach Press Maravich, the year after Pete’s departure for the pros was amazing – the people, the places, the games, and the hard work would only be surpassed the next year when Coach Dale Brown was hired. He and his staff expected the managers to manage. We booked trips, arranged for dinners, hotels, transportation – huge responsibilities and a crash course in growing up. Coach Brown also taught me what mentoring was all about – he cared about his players and the success of the team. He knew how to correct and lead or coach when needed and certainly knew how inspire and push people to realize the potential that he knew was present.

Leaving LSU for LSUSD was another big step. The second largest class to be enrolled in a building that was brand new, with many new faculty members and embarking upon an educational challenge that involved not only memorization and critical thinking but learning and refining intricate hand skills, was very challenging. Again, I made many new life-long friends and together we survived, of the 96 admitted in my freshman class, almost all graduated (some as MDs) - a class with but two

females – contrasted to today’s cohorts that are often majority female. I never considered specialty training and could not wait to hang out my shingle in Ponchatoula – some of you may be familiar with the hand-carved sign that still today hangs outside my office. Fashioned from a piece of Tangipahoa driftwood, a former employer (the father of one of my Key Club brothers) who taught me many skills – rough plumbing, carpentry, wiring – instilled in me a desire to teach as he was an educator in the refineries and plants that lined the Mississippi River and hired me to teach some of his classes for him.

Within two years of graduation, I missed the dental school. It was pretty clear to me that full-time practice was not my cup of tea and I began to teach part-time. I was hired to assist the senior dental students in emergency clinic – as Dr. Hatrel put it, “you work in the country, you must be good at emergencies.” In another year I knew that teaching was where I wanted to be so I closed my practice and took on a full-time role at the school in the Department of Oral Diagnosis, Medicine, and Radiology. During those early years on faculty I was fortunate to be able to continue treating patients in the faculty practice; I was coached by many mentors including Dr. Lou Grush who encouraged me to hone my presentation skills, Dr. Charles Boozer who stressed the importance of scholarly activity in an academic career, and by Dr. Ronny Carr who instructed me in the field of forensic dentistry. I was also fortunate that circumstances and the encouragement from my wife allowed me to study law at Loyola. Teaching also allowed me to focus on health policy – I enjoyed two fellowships in Washington, D.C. including a sabbatical year as a Robert Wood Johnson Congressional Health Policy Fellow in the office of Senator Breaux – the same year that Bobby Jindal worked for him as the co-director of the Bi-partisan Medicare Commission. I spent several years as the chief dental consultant for the Louisiana Dental Medicaid program, along with a short stint as the LSUHSC Chief Compliance Officer and another short appointment as the Interim State Dental Director. All of these duties afforded me an opportunity to view dentistry and healthcare from multiple viewpoints.

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

I actually left the ADA/LDA/6th District Dental Association early in my practice. I did not appreciate the value and I had been to a number of meetings where nothing except argument resulted. When I began to teach and take an interest in health policy, two individuals played a huge role in re-activating my membership. Dr. Ed Roberson who early in his career became active in organized dentistry and Dr. Jack Cassingham convinced me to re-join and pointed out the increasing large role that government regulation was just beginning to play in the practice of dentistry and the financing (or lack thereof) in caring for patients. Those who know and work with me are aware that I am rarely content to sit on the sideline – I want to be involved in the decision-making process.

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

If I can continue the good work of those who preceded me and leave the LDA just a little bit better off than I found it, I will be happy. Specifically, I hope to see our market share

increase; I hope to be able to see that the LDA has a lasting and beneficial effect on the Medicaid managed care “experiment” that DHH has undertaken. I hope to continue to partner with and work with the LSB. This is particularly important to me as I can recall those days nearly 40 years ago when there was no cooperation between the LDA and the Board or even for the most part between the practicing dentists and the Board. I would like to revitalize the LDA Committee/Council structure which might streamline the LDA Board meetings. I would like the LDA to continue its role in helping the School of Dentistry to succeed, and I would hope to innovate some method to get dentists and the dental team practicing throughout the state – urban, suburban, exurban and rural areas alike thereby addressing our access to care challenges.

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?

Dentistry, like virtually all professions, is facing changes and challenges at an increasing pace. I would hope that the profession would view them as opportunities. The profession can no longer sit back and offer the attitude – “well, that’s how we always did it before.” Among these are changing trends in the population seeking dental care. The ADA has presented data that portends “shrinkage” in the patient cohort that has been the bread and butter of many practices – self-paying (or commercially insured) patients from the teen-age years through the retirement years – the “family practice.” However the same data shows the need for dental care increasing in the country’s young and elderly cohorts. A second critical issue I term “market place efficiencies.” In many ways driven by the electronic/web-connected world in which we now live. Among its challenges is “dental consumerism” – the ability of patients to seek information (true or not) online and to compare/contrast/comment about care and providers in a very public way. Connectivity has shaken the foundation of the historic dental treatment model – the sole practitioner operating from a single location. Although the internet has increased marketing and purchasing power for the single dentist, it also underpins in a large degree the ability for large group practices and the “corporate” practice to benefit exponentially from numerous economies of scale such as purchasing supplies and equipment. Multiple locations can take advantage of consolidated patient booking, claims administration, human resource and benefit operations – all of which drive their overhead costs downward. Similarly this connectivity has allowed the public to band together in a way that was not possible merely a generation ago to advocate for issues. Of course, it also affords dentistry and the dental team the same power of connectivity to get our message across.

The LDA is very involved in guarding the interests of dentists both in state and national government. What issues are you looking forward to becoming more involved with during your term as president?

Building on my last comment above, I hope to see the LDA (and the ADA) remain the dominant force, be the subject matter experts, and the go-to group when anyone



Dr. Barsley with Dr. Steve Morgan (left) and Bowden speaker Steve Morgan.

has questions about oral health. We need to use our clout to follow our vision and mission statements in order to advance the case for improving oral health in Louisiana. I hope to become more involved in maintaining the lines of communication between the dentists in this state and the Louisiana State Board of Dentistry – over the last two years or so great strides have been made and I hope to see those reach fruition in the next year. I sincerely believe that my 30 plus years of experience as a faculty member; coupled with my years in private practice; along with my many roles in policy development; my relationships with persons throughout state government, professional, and issue-driven associations; and, working cooperatively with the dental team throughout the state will move the ball a little close to the goal before April 2017 rolls around and I hand over the gavel.

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

I wish I knew the answer. I think the future for organized dentistry in Louisiana is bright. Our success in the past predicts continued success in the future as long as we continue to work together toward common goals. As I tell my students at LSU, I think the future for the profession is bright as well – the seemingly never ending progress in materials and methods to combat dental disease, the increased appreciation for the close relationship between oral health and systemic health, the personal touch that is dentistry in most office settings – all point toward our profession not at risk for the commoditization that medicine, pharmacy, law, and so many other professions have undergone. Over the last two years or so I have been exposed through medicine, dentistry, and forensics to the world of genomics and the appreciation and understanding of the incredible role that each person’s own genome is impacted by and impacts the genome of the bacteria and viruses that cause disease and those that co-exist in a symbiotic fashion within our bodies. We literally are standing on the threshold of a new era in health care. The dental team must be prepared to meet the challenges and profit from these opportunities to improve the lives of our patients.



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LDA lsu school of dentistry

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

Admissions—A Competitive Environment

As with any university or school, student education is the core of our mission. We exist first and foremost to train the finest oral health professionals. Based on comments from alumni in Louisiana and around the country, we can confidently state that LSUSD graduates receive an excellent clinical education and are well prepared when they graduate.

