

LDA Journal

VOL. 73, NO. 4 WINTER 2014

Journal of the Louisiana Dental Association



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LDA Journal

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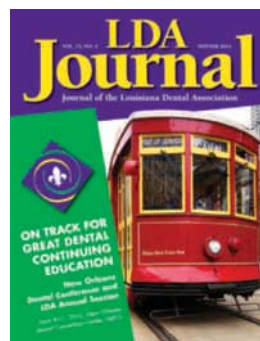
JOURNAL of the Louisiana Dental Association (USPS284620) is published quarterly at 230 Carroll St., Suite 2, Shreveport, LA 71105, in March, June, September and December, and is the official publication of the Louisiana Dental Association. Opinions and statements expressed, however, are those of the writer and not necessarily those of the Association. Original articles published herein become the property of this publication. Subscription price is \$18 per year for members, \$30 per year for non-members and \$65 per year for foreign subscribers. Periodicals postage paid at Baton Rouge, Louisiana, and additional mailing offices.

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

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

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: On the cover... Get on track with great C.E. at the New Orleans Dental Conference/LDA Annual Session April 9-11, 2015. Registration is available at www.nodc.org. For more information, visit pages 10-11. You don't want to miss Louisiana's premier dental meeting!

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



LDA

editorial

Dr. David N. Austin
Editor, LDA Journal

I Missed the Game But I Won the Prize by Realizing the Value of My Membership

While watching a Saints game on t.v. with my 29-year-old son recently, I caught myself acting like my grandfather many years ago – I was complaining about how expensive everything has become. I know he tuned me out just as I had long ago because he quickly gave me the “Yeah right. Dad. Whatever.” look.

As I sat and watched the game with my son, my mind began to wonder about the increased price of so many of my dental products and pieces of equipment through the last couple decades. I have no choice but to purchase these products because I need them to maintain my practice, and my patients rely on my having at least somewhat up-to-date equipment.

So, I began to think about my LDA membership. As far as I could think back was 25 years, and in the last 25 years, the LDA has only had three dues increases. Yes, I said three. Isn't that incredible that our association has been able to continue to function and run and ADD SERVICES for us while hardly ever increasing the cost to us? The LDA has tried to maintain a budget at the same level for oh-so-many years in part by developing non-dues revenue through things like C.E. meetings and Louisiana Dental Services (LDS).

I decided to do a little research and consulted the consumer price index and got out the old calculator. Twenty-five years ago, LDA dues were \$250 and would remain so for some time. If dues had been adjusted to match inflation over the past 25 years (90.4%), the equivalent of that \$250 back in 1989 would be \$476 today. And, that is if we had ONLY gone up enough to match inflation.

Since LDA dues are only \$342 through 2015, I'd say that I'm getting a whole lot of bang for my buck!

My mind continued to think about the groceries we had just purchased that morning. It seems items like milk and meat cost much more than they did just a year or two ago. I pulled out my laptop at that moment and did a little more research. In an April 16, 2014, USA Today article, it says that two months (February and March) of sharp increases in food prices show grocers are starting to pass along their higher wholesale costs to consumers.

The reporter continued to say that retail food prices rose 0.4% in March 2014, the same as in February and the largest amount since September 2011. By comparison, the prices of all consumer goods rose 0.2% in March and 0.1% the month before, reports the Bureau of Labor Statistics.

Beef, pork, poultry, eggs and milk have had the most dramatic price increases as drought, a virus outbreak and rising exports have thinned U.S. supplies. And, a drought in California led to higher prices this year for a variety of fruits and vegetables, such as avocados, lettuce and berries, says Professor Timothy Richards of the W.P. Carey School of Business at Arizona State

University. Retailers have absorbed much of the increases but can absorb no more, and restaurants are getting creative with sizes and portions to attempt to keep pricing the same.

So, what can I do? I need and want to eat. Therefore, I will pay the higher prices to have these products.

My daughter and her husband (and most importantly my five-month-old granddaughter) live in Colorado. Even though gas prices have gone down recently, airlines are charging the same fares and still charging the luggage fees that we never had to pay until the last few years. So, what can I do? I certainly want to visit baby Lucy, therefore again, I will pay whatever it costs to get there.

All this research brought me to wonder why any dentist would not pay their LDA dues. Not counting anything else that I receive for my dues dollar, I get my own lobbying team to advocate on behalf of my profession. Because of the LDA and the dedicated volunteers and staff, I am able to practice dentistry in my own office, taking whatever insurances I choose to take and making my own decisions for myself and my patients. If I do sign with an insurer, they cannot force me to discount my fees on services they don't cover. I have a lower tax burden than dentists in most other states. Thanks to the LDA, the decision whether or not I have special “safety” hypodermics, amalgam or an AED in my office is mine to make, not the government's.