The class size of our dental program has consistently remained between 60 to 65 students in recent years and this year is no exception. For the 2016/2017 academic year, the LSUHSC School of Dentistry (LSUSD) received 534 applications. Of those, 97 individuals were interviewed, 72 were accepted, and 65 registered to attend LSUSD. The overall Grade Point Average (GPA) was 3.7 with an average science GPA of 3.6; the average Dental Admissions Test (DAT) score was 20.3; the average chalk score was 6.7. Next year's class is comprised of 26 males and 39 females with an average age of 23.4. Forty-four students are Caucasian, five are African-American, 14 are Asian and one is Hispanic. Of the 65 accepted dental students, 61 are from Louisiana and four are from Arkansas.

Acceptance into LSUSD has become increasingly competitive over the years. If individuals are fairly certain that they wish to apply to LSUSD, it is critical that they understand the requirements for acceptance and begin to prepare as early as their freshman year in college. A number of variables are considered in the Doctorate of Dental Surgery (DDS) admissions process. However, achieving a high GPA and performing well on the DAT are most important. Eight to 12 rounds of interviews are held for up to 12 applicants at a time and each prospective student is ranked within their group. That ranking is retained by the applicant until all interview rounds are completed. This "rolling-ranking" process allows the admissions committee to make the fairest possible decisions about who is accepted into the dental program. Dr. Toby Cheramie, assistant dean of admissions, student services and alumni affairs, is

chair of the D.D.S. admissions committee.

The dental hygiene program is equally competitive. Last year, 196 applications were received and 38 students were accepted into the program. The average science GPA was 3.47 and the average ACT score was 23. The dental laboratory technology program, which is not as competitive, serves as a viable alternative opportunity for those interested in an oral health profession. Caroline Mason, R.D.H., M.Ed., dental hygiene program director, and Leonard Aucoin, Jr., C.D.T., M.Ed., dental laboratory technology program director, coordinate the admissions process for each of their programs.

With the help of student volunteers and key faculty members, Dr. Cheramie organizes up to five workshops annually to prepare prospective students for the application process. The LSU Pre-Dental Society 101 Workshop, held in January, is the most intensive. The event, sponsored jointly by the LSU Pre-Dental Society and LSUSD, drew over 300 pre-dental and 75 pre-dental hygiene students this year, the largest attendance in its six-year history. Participants attend workshops taught by LSUSD faculty members and attend a panel discussion hosted by current students to learn about the application process from the student perspective. Although the majority of attendees come from Louisiana, this year students also came from Alabama, Arkansas, Florida, Georgia, Illinois, Mississippi, Texas and Wisconsin. The success of the program demonstrates the continuing interest in the oral health professions and especially in LSUSD. Mini-admission workshops for the DDS program are held throughout the academic year and include a tour followed by an overview of the admissions process, chalk-carving exercise, and an opportunity for questions and answers.

There has never been a better time to become a student at LSUSD. Nearly \$75 million worth of construction is projected to be completed within two years: \$8.2 million to renovate the student



(From left) LSU Pre-Dental Society Officers at the Pre-Dent 101 Workshop: Trey Fruge, Julia Daigle, Thomas Beckstrom, Bailey Wilson, Robby Bowen (Advisor), Jade Moreau, Kaylee Roussel, Erin Wilbanks (President) Landon Broussard (Vice- President), and Dr. Toby Cheramie (Admissions Dean).

preclinical laboratories, up to \$62 million for the new Advanced Clinical Care and Research Building, and the remainder to fund renovation of patient reception areas in the E.E. Jeansonne Clinic Building. The new Interprofessional Education Medical and Dental Primary Care Clinic, which opened in December, offer students the opportunity to work with and learn from other health care professionals.

Our current students can attest to the quality of education provided at LSUSD. Fourth-year dental student and Student Government Association (SGA) President Lindsey Richard said, “Being a student here has been an enjoyable and memorable experience. It’s great to see the progress the school has made and its commitment to educating students.” Second-year dental student and SGA Vice-President Jonathan Doucet echoed Lindsey’s admiration. He said “The educational opportunity here at LSUSD can be defined by its selfless faculty and the excellent clinical experience. It truly provides an exceptional educational environment.”

Please encourage interested individuals to consider LSUSD as a school of choice. We are interested in every prospective student and strive to ensure that each one receives the information required to prepare for acceptance. Because admissions will most likely remain competitive, the earlier individuals are aware of this, the better chance they will have at the time of application. Attending a workshop will prepare potential students for the reality of the application process and the dental school experience.

2016 Mini-admissions Workshops

Fridays, Noon to 3:00 p.m.
March 4, April 8, April 29, May 13

LSU Pre-Dental 101 Workshop

8:00 a.m. to 5:00 p.m.
Saturday, January 28, 2017

Students interested in attending should RSVP to Jorge Nunez Mendez at atjnune3@lsuhsc.edu with their name, school, email, and phone number. For additional information, contact (504) 941-8124 or ds-admissions@lsuhsc.edu

Join Us! Thursday, April 14, 2016

NODC Welcome Reception and
LDA President’s Party

In Conjunction with the LSUSD Alumni Reception
Honoring Dr. L. King Scott, President

The Chicory (2nd floor above Ernst Cafe)
7:00 p.m. - 10:00 p.m.

RSVP to Connie at the New Orleans Dental
Association (504) 834-6449

Reunion celebrations are typically held in conjunction with the NODA/LDA Dental Conference (April 14-16). If your graduation year ends in a 1 or 6 and you are interested in helping to plan your reunion, contact Katie Kelley, MBA at (504) 941-8120 or email kkell2@lsuhsc.edu.



LDA wealth management

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Small Practice, Big Retirement

Large companies provide incredible benefits for their employees. Many of these companies enable their employees to retire with not only a 401(k) plan, but a pension plan that gives them the ability to receive a percentage of their salary for life. Dentists with their own practices do not realize that they have access to these same plans that can enable them to put away up to six figures tax deferred. If you already have a 401(k) plan (also known as a defined contribution plan) set up for your practice, consider adding a defined benefit plan as well to maximize contributions and increase flexibility.

What is a defined benefit plan? A defined benefit plan is an employer sponsored retirement plan that functions like a pension plan. The employer makes contributions to the plan each year and the employees receive a fixed, pre-established benefit at retirement. These plans provide business owners an opportunity to make contributions in excess of the limits allowed under traditional 401(k) plans. In the past these types of plans offered little flexibility, but the Pension Protection Act of 2006 provided plan administrators and business owners with strategies for low profit years and booming years.

Defined benefit plans may provide a way for small business owners with high incomes to rapidly save for retirement. For such individuals, the following are a few benefits:

- Owners may contribute as much as \$100,000 or more per year.
- Benefits can be accrued within a short time.
- Owners still maintain flexibility in funding the plan

Let's look at an example¹ of a typical dentist that wants to establish a retirement plan for his practice:

Tony Corso, age 52, has been a dentist for 15 years. His practice is thriving and he wants to start saving more each year while reducing his tax liability. In 2015, he will take \$265,000 in W-2 from his S-Corporation. He has four employees earning from

\$35,000-\$45,000. Dr. Corso wants to maximize his own contributions while minimizing his contributions on behalf of his employees. If Dr. Corso opens a safe harbor 401(k)/profit sharing plan and a cash balance plan (type of defined contribution plan), he will:

- Contribute \$204,000 total for himself
- Contribute \$18,000 on behalf of employees
- Receive 92% of the contribution
- Reduce current year taxes by about \$84,000²

Keep in mind that defined benefit plans can be costly and administratively complex. Benefit actuaries calculate the benefits projected to be paid from the plan and determine what amount needs to be contributed to the plan.


Whether you have been contributing for years to your retirement plan or you need to catch up and boost your retirement accounts, a defined benefit plan should be considered. This is an opportunity to compete with big companies by offering these benefits. Many of these large companies keep employees for decades attributed often times to the competitive benefit packages they have in place. Is it time to offer the same?

¹ Example provided by Dedicated Defined Benefit Services in the "OwnersPlus Retirement Program Highlights" white paper 2015

² Assumes combined federal and state tax rate of 38%

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. No strategy assures success or guarantees against loss. Chad Olivier is author of What Medical School Did Not Teach You about Financial Planning and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviergroup.com.

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Dr. Melisa Christian, a Fortress Dentist.

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

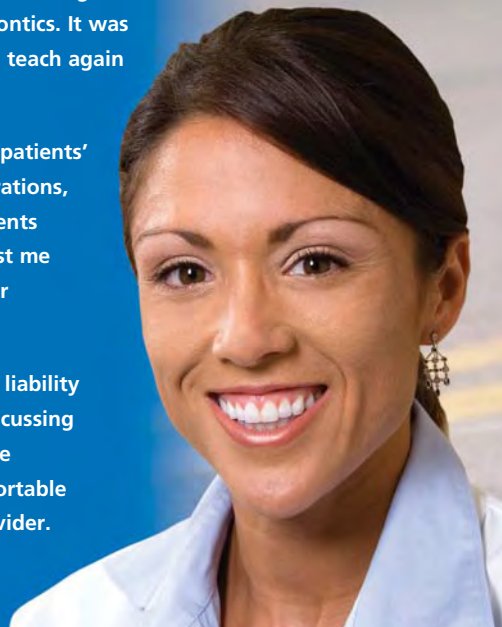
I practice in a general dentistry office with the most supportive and energetic staff. I became interested in dentistry after meeting a dentist who inspired me by the way he made his patients feel so comfortable.

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

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

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

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



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When you choose Fortress for professional liability coverage, you can be confident 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 chosen Fortress. Our local agents are responsive and knowledgeable too. To get Fortress protection, call Stormy Blair at Brown & Brown Association Services Professionals, 888-503-5547. Tell her Dr. Christian sent you.

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Dr. Ben Almerico
Dr. Dominick J. Alongi
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Dr. George Arch
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Dr. Daniel O. Bankhead
Dr. Barton C. Barre
Dr. Brian Basinger
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Dr. Steven D. Collins
Dr. George T. Comeaux
Dr. Kathryn Connor
Dr. Gwen Corbett
Dr. Vance Costello

For FY 2014-2015 (7-1-14 to 6-30-15), Dental Lifeline Network • Louisiana provided \$497,146 in donated dental services, including \$39,829 in donated lab services. Since the program's inception in 1987 (thru 6/30/15), 4,992 patients have been treated with a donated treatment value of \$9,394,587. (Names and figures provided by Dental Lifeline Network.)

Dr. Kyle Cotton
Dr. Gustavo Coutin
Dr. John Cowen
Dr. Daniel Crawford
Dr. Tracy M. Crear
Dr. Peyton Cunningham
Dr. Kevin Curley
Dr. Nelson Daly
Dr. G. Michael Davis
Dr. William K. deJong
Dr. Robert L. DeLarosa
Dr. Donald H. DeLatin
Dr. Duane Delaune
Dr. Timothy Delcambre
Dr. Guy M. Delhomme
Dr. Denice L. Derbes
Dr. Gary V. DeWitt
Dr. Emma M. DiCarlo
Dr. Christopher Dickerson
Dr. Ross H. Dies
Dr. Vincent L. DiLeo, Jr.
Dr. Dennis E. Donald
Dr. K. Richard DuBois
Dr. Meghan Duplechin
Dr. Gene Dupree
Dr. Brian Dyess
Dr. Edward H. Eiland, Jr.
Dr. John Phillip Epling
Dr. Shelly Ereth Barone
Dr. Jonathan Esquivel
Dr. Gerald Evans
Dr. Michael Ferguson
Dr. Israel M. Finger
Dr. Gordon Fletcher
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Dr. Farrell Fruge Jr.
Dr. C.C. Gaddis
Dr. H.D. Gaddis, Jr.
Dr. Byron Ganucheau
Dr. Paul Ganucheau
Dr. Chris B. Gardner
Dr. Maurice B. Garrett
Dr. Wayne J. Gary II
Dr. Jimmie Gaubert
Dr. Eric T. Geist
Dr. Emile Geneux
Dr. Lisa Germain
Dr. Danny J. Gerstner
Dr. John Gilmer
Dr. Joe Gilmore
Dr. Dov Glazer
Dr. Eugene Graff

Dr. Randy Green
Dr. Robert S. Guier
Dr. Wilton Guillory, Jr.
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Dr. Joshua Hafford
Dr. William M. Hall, Jr.
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Dr. Jimmie B. Hammack
Dr. Scott Hannaman
Dr. Frank Harmon
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Dr. Valerie Ribando Hemphill
Dr. Donald W. Henagan
Dr. Jeffery Hennigan
Dr. Craig A. Henry
Dr. David J. Hildebrandt
Dr. J. Hochstedler
Dr. Michael K. Hoffritz
Dr. Laura Hogue
Dr. Jason Hollier
Dr. Chris Hooper
Dr. Stephen R. Hooper
Dr. Darryl Hoover
Dr. Cary J. Hoppe
Dr. Dianne Houston
Dr. Monroe M. Howell
Dr. Glenn Hummel
Dr. A.A. Indovina
Dr. Michael Irby
Dr. Ralph Jackson
Dr. Walter Jackson
Dr. Kay Jordan
Dr. Mark R. Josephs
Dr. Benjamin Kacos
Dr. Paula Karam
Dr. David Kestel
Dr. Glenn Kidder
Dr. John J. Killeen
Dr. Edwin L. Kopfler
Dr. W. E. Kramer III
Dr. C.J. Landry
Dr. Ronald D. Landry
Dr. Dwight Landry
Dr. Robert E. Lane
Dr. Marija Lasalle
Dr. Steven R. Latiolais
Dr. Eric Lavespere
Dr. Jill LeBlanc

Dr. Richard LeBlanc
Dr. Brian G. LeBon
Dr. Troy Lefort
Dr. John Legleu
Dr. Daniel Lester
Dr. Edward Levy III
Dr. Dean L. Listi
Dr. John T. Little
Dr. Ronald J. Liuzza
Dr. Maurice A. Lonergan III
Dr. Keith Luminais
Dr. Cecilia Luong
Dr. Jason Lustig
Dr. Tom Mabry
Dr. Wendy Maes
Dr. John T. Mahoney
Dr. Hector Maldonado
Dr. Pooja Maney
Dr. Aaron Mangum
Dr. Steven Marcello
Dr. Michael Marcello II
Dr. Frank Martello
Dr. Edward C. Massett
Dr. Randy Mayer
Dr. Russell Mayer
Dr. Charles T. McCabe
Dr. Thomas F. McCoy
Dr. Thomas G. McKenna
Dr. Walker P. McVea
Dr. Daniel Melancon
Dr. Kimberly A. Meng
Dr. Ronald Milton
Dr. John H. Mitchell, Jr.
Dr. John H. Moffatt, Jr.
Dr. James A. Moreau, Jr.
Dr. Bobbie Morris
Dr. Chris A. Mott
Dr. Andrew G. Murphey
Dr. Gregory Nassif
Dr. Bobby Nguyen
Dr. Thai Nguyen
Dr. Vinh T. Nguyen
Dr. L. Stephen Ortego
Dr. Robert Ory
Dr. Robert Ory, Jr.
Dr. Kenny R. Oswald
Dr. Sean Owens
Dr. Robert Palmer, Jr.
Dr. Donna Palmisano
Dr. Gary Parker
Dr. Kenneth W. Parks
Dr. John L. Paul
Dr. Rodney Pendleton