And thanks to the LDA representing us, there have been major successes with the dental Medicaid program over the last decade. It is frightening to think of where we would be without the LDA's intervention as they continue to work to make the program successful for dentists AND patients.

Dr. King Scott, LDA president-elect, has traveled to several of the local dental associations and to the LDA's Last Chance Seminar to present a short PowerPoint on LDA membership. So, I asked if I could “steal” an impressive stat: through my Tripartite membership, I have received an average of \$6,500 in savings annually for the past four years – a total savings of \$18,000 – because of the exemptions dentistry enjoys from some sales taxes, 1099 requirements and the “Red Flag” Rule alone.

As you can see, I missed most of the game. But, it sure did make me appreciate everything the LDA has done for me and how little I pay for the services. The ADA and LDA have kept government costs down so that all dental offices, from the one person office to the corporate practice, are profitable. I pay my dues because I know what the LDA is doing for me and our profession. Without them, I really would be a solo practitioner without anyone on my side to promote, advocate and protect ME.

So, what can I do? I WANT and NEED the LDA and therefore I will pay my dues and appreciate the incredible benefits that I have received all these years for such an incredible price!

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LDA last chance seminar

Monique Harris
LDA Communications Intern

Dr. Denis Lynch's Potpourri of Oral Pathology Draws Record Breaking Number of Attendees

Almost 200 dentists attended the 2014 Last Chance Seminar at the Renaissance Hotel in Baton Rouge on December 12, 2014, breaking the record for most attendees ever to this event. The only empty seats at this meeting were in the front row!



Above: The only empty seats at this seminar were in the front row! Approximately 200 attendees registered for this meeting – the largest crowd to date. Right: Dr. Charles Mackey and Jackie Stephens (in school at the same time at Loyola, Jackie was in the first hygiene graduating class at Loyola).

This annual seminar is the last opportunity the LDA offers to attain C.E. for the year. The popular Denis Lynch, D.D.S., Ph.D., conducted the seminar, presenting vital insight on the topic of oral pathology. Dr. Lynch is currently a professor of maxillofacial pathology and associate dean of academic affairs at Marquette University School of Dentistry, as well as a professor of dermatology at the Medical College of Wisconsin.

Dr. Lynch's lecture "A Potpourri of Oral Pathology and Medicine: Your Last Chance to Learn Everything you Thought You Could Forget After You Passed Your National Boards," focused on the clinical recognition, diagnosis and management of common oral infections and infectious hazards, vesiculo-ulcerative diseases and oral cancer.



LDA Director of Conference Services Sherri Jones, Dr. John Lindsly, Dr. Vincent Leggio and LDA Director of Membership Development Sharon Elliott.



Attendees enjoyed a continental breakfast and a lavish lunch buffet that was included in their registration fee. The "Split the Pot Raffle" winners were also selected. Dr. Gary DeWitt won \$100, Dr. Stephanie Weaver won \$250, and Dr. Steve Ortego won \$500. The raffle ticket proceeds benefit LADPAC and LDA's governmental affairs efforts.

The seminar had wonderful sponsors that helped make this event possible at such reasonable registration fees. They are Brown & Brown Association Services Professionals (LDA's Events Partner), Louisiana Dental Services (LDS), LDA Foundation, Solutionreach and Blackburn Dental Laboratory. The tentative date for next year's seminar is Friday, December 11, 2015, in Baton Rouge. Look for updates on the LDA website.

More photos from the event can be found on the LDA website at www.ladental.org and on the LDA's Facebook page, Louisiana Dental Membership.



Dr. Leon Monceret, Dr. Todd Touchet, and Jamie Brodhead.



Debbie Jessup and Amber Battaglia with Solutionreach.



Dr. Phyllis Jackson-Williams and Dr. David Reed.



Misty Thibodeaux (center) was the winner of the Brown and Brown door prize. Stormy Blair and Melinda Bouterie presented the gift.



Dr. Jeff Hooton and Dr. Tim Perry (both are past LDA presidents from NELDA).



Donna Sarabia and Lauren Morvant (hygiene school classmates).



Dr. Harry Brown and Dr. Gerald Mayeux.



Dr. Joe Flowers and Dr. Robert Levy.

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

Why Should I Pay My LDA Dues? What Do Those Precious Dollars Get Me?