Dr. Paul Perez
 Dr. Kirby A. Perry
 Dr. Timothy R. Perry
 Dr. Greg S. Phillips
 Dr. Jene Ponder
 Dr. Dennis R. Preau
 Dr. Gabrielle Prejean
 Dr. Thomas H. Price
 Dr. Rhonda Pruitt
 Dr. Philip J. Punekey
 Dr. Claire Raphael
 Dr. Kris Rappold
 Dr. Nicholas Rauber
 Dr. Steven Raymond
 Dr. Rod J. Rentrop, Jr.
 Dr. Fred G. Rew
 Dr. Gizelle Richard
 Dr. Courtney Richter
 Dr. Elizabeth Riggs
 Dr. Mike Robichaux
 Dr. Robert W. Rockefeller
 Dr. Ryan Rogenmoser
 Dr. Lee Romine
 Dr. J. Michael Rooney
 Dr. Michael N. Rouhana
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 Dr. Glenn Schmidt
 Dr. Charles A. Schof
 Dr. Jeffrey J. Seiler
 Dr. Michael Shannon
 Dr. Stephen Shannon
 Dr. Pamela Shaw

Dr. John C. Shepard
 Dr. Stephen Sherman
 Dr. C. K. Sherman
 Dr. James Sikes
 Dr. Erica H. Simon
 Dr. Denis E. Simon III
 Dr. Stanley C. Simons
 Dr. Shannon Simons
 Dr. Richard A. Simpson
 Dr. Brian Smith
 Dr. James B. Smith
 Dr. Demarcus D. Smith
 Dr. Joseph S. So
 Dr. Kristi Soileau
 Dr. James Stafford
 Dr. Raymond J. Steiner
 Dr. Bryan Stewart
 Dr. Ronald Stratton
 Dr. Carol A. Stuckey
 Dr. Patricia G. Summers
 Dr. Michelle Swift
 Dr. Ron Sylvester
 Dr. David J. Toca
 Dr. Stephen Tomaszewski
 Dr. Donald R. Toso
 Dr. Kirt Touchstone
 Dr. David G. Trahan
 Dr. Vernon Traxler
 Dr. Elizabeth M. Troendle
 Dr. Terry Truxillo
 Dr. Gerard R. Tully
 Dr. Alexis Underhill
 Dr. Paul Vidrine
 Dr. Jan Villemarette
 Dr. Baker Vinci
 Dr. Lamar Waguespack
 Dr. Paul J. Walters
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Westmoreland
 Dr. Frances R. Wiggins
 Dr. Jeff Wiggins
 Dr. Randall Wilk
 Dr. Yolanda A. Williams
 Dr. Cole Willis
 Dr. Brent Wilson
 Dr. Charles Wilson
 Dr. Suzanne Windham
 Dr. C. L. Wise
 Dr. Randolph J. Wolfe
 Dr. Paul L. Wood
 Dr. Michael Woolbert
 Dr. Lisa Wyatt
 Dr. Alika Yu
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 Bayou Dental
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 David Tran Dental Lab
 Delahoussaye Dental Lab
 Denart
 Dental Center Lab
 Dental Images
 Diamond Dental Lab
 Dynasty Dental Lab
 Edwin Kee Dental Lab
 Elite Dental Laboratory
 Excel Dental Lab, Inc.
 Finesse Dental Ceramics
 Gator Ceramics Dental Lab
 Grush Dental Lab
 Helmer Dental Lab, LLC
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 Hollywood Smiles Dental Lab
 Irwin Dental Lab, Inc.
 Jones Dental Lab
 Karam Dental Lab
 Kellceram Dental Lab
 Kinder Dental Lab
 L & N Dental Lab
 Lafayette Dental
 Lake Area Dental Studio
 Lapeze Dental Lab
 M & R Orthodontic Lab
 Magnolia Prosthetics Lab
 Master Tech, Inc.
 McCoy Dental Lab
 Megloo Dental Laboratory
 Mel Dental Lab
 Mesa Dental Arts
 Metro Dental Lab
 Mireille's Porcelain, LLC
 Mr. Julio C. Zavala

Nicosia Lab, Inc.
 Pfisterer-Auderer Dental
 Precision Dental Ceramics
 Pro-Tech Dental Arts
 Quality Dental
 Richard James Lab
 Riverside Dental Lab
 Robert Orr Lab
 Rogers Dental Lab
 Scott Bishop Dental Ceramics
 Sculpture Dental Ceramics
 Selser Dental Lab
 Service Dental Lab
 Southeast Dental Lab, Inc.
 Special Effects
 Suleiman Dental Lab
 T N T Dental Studio
 Tim Boles Dental Lab
 Tri-State Dental Laboratories
 Trinident Dental Lab
 Tuan Dental Lab
 XEL Dental Lab
 Young Smile Dental Lab



The total treatment value for 2015 is \$272,158, and these dentists donated 340 hours. (Names and figures provided by 232 HELP Donated Dental Program.) In addition to this treatment, 232 HELP provided 1,900 students with free dental exams during their Children's Oral Health Initiative Aug. 31 – Sept. 4, 2015.

Volunteer Dentists

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 Dr. David Chambers
 Dr. Randy Dugas
 Dr. Charles Bernard III
 Dr. Lynn LeBlanc
 Dr. Edward Neupert
 Dr. Bruce Schneider
 Dr. Neil Bernard
 Dr. Randy Comeaux
 Dr. Gregory Folse
 Dr. Dean Listi
 Dr. Jim Nichols
 Dr. Corey Bergeron
 Dr. Francis Boustany
 Dr. Matthew Brady
 Dr. Carl Breaux
 Dr. T. Kirk Crane
 Dr. William Darr
 Dr. Michael Daigle

Dr. Darah Fugetta
 Dr. Kenneth Guilbeau
 Dr. Michael Puissegur
 Dr. Bruce Schneider
 Dr. Clay Chandler
 Dr. Tim Chauvin
 Dr. Danny Domingue
 Dr. John Hendry
 Dr. Rachel Durel
 Dr. Lige Dunaway
 Dr. Gene Dupree
 Dr. Clint Dutil
 Dr. Stuart Huntsman
 Dr. Ken LeBlanc
 Dr. Gina Maestri
 Dr. Jeff Maestri
 Dr. John Oubre
 Dr. Bryan Pearson
 Dr. John T. Mahoney
 Dr. Charles Manuel

Dr. Thomas McKenna
 Dr. J.E. Minvielle, Jr.
 Dr. Anthony Rainwater
 Dr. Lindsey Saterfiel
 Dr. Stephen Searcy
 Dr. Jerome Smith
 Dr. Phillip Stelly
 Dr. Chuck Soileau
 Dr. Kirk Soileau
 Dr. David Trahan
 Dr. Preston Webre
 Dr. Gerald Baudin
 Dr. Lolit Thanki
 Dr. Robin Ardoin
 Dr. Jerome Alesi



Dr. Kirt Touchstone was presented with the Northeast Louisiana Dental Association (NELDA) Distinguished Service Award for 2016 on Feb. 18 at the Lotus Club in Monroe. He is pictured here with LDA President Dr. King Scott (left).



Dr. Bob Barsley, J.D. received the 2015 New Orleans Dental Association (NODA) Honor Dentist Award at the President's Banquet on March 12 at the World War II Museum. NODA annually bestows one member with its highest honor in recognition of outstanding contribution and exemplary conduct to the profession of dentistry.

Dr. Bob Barsley, J.D. is the newly appointed member of the North Oaks Health System Board of Commissioners. The Tangipahoa Parish Council appointed Barsley in December to fill the position vacated by retired educator A.J. Bodker of Ponchatoula. The position is for a six-year term.



LSU President F. King Alexander has announced **G.E. Ghali, M.D., D.D.S.**, as the LSU Health Shreveport interim chancellor. Dr. Ghali began serving in the role immediately. Ghali is the senior partner in WK Oral and Maxillofacial Surgery Institute. He is also professor and chairman of the Department of Oral &

Maxillofacial Surgery at LSU Health Shreveport Health Sciences Center, where he holds the Jack W. Gamble Chair in Oral & Maxillofacial Surgery and is director of the cleft and craniofacial surgery fellowship program.

G.E. Ghali, D.D.S., M.D. has also been selected for membership into the Royal College of Surgeons of Edinburgh, one of the oldest surgical organizations in the world. It's an honor given for excellence in surgery or dental practice and based on prominence in the field. He was inducted during a diploma ceremony in Scotland in October 2015.



LDA Executive Director Ward Blackwell and Assistant Executive Director Annette Droddey with her husband, Jason Droddey.

The Public Relations Association of Louisiana (PRAL) held its annual awards banquet in Baton Rouge at which LDA's Assistant Executive Director, **Annette Droddey**, received the PRAL First Circle Award, the most prestigious honor PRAL can bestow

upon one of its members. The First Circle Award honors a professional who has, among other things, had an effective and successful career in public relations marked by high standards of professional and personal integrity, as well as service to the profession through public service, volunteer work, and/or work with students, interns and young professionals.

An LSU Health Shreveport program that trains physicians and dentists to become Oral and Maxillofacial Surgeons has recently been approved for expansion by one of its accrediting organizations. **The Department of Oral and Maxillofacial Surgery (OMS)** received authorization from the Commission on Dental Accreditation to expand from three to four residents per year starting in 2016. The expansion will enable the OMS Department to provide a four-year residency training program for participants who have completed dental school. This will be in addition to the current six-year integrated curriculum in which participants who have completed dental school also receive a medical degree. The department also has two accredited fellowship training programs: Oncologic Head & Neck Microvascular Reconstruction and Craniofacial & Cleft Surgery.



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WEBSITE DESIGN**



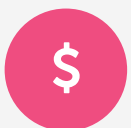
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Please don't forget to pay your dues before the March 31, 2016 deadline.

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You will be required to login using your username and password on file with the ADA.

Your username (9-digit ADA number)

Your password associated with your ADA username

[Pay Your Membership Dues Here](#)

I'm retiring this year. Do I still have to pay membership dues?

To be eligible for ADA and LDA retired membership, you must be an active member in good standing and no longer earning an income from the performance of service as a member of the faculty of a dental school, as a dental administrator or consultant, or as a practitioner of any activity for which a license to practice dentistry or dental hygiene is required by the state.

To request a retired affidavit, contact LDA Director of Membership Sharon Elliott at (225) 926-1986 or (800) 388-6642.

Bowden Leadership Development Conference Jan. 8, 2016



Far left: Office Depot door prize winners Dr. David Balhoff and Dr. Mary Kathryn Crigler with Dr. Mike Maginnis, president of LDS.

Left: Dr. Don Bennett, Dr. Lige Dunaway, and Dr. Gizelle Richard.



Left: Bowden Leadership Development Conference attendees!



LDA feature

Gretchen Ohlmeyer Lovelace, M.S., C.P.M.
Lovelace and Associates, Inc. (an LDA/LDS endorsed company)

Failing to Plan for Retirement Could Be a Huge Mistake!

As a dentist, you have been planning your entire life. You planned to attend college, planned to attend dental school, planned to have your own office, and planned to retire someday. Unfortunately, many dentists fail to plan their finances for retirement. If you are planning to retire in the **next 10 to 15 years**, now is the time to plan your retirement finances. Below is a brief outline to ensure you are able to retire when you choose to do so.

The two most common reasons dentists retire are: 1) disability due to age or injury, and 2) the desire to spend your time elsewhere. If you are retiring for either reason, you have to have your finances in order.

First, confirm that you have enough disability insurance (own occupation), in case a disability occurs. Pay for your disability insurance with your personal funds so you are not taxed on this income if you become disabled.

Next, figure out what will it cost you to live. If you cannot answer that question, it is time to start calculating. Use your credit card statements and checking account register. Include taxes, health insurance and medications, travel, the prorated cost of a new vehicle every 10 years, gas, insurance and repairs, house repairs and maintenance, clothes, gifts, entertainment, hobbies, food, utilities, and cable. Basically, determine a monthly and yearly "cost of living."

What do you owe? Now is the time to get totally out of debt. Banks place liens on your practice when you borrow money or open a business line of credit. If you have borrowed money, this debt will be will have to be paid off before or at the sale of your practice. Make becoming debt free a priority long before you retire.

Do you have any impending large liabilities (daughter's wedding, children's college, mortgage on your home)? Put money aside for these liabilities instead of borrowing and incurring more debt. Make sure you also have a cash emergency fund that will sustain you for two months. **This financial step may mean a change in your current life style, but better late than never.**

What do you own (stocks, bonds, fixed assets, cash or money market accounts)? Will these assets provide enough income after retirement? Although social security is currently viable, it will only fund a very small portion of your retirement.

There are two ways to plan for retirement funding. You may choose to live off of just the income of your investments and leave the principle intact, or choose to use up the principle and hope that you take your last breath on the day you spend your last penny. The method you choose will help determine how much money you need for retirement.

If your future total income from investments, social security, disability insurance, and other sources will not sustain your future budget (calculated in step one of this exercise), then you have to either reduce your current and future standard of living or lengthen your timeline for retirement.

Some dentists think that the answer to retirement income is to sell their practice. However, very few practice sales produce enough income to sustain you through retirement. After taxes and closing expenses, the profit from selling your practice(not including real estate), is roughly equivalent to what you would take home from the practice after working an additional 18-24 months.

If you have your finances in order and can retire without worrying about your income, then the last step of planning before you contact a broker to sell your practice is to plan your life, hobbies, and trips you will take after retirement. Remember, if you fail to plan, you plan to fail.

Gretchen is the president and founder of Lovelace and Associates, Inc., a practice transition firm endorsed by the LDA. She has 35 years practice management experience and has been evaluating and transitioning dental practices since 1990. She presented courses on practice transitions at the 2013 and 2015 ADA national session, and also speaks to other national, state, and local dental meetings. She is a member of The Financial Planning Association, the Institute of Business Appraisers, is a licensed realtor and notary in LA, and is past national president of ADS Transitions. She can be reached at Golovelace@gmail.com or 225-927-8015.





LDA

louisiana state board of dentistry

Dr. Russell "Rusty" Mayer
President, Louisiana State Board of Dentistry

LDA-LSBD Task Force Proves to be Successful

The term of president of the Louisiana State Board of Dentistry is a one-year term. The one-year term of Dr. Aubrey Baudean expired on December 31, 2015. I am privileged to have been chosen to serve as president for the year 2016.

Because this is my first article for the *LDA Journal* since becoming president of the board, I would like to share a little about myself. After graduating from LSU School of Dentistry in 1980, I served 3 years on active duty in the U.S. Army in Germany, ultimately serving 25 years in the Army reserves and retiring as a Colonel. I have been practicing Private Practice General Dentistry in Hammond since 1983. I have been an active member of the LDA since opening my office in Hammond. I was first appointed to the state board in 2010.