This year has afforded me the opportunity to really understand those questions. I appreciate the LDA and its leadership and staff more than ever! The LDA exists wholly for the benefit of its members. Being able to attend meetings of the various councils, committees and task forces as president has shown me the benefits of strength in numbers. With the LDA, none of us stands alone. For every issue that impacts your professional life, there is a group of dedicated individuals that is there to assist you with it. If not, the president can and will appoint a task force to handle it. So if I may, I'd like to take this time to discuss what I believe are the top four areas that are being addressed daily with your LDA.

Dentistry is a billion dollar industry, and everyone wants a piece of the pie. Recently, a handful of Acadiana dentists received a tax notice from their school board. This varied for each, but amounted to thousands of dollars that would reoccur each year. They realized to fight this individually was almost fruitless and cost prohibitive, and they needed help. After their component board of directors researched the problem, and began work with their attorneys, they soon realized that the solution would possibly require financial help from the LDA itself. Thankfully, the issue eventually died with the school board acquiescing. Without help though and strength in numbers, they probably would have had to pay the taxes.

President-elect Dr. King Scott described another taxation issue that was fought over four years at the federal level. The "Red Flag and 1099 issues" would have cost each and every one of us between \$2,200 and \$3,000 each and every year in either extra accounting fees, or direct taxes. Finally getting these federal decisions reversed could not have been accomplished by any individual acting alone, it required the concerted efforts of many dentists across the country.

Health insurance is something we all agree we have to have. The LDA was asked by the members

years ago to make available to all its members a quality policy, and with the insurance climate at the time, this was possible. The decision to "guarantee" renewal for every member became more expensive, but the policies persisted with rate increases. Eventually the climate changed, and the LDA was told that in order to keep a policy, its members would have to undergo underwriting. Admittedly, this was devastating for many. We were fortunate, however, to have the experts at Brown and Brown Association Services Professionals to help with the transitions. Even today, with Obamacare making it impossible for the insurance companies to keep our LDA plan alive, Brown and Brown through its affiliation with the LDA is helping with transitions so that we all stay insured. Lastly, the LDA is working on legislation that could allow us to provide an alternative that will work now, but outside the affordable care act.

Many of our members have sons or daughters that want to attend dental school. Unfortunately, the State continually takes budgetary shortfalls out on higher education to the point that those members are concerned that LSU can provide a quality education. We cannot easily fight the legislature ourselves. Therefore, we work together in organized dentistry, and we step in. State financing alone will only ensure the demise of the school, so a partnership of LSUSD and LDA is trying hard to balance maintaining high standards, with keeping the proper number of dentists in the state.

Disciplining dentists is a touchy topic that someone has to handle. The simple fact is, we don't ALL operate with the best interests of the patient in mind. Combine that with a Dental Practice Act that is difficult to read much less understand, and the phone calls to the LDA or its leadership ensue. Disagreeing with the State Board is scarier than disagreeing with your parents. I admit, it scares me. But once again, an LDA task force that can objectively look at the

issues versus an individual, will hopefully create more understanding between the two groups, fairer hearings, less lawsuits and a better protected public.

Louisiana Dental Services, Inc. (LDS), the for-profit subsidiary of the LDA, is another shining example. Everything they have, you need, and because of their size, they get it for a price that you cannot get on your own. On top of that, if you add up all the savings they can give you, your total ADA/LDA/local dues will be more than paid in full.

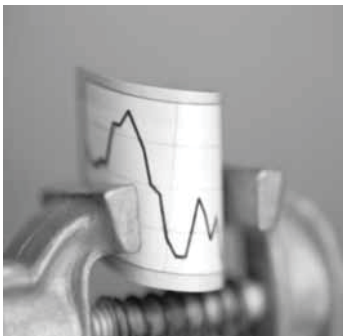
Lastly, how about the fun stuff? We all need C.E. right? We all would like to spend time with our friends, right? The Big Easy offers an unending source of entertainment from music, to food, to history, and it is right in our back yard. The New Orleans Dental Conference/LDA Annual Session can reward your staff, let you see more of the people you know, and provide you with world class, cutting edge C.E. and cutting edge products in the Exhibit Hall, all while enjoying the French Quarter Fest, the Indy Grand Prix of Louisiana, the best restaurants in the world, on and on and on... With the strength in numbers, they can negotiate your visit with more diversity for a cheaper price than anyone can do on their own. Come check us out!

In my year so far I have seen the vast number of balls constantly in the air at one time with the LDA. New members want to get a job and buy a house, and the more experienced members want to do less enamel smoking and more fishing. In all phases of our professional lives, we should always get the most bang for our bucks. So utilize the economies of scale because there is strength in numbers, and tell your friends about it. As Ringo Star said, "- with a little help from our friends!"

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Focus on Dr. Larry Williams, Speaker at the 2015 NODC/LDAA



As a member of the United States Navy Dental Corps for 30 years, Dr. Larry Williams provided care to military members and their families all over the world. While on active duty, Dr. Williams received training in a one-year fellowship in advanced general dentistry and also completed a two-year residency with board

status in the American Board in general dentistry. Dr. Williams retired as a captain from the Navy in June of 2012. Highlights of his career included providing tobacco cessation and policy support for the Navy and the Department of Defense, development of health and wellness programs for Wounded Warriors, and mentoring residents in various advanced education in general dentistry programs. One key highlight of his career included his assignment to the team developing the Affordable Care Act's National Prevention Strategy. Another highlight of his career was his selection to serve as the Public Health Emergency Officer for Navy Region Midwest - the first such time a dentist held this position.

In July of 2012, Dr. Williams began his "second" career as an assistant professor at the Northwestern University College of Dental Medicine in Downers Grove, Illinois. With the opening of this new school in 2009, Dr. Williams has been responsible for developing curriculum for various programs to include medical emergencies, geriatrics, tobacco cessation, forensics, infectious disease, and special needs. He also currently serves as the Director of Community Outreach and the Director of the Experiential Community Health Program where he is responsible for the establishment of affiliation agreements with local dental clinics serving underserved populations in the Chicago and surrounding areas. His work with the development of the geriatrics curriculum and with the underserved aging population in the Chicago area will be highlighted

in the geriatrics lecture being presented.

In addition to the aforementioned geriatrics lecture, Dr. Williams brings a wealth of knowledge and experience to the other topics being presented. It is very interesting to note that on July the 31st of 2013, Dr. Williams suffered a heart attack while at work and subsequently received a quadruple bypass five days later. This heart attack was a surprise to everyone as he was cleared of any cardiac signs or symptoms when retiring from the Navy and his subsequent retirement physical with the VA. His story greatly enhances his presentation on Dental Office Medical Emergencies.

Dr. Williams is also still very active in his work with tobacco cessation and policy. He has been actively working with various researchers and has been published in various journals. His most recent publication can be seen at <http://www.nejm.org/doi/full/10.1056/NEJMp1405976>. In addition to his work with the Navy and Department of Defense he has helped design tobacco cessation programs for dental schools/training programs and other healthcare organizations to include inner-city HIV clinics and behavioral health facilities.

In regards to his work in disaster preparedness, Dr. Williams has served in various positions of responsibility in the Navy and in the community. He has been the Citizens Corps Director for Lake County, Illinois, as well as an assistant for the Lake County Medical Reserve Corps. He has also presented hands-on training in mass casualty and basic skills for first responders for the Academy of General Dentistry and the Chicago Dental Society Midwinter Meeting.

Dr. Williams currently serves as the president of the Illinois Academy of General Dentistry, secretary of the West Side Branch of the Chicago Dental Society and is a member of the American College of Dentists, International College of Dentists, Academy of Dentistry International, Society for Research on Nicotine and Tobacco, American Dental Education Association, and the American Dental Association.



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LDA

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

Solutionreach is the Newest LDA Endorsed Company and Promises to Provide Quality and Value for Our Members

At the LSU School of Dentistry Alumni Day, the continuing education program emphasized keeping up with technology in restorative dentistry. While there were multiple presentations on scanning techniques and milled restorations, there was also emphasis placed on multiple new ways to stay in touch with our patients. With this in mind, it is my pleasure to announce that Louisiana Dental Services has signed a contract with Solutionreach, a company providing total patient engagement through multiple messaging platforms.

Solutionreach, formerly Smile Reminder, began the revolution in patient marketing and communications over a decade ago evolving from patient reminders to a comprehensive platform of robust and effective patient engagement tools. They are endorsed by a number of well-known practice management consultants.

The company's services include appointment reminders sent by text, e-mail or voice which allow the patients to easily respond. There are automated voice reminders and birthday greetings. A practice newsletter can be used to educate and inform patients, reactivate inactive patients, generate referrals and grow revenue. These targeted campaigns engage and educate patients and can be used to conduct surveys for feedback that can generate referrals, testimonials and loyalty.

Our practices are constantly evolving and Solutionreach can do custom promotions that highlight new products, treatments and technologies. A Patient Portal is available for access to front desk services via the Internet and the PatientReach Tablet is available for patient check-in, health history and patient data collections via an iPad. These same tablets



can be used for surveys, referrals and campaigns.