Under my predecessor, relations between the board and the LDA have been very good. The board and the LDA have worked together to come up with many reforms that preserve the board's ability to protect the public, while at the same time providing more fairness to dentists. These reforms are the result of a joint task force comprised of LDA representatives and board members. After all, although the mission of the LDA is to protect the interests of dentists and the mission of the board is to protect the public, the underlying objective of both the board and the LDA is really the same: to make sure that the citizens of this state are served with the highest quality dentistry possible. If a dentist is a danger to the public or is deceiving the public, the LDA has no interest in protecting him or her, and if the dentist is not a danger or is not deceiving the public, the board has no interest in sanctioning him or her. Thus, the board and the LDA interests are quite compatible.

The reforms that have been made pursuant to the joint task force are too numerous to mention in detail in this article. Some of the highlights include changes



to the way advertising by dentists is handled. First time advertising violations are no longer subject to being fined. Also, there is now a mechanism in place for the board to prospectively review advertising for a fee. (Contact Rusty Hickham at the LSBD if you want to participate.)

Other highlights include changes to the disciplinary process. The rules governing the disciplinary process have been revised to spell out more clearly how the process works so that there is less mystery for a dentist who is confronted with a possible violation. Also, when a dentist who has been accused of a violation is invited in for an informal meeting with the committee of board members who are reviewing the complaint, the dentist is now sent a letter spelling out the procedures, the dentist's rights and the possible outcomes. If a settlement is offered at the informal meeting, the dentist will have the opportunity to take the proposed settlement home and mull it over before signing it, rather than having to sign on the day of the informal meeting. Any evidence that the board has and might be used against the dentist is also disclosed to the dentist before he is asked to sign a settlement. The dentist is now allowed to record the meeting if he or she desires.

In addition to the reforms to the advertising and the disciplinary process, the board now has separate attorneys for prosecuting and for general counsel. Thus, the prosecuting attorney is not the same one who advises the board on issues and whom the board has presumably come to trust.

These reforms are only the beginning. As the board president, I intend to push to continue the joint task force to address issues as they arise and to keep an open line of communication between the board and the LDA. It is my hope that through this continued cooperation the board and the LDA will continue to elevate the status of dentistry in Louisiana.

Modular Dental Office For Sale. Will be available middle of July, early August. Are you tired of working for someone else? This dental building can help you get your practice started on your own property. 1,250 sq. ft. office with 4 operatories, 4 refurbished Adec chairs with delivery systems, 4 doctor chairs, 2 assistant chairs, 2 x-ray machines, Peri-Pro III x-ray processor, 3 North Carolina dental cabinets. Pictures are available. Contact Tiffany Roberson at beautifulmiles99@gmail.com or (985) 662-5551.

Full-time for national claim review company. Work from your home or office. Must have clean active Louisiana dental license. Seeking dedicated individual. Email resume to PRDentalLLC@gmail.com or fax resume to (212) 686-4703.

MANDEVILLE, LA and BATON ROUGE, LA. Grand Family Dentistry is growing and looking for top-notch associates! Fast-track partnership opportunities available

for superb candidates. We're looking for leaders to contribute to the growth and development of our group practice. We offer competitive income potential and an excellent benefits package including medical, dental, CE, malpractice, professional dues, and 401k. Please email CV to barton@grandfamilydentalcare.com or call (985) 774-5500 (ask about our **\$10k sign on bonus**). You can also visit us on the web at <http://www.grandfamilydentistry.com/doctors>. Join our team today!

Associate Dentist needed in Monroe, Louisiana, for growing dental practice. Enjoy dentistry without the headaches or hassles of managing a dental practice. We have a well-trained management team and talented, loyal staff with a new, state-of-the-art facility. Learn cosmetic dentistry from a fellow in the American Academy of Cosmetic Dentistry. Quality of care for our patients is our number one goal. Please contact us to find out more about this wonderful opportunity. Caseya@smile-creator.com, (318) 323-9303.

Great opportunity for start-up dental practice or satellite. Used Pelton & Crane chairs with other miscellaneous equipment and furniture available for a 3-operator setup. If interested, please call (913) 485-5238.

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NAVY**

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GENDEX & DEXIS INTRAORAL X-RAY SENSOR REPAIR: We specialize in repairing Gendex & DEXIS dental X-Ray sensors. Repair & save thousands over replacement cost. We purchase old/broken Sensors. For more info, visit www.RepairSensor.com or call (919) 924-8559.

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Endodontist Needed (Gonzales, LA): Louisiana Dental Center, a well-established and fast-growing group dental practice, is seeking an endodontist for its Gonzales location. Please contact Terry Ernst at 985/893-2240 or fax/email your CV to (985) 893-2629 or ternst@laldentalcenter.com.

HAMMOND, LA: Full Time Associate Dentist needed for well established family dental practice. Seeking motivated general dentist for a fast paced, patient focused practice. Responsible for providing personalized care to all dental patients. The office is fully digital and paperless.



Great income potential and benefits including medical, dental, paid C.E., paid malpractice, 401K. Please email cv to trident604@gmail.com.

Looking for an associate/partner dentist in a busy dental practice in Slidell. For more details, please call Dr. Ira Pitfield at (985) 643-2616 or (504) 578-9600.

Lafayette Modern Dentistry is looking to add a general dentist (part time or full time) to join their growing team in Lafayette, LA. The dentist in this beautiful practice see on average 12 patients a day PPO/FFS (no Medicaid) environment. Office is modern with Cerec Omnicam, Intra-Oral cameras, soft tissue lasers, and digital charts/x-rays. Great work environment with an emphasis on quality versus quantity while keeping patients for life. Great income with full benefits, malpractice insurance, C.E., and 100% of the lab fees paid. To learn more, please e-mail: clarka@pacden.com.

Dental Practice for Sale - Lake Charles, LA - General , 4 ops, 2,061 s/f doctor owned space. Five workstations, Pano, and Patient Education software. Staff to stay on. Gross revenue \$335,000. Doctor ready to retire. Contact Henry Schein Professional Practice Transitions representative Ronnie Mullins, (251) 648-7733, ronnie.mullins@henryschein.com. #LA100

Established general practice, 5 ops and Gross revenue of \$385,000 with an active patient base located in a business district in a free standing building owned by Seller. Contact representative, Ronnie Mullins, ronnie.mullins@henryschein.com, (251) 648-7733 for more information. #LA 101

Brian M. Bégué is now available to represent dental professionals in disciplinary and other proceedings.

- 1992-2015, Counsel, Louisiana State Board of Dentistry.
- 2002-present, Chairman, Louisiana State Bar Association – Administrative Law Section.
- Contact: (504) 944-8443.
E-mail: beguebrianatty@bellsouth.net.

Dr. Jacob Dent is currently seeking an experienced dentist for his new practice in Denham Springs, LA. *This opportunity allows for:*

- Access to a fully-digitized practice equipped with: SIROLasers, Cerec® CAD/CAM and integrated specialists.
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- Willingness to be mentored, coached and trained by fellow clinicians.

E-mail: clarka@pacden.com

Immediate Associate Opportunity (Metairie) for general dental practice. Need full time dentist that has 2+ years' experience that is patient focused. Looking for someone that can do endo as well as oral surgery. Experienced and friendly staff, 401K and health insurance. Contact Jan at (504) 733-1135 or fax/email CV to (504) 736-0998 or elmwooddental@aol.com.

MEDICAL WASTE DISPOSAL: for Dentists of Louisiana looking for compliant, reliable, and 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.

Dental C.E. August 27: Lectures on antibiotics used in exodontia, dental taxes, surgical extraction techniques, 21st Century marketing using social media, proper technique for elevating flaps, 8 hours AGD accepted C.E. Lecturers are Tommy Murph, Gayle Fletcher, Jonathan VanHorn, and Leonard Tau. Website: www.weteachextractions.com. Email: drtommymurph@yahoo.com. Phone: (843) 488-4357. Tuition: \$649. Location: Holiday Inn DFW Airport.

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 website on the next possible business day after payment is received. Make checks payable to the Journal of the Louisiana Dental Association. Placement of a classified ad up to 30 words is \$30 for LDA members and \$55 for non-LDA members. For each additional word, LDA members pay \$0.15 and non-LDA members pay \$0.30. Ads will remain on the LDA website for three months and will appear in one issue of the *LDA Journal*. A photo with ad is an additional \$50.

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

2016 DATES & CITY	COURSE NAME, SPEAKER(S) & LOCATION	FOR...	FEES	HRS – C or NC, Land/or P
March 11-12 New Orleans	Soft and Hard Tissue Regeneration for Optimal Implant Esthetics – 1.5 Days – “hands-on” course w/ Lewis Cummings, DDS, MS – at <i>LSU Health New Orleans School of Dentistry</i> . A limited-attendance course - Register Now!	Dentist	\$1,595	12 C, (2SA/6L/4P)
March 12 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavas A. Thunthy – at <i>LSU Health New Orleans School of Dentistry</i>	Assistant	\$300	7 C, (3.5L/3.5P)
March 18 Lafayette	The Nuts & Bolts of Veneers w/ Presenter Todd Snyder, DDS – at <i>National EMS Academy in Lafayette</i>	Dentist Hygienist Assistant	\$325 \$205 \$115	7 C, L
Mar. 18-20 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – at <i>National EMS Academy in Baton Rouge</i>	Assistant	\$650	24 C, (12L/12P)
April 8-10 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and B. Meyers, EDDA – at <i>LSU Health New Orleans School of Dentistry</i>	Assistant	\$650	24 C, (12L/12P)
May 6 Baton Rouge	Oral Pathology for the Entire Dental Team w/ Kitrina Cordell, DDS, MS and Molly Rosebush, DDS, MS – a course for dentists, dental specialists and the entire dental team – in <i>Baton Rouge, Location TBA</i>	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
May 6 Video Conference to Your Desktop or Laptop	Oral Pathology for the Entire Dental Team w/ Kitrina Cordell, DDS, MS and Molly Rosebush, DDS, MS – <i>Live in Baton Rouge and streamed to your desktop or laptop. This is limited attendance. 20 video conference spots available. REGISTER NOW!</i>	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
May 13-15 Lafayette	Expanded Duty Dental Assistant (EDDA) w/ K. Coco, EDDA, L. Hoyer, EDDA, and T. Rogers, EDDA – at <i>National EMS Academy at Lafayette</i>	Assistant	\$650	24 C, (12L/12P)
June 17-19 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – at <i>National EMS Academy at Baton Rouge</i>	Assistant	\$650	24 C, (12L/12P)
June 17 Shreveport	Successful Single Visit Endodontics for Both Vital and Non-Vital Teeth w/ Garry Bey, DDS – in <i>Shreveport, Location TBA</i>	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	7 C, L
June 24 New Orleans	Maximized Adhesive Dentistry: Level II, The Anterior Course w/ Bruce J. LeBlanc, DDS et al. – at <i>LSU Health New Orleans School of Dentistry</i>	Dentist	\$895	7 C, (2L/5P)
June 25 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavas A. Thunthy – at <i>LSU Health New Orleans School of Dentistry</i>	Assistant	\$300 ★	7 C, (3.5L/3.5P)
July 9 New Orleans	Infection Control – a course for the entire dental team – at <i>LSU Health New Orleans School of Dentistry</i>	Dentist Hygienist Assistant	\$325 ■ \$205 ■ \$115 ■	
Beginning July 15-16, 2016 Ending July 21-22, 2017	The Third LSU Orofacial Pain Continuum™ (5 Sessions) w/ Drs. Henry Gremillion, Dale Ehrlich, and Gary Klasser with additional faculty in OMS, Clinical and Health Psychology, Physical Medicine, and Neurology – at <i>LSU Health New Orleans School of Dentistry</i>	Dentist	\$7,950♦	74 C (65.25L/ 8.75P)
August 12-14 New Orleans	Expanded Duty Dental Assistant (EDDA) w/ N. Weiss, RDH, CDA, EFDA, D. Williams, CDA, EDDA, and B. Meyers, EDDA – at <i>LSU Health New Orleans School of Dentistry</i>	Assistant	\$650 ★	24 C, (12L/12P)
Sept. 9 New Orleans	The 10th Annual Clifton O. Dummett, Jr. Memorial Lecture on Dentistry for the Pediatric Patient (Friday Only) w/ Dennis J. McTigue, DDS, MS – at <i>LSU Health New Orleans School of Dentistry</i>	Dentist Hygienist, Assistant, or Lab Tech	\$399 ■ \$145 ■	8 C, L
Sept. 9-10 New Orleans	The 10th Annual Clifton O. Dummett, Jr. Memorial Lecture & Workshop on Dentistry for the Pediatric Patient w/ Dennis J. McTigue, DDS, MS and Ashok Kumar, DDS, MS – at <i>LSU Health New Orleans School of Dentistry</i>	Dentist Hygienist, Assistant, or Lab Tech	\$785 ■ \$285 ■	11.5 C (8 L/3.5P)
Sept. 16-18 Baton Rouge	Expanded Duty Dental Assistant (EDDA) w/ A. Klasser, EDDA, L. C. Hernandez, EDDA, CDA & S. Renfrow, EDDA – at <i>National EMS Academy at Baton Rouge</i>	Assistant	\$650★	24 C, (12L/12P)
Sept. 23 New Orleans	Alumni Day 2016 at LSU School of Dentistry w/ Speaker TBA – at <i>LSU Health New Orleans School of Dentistry</i>	Dentist Hygienist Assistant	\$269 ■ \$169 ■ \$109 ■	6 L (3 C/3 NC)
Oct. 8 New Orleans	Digital & Conventional Radiology for the Dental Assistant w/ Dr. Kavas A. Thunthy – at <i>LSU Health New Orleans School of Dentistry</i>	Assistant	\$300 ★	7 C, (3.5L/3.5P)

■ This is the regular tuition. Register 4 weeks before and SAVE – see website for Early Bird savings and deadlines. C = Clinical NC = Non-Clinical L = Lecture P = Participation SA=Self-Administered

★ 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.

♦ \$6,950 per attendee (if 2 or more register together at the same time). You SAVE \$1,000! Call Bob Leaman at (504) 941-8404 to register.

LDA

c.e. and lda events 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 14-16, 2016
EVENT:	New Orleans Dental Conference and LDA Annual Session
DESIGNED FOR:	All
CREDIT HOURS:	Up to 18, both Clinical and Practice Management
REGISTRATION:	www.nodc.org or call (504) 834-6449.

DATE:	April 22, 2016
TOPIC:	"Implant Dentistry"
SPEAKER:	David Little, D.D.S.
PROVIDER:	University of Louisiana at Monroe
LOCATION:	Monroe
DESIGNED FOR:	All
CREDIT HOURS:	7 Clinical
FEES & REGISTRATION:	D.D.S. - \$390 per course; \$925 for entire series of 3 courses; R.D.H. - \$210 per course; \$475 for entire series of 3 courses; Staff - \$110 per course; \$225 for entire series of 3 courses; Contact: Laura Washer – 318-342-3500 or register online at: ULM.edu/ELQU/continuingeducation/dentalhygiene

DATE:	April 29, 2016, 8 a.m.-2 p.m.
TOPIC:	"Ignite Your Production, Double Your Profit"
SPEAKER:	Dr. Roger Levin
PROVIDER:	Bayou District Dental Association (AGD PACE Recognized Provider.)
LOCATION:	Houma-Terrebonne Civic Center, 346 Civic Center Blvd, Houma, LA 70360
DESIGNED FOR:	All

CREDIT HOURS:	6 Practice Management Lecture
FEES & REGISTRATION:	Bayou Member, \$175; Non-Member of Bayou, \$200; RDH, \$75; and Dental Auxiliaries, \$50. Contact the Bayou District Dental Association at (985) 879-1972 (Carla Fanguy).