Solutionreach offers a comprehensive and powerful tool for monitoring, responding and managing online patient reviews and directing reviews to targeted sites. The company has an Enterprise Edition for large, multi-office practices and provides unlimited support with

a dedicated team providing unlimited live training, coaching, help with questions and customization.

As with all of the products and services offered by LDS, special pricing is available to Louisiana Dental Association members that includes a combination of a discounted monthly service fee, discounted activation fee and a competitor buyout option for any practice currently using a competing service with a contract (up to 6 months) and one month free for any practice using a competing service without a contract.

On the LDA's website, www.ladental.org/LDS, you can find a link to Solutionreach or you can contact them directly at www.solutionreach.com/LDA or at (801) 331-7138. **To receive special pricing and discounts, you must identify yourself as an LDA member!**

For a complete list of endorsed companies, visit www.ladental.org/LDS

ENDORSED PRODUCTS AND SERVICES SPOTLIGHT

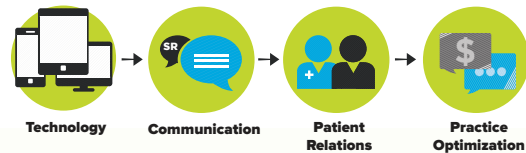
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LDA

from the executive director

Ward Blackwell, M.J.
Executive Director, LDA

(Don't) Quit Your B___ching

Over the years, I've heard a number of admonitions about complaining. Often, it took the form of timeworn sarcasm like, "You want a little cheese with that whine?!"

The quote that best sums up my philosophy at work, though, is from Zig Ziglar: "Statistics suggest that when customers complain, business owners and managers ought to get excited about it. The complaining customer represents a huge opportunity for more business."

Now, I never was enamored enough of ole Zig to attend one of his seminars. But, I can definitely see the wisdom in his thinking in this case.

The LDA provides its members with a lot of benefits, from important information about running your practices to great values on C.E. and endorsed products. But our most important role may be in solving and preventing problems that affect the dental profession. Put another way, we strive to eliminate the problems you complain about, and when possible, prevent the things you worry about from becoming reality.

We are pretty good at this most of the time. (The LDA president, president-elect and editor of the Journal all noted some specific examples in their articles in this issue.) But most of the time, we only succeed because a member at one point in time complained/worried/warned about something detrimental to the profession.

Here are three good, timely examples:

MCNA/Medicaid – Since MCNA took over administration of dental Medicaid back on July 1, a lot of Medicaid dentists have called or e-mailed the LDA with complaints on everything from credentialing to (especially) claims processing. The LDA initially responded by identifying Dr. David McKeon, MCNA's executive director for Louisiana, as the appropriate person in MCNA to handle most of the issues. Members were referred to Dr. McKeon, but asked to let the LDA know if their issues were resolved or not.

Though Dr. McKeon and MCNA did resolve many of those initial issues, enough remained a problem that LDA arranged a meeting with MCNA officials in November to discuss the more troublesome ones. Many

more issues were resolved at that time. (Check the website for details.)

LDA is continuing a dialogue with MCNA to address remaining and new issues while also pursuing a three-way meeting with MCNA and DHH to deal with those issues that necessitate intercession by the State.

LSBD – The LDA routinely monitors, influences, supports – and occasionally challenges – the State Board of Dentistry to further the interests of our members. This was recently taken to a new level with the formation of a joint LDA-LSBD Task Force formed to discuss and address issues raised by legislation this year that tightened up term limits for Board members, changed the Board's approach to advertising violations, and would eventually relocate the Board to Baton Rouge.

It's important to note that a main reason cited by LDA leadership for supporting those bills was complaints and concerns expressed by their colleagues. Likewise, many of the changes proposed by the LDA in task force meetings evolved from concerns/complaints voiced by members.

Stericycle – Complaints received from members late last year about Stericycle's pricing led Louisiana Dental Services, an LDA subsidiary, to review its endorsement agreement with that company. Ultimately, the LDS Board decided that the value members were receiving via that endorsement was not consistent with the standards LDS prefers to have associated with its brand. So, the agreement was allowed to expire. Subsequently, LDS endorsed Medical Waste Management (MWM), as the LDS board felt MWM WOULD offer LDA members the superior value in medical waste management services the board felt is deserved. Many members who had expressed frustration with their previous waste service have reportedly been quite pleased to now be doing business with MWM.

The moral of the story is that the LDA works best for its members when its members tell us what they want. So, while we hope you think we're doing a good job, we definitely don't mind being the "complaint department" for Louisiana dentists!



LDA

council on dental education

Dr. Craig Crawford
Chair, Council on Dental