DATE:	May 13-14, 2016
TOPIC:	"Dental Sleep Seminar"
SPEAKER:	Dr. Michael Hnat
PROVIDER:	Sleep Group Solutions and Louisiana AGD
LOCATION:	Baton Rouge, LA
DESIGNED FOR:	All
CREDIT HOURS:	16 Clinical Hours Lecture
FEES & REGISTRATION:	AGD Member \$495 (USE CODE "LAGD"), Non-Member \$995, Staff \$395. Con-tact Number 855-542-5243 or email lagd@cox.net .

DATE:	July 15-16, 2016
EVENT:	LDA Foundation Fishing Rodeo
LOCATION:	Sand Dollar Marina, Grand Isle, La.
DESIGNED FOR:	All
REGISTRATION:	www.ladental.org or call (800) 388-6642.

DATE:	July 27-30, 2016
EVENT:	LDA Summer Education Conference
LOCATION:	Sandestin Golf and Beach Resort, Destin, FL
PROVIDER:	Louisiana Dental Association (AGD PACE Recognized Provider)
SPEAKERS:	Details on speakers will be posted on www.ladental.org when available.
DESIGNED FOR:	All
REGISTRATION:	Registration details will be posted on www.ladental.org when available.

DATE: September 9, 2016 8:30 a.m.-4:30 p.m.

TOPIC: "10 Top Management Tools for a Successful Practice"

SPEAKER: Lois Banta

PROVIDER: Southwest District Dental Association

LOCATION: Lake Charles - L'Auberge Casino Resort, 3202 Nelson Rd., Lake Charles, LA 70601

DESIGNED FOR: All

CREDIT HOURS: 7 Practice Management Lecture

FEES & REGISTRATION: Southwest Member \$155; ADA Member \$205; NON ADA Member \$355; Aux \$75; Hy-genist \$99. Contact Dr. Scott Hannaman, D.D.S. at (337) 474-4892 or email scott.hannaman@gmail.com.

DATE: September 10, 2016 8:00 a.m.-12:00 p.m.

TOPIC: "Successful Implant Restorations: Avoiding Failures & Complications"

SPEAKER: Dr. Baldwin Marchack

PROVIDER: Paulette Binion Louisiana Society of Oral & Maxillofacial Surgeons (AGD PACE Recognized Provider)

LOCATION: Baton Rouge - L'Auberge Casino Hotel, 777 L'Auberge Ave., Baton Rouge, LA

DESIGNED FOR: All

CREDIT HOURS: 4 Clinical Hours - Lecture

FEES & REGISTRATION: \$100; Contact Paulette Binion at paulettebinion@gmail.com.

DATE: December 9, 2016

EVENT: LDA Last Chance Seminar

LOCATION: Renaissance Hotel, Baton Rouge, LA

PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider)

DESIGNED FOR: All

REGISTRATION: Registration details will be posted on www.ladental.org when available.

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David N. Austin

No Fat, No Carbs, No Salt, No Food

Note: In honor of Annette Drodgy, LDA's assistant executive director, who recently received the Public Relations Association of Louisiana First Circle Award (see pg. 34), I chose to reprint one of her favorite Last Page articles. Please note that this decision had nothing to do with the fact that my intended article, A Study of the Radical Islamic Geehad Dental Association, was totally rejected. So, it is coming back to you from 2004 and still timely, No Fat, No Carbs, No Salt, No Food. I hope you will enjoy it as much as Annette did, of whom I am always very proud to know and work with.

As my physician was looking over my laboratory profile from some recent blood work, he said, "You'll need to lose some weight and exercise more." And with that, he left the room. I was still out of breath from the nurse taking my blood pressure.

It's no secret that Americans are getting fatter. I was saddened by the fact that I am one. With a virtual plethora of diets these days, I decided this should not be a problem. I began with the water diet. This is where you drink copious amounts of water throughout the day in lieu of snacks and/or food. After a few weeks, I actually gained a pound and knew every public restroom between home and office. The good thing is, I no longer desire a swimming pool in my back yard.

The latest fad is, of course, the low carb diet. The problem with this is that I have never met a potato I didn't like. Dr. Atkins, the proponent of this diet is no longer with us. It is my belief that had he eaten more potatoes, covered with cheese and bacon bits,

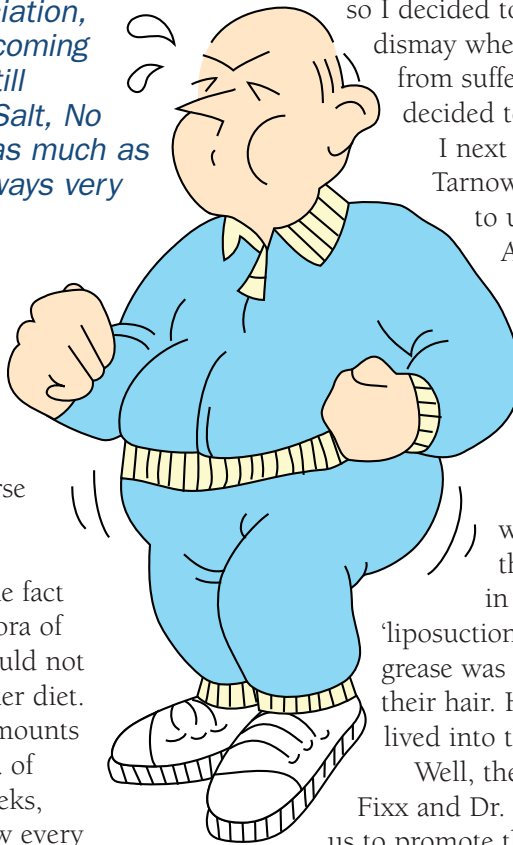
he would still be around. There is nothing like a good baked potato for the will to live.

I looked into the Jim Fixx guide to weight loss through jogging. He managed to go from 220 pounds to 159 pounds through a regime of running almost daily. So I began to run everywhere: between operatories, to my car, and, of course, to public restrooms. This wasn't meeting with much success so I decided to give old Jim a call. Imagine my dismay when I found out he had died in 1984 from suffering a heart attack while jogging. I decided to slow down!

I next checked out Dr. Herman Tarnower's Scarsdale diet. It allows you to use more complex carbs than Atkins. Before I could get started, I was informed that his friend Jean Harris had hastened his demise with a gunshot. My theory for this unhappy circumstance is due to the complete lack of lard in her diet.

When you think about it, there were no drive-by shootings back in the day when folks fried everything in lard. People thought that the word 'liposuction' just meant an extended kiss, and grease was so fashionable that men put it in their hair. Heck, some of these souls even lived into their seventies.

Well, there you have it! Dr. Atkins, Jim Fixx and Dr. Tarnower are no longer with us to promote their guru diets. I have met with some recent success though. I have decided on the Chubby Checker Fried Diet. This allows you to eat eggs fried in lard and wrapped in bacon. It's enough to make you twist and shout. I really haven't lost much weight, but I smile a lot. And, by the way, old Chubby is still with us.





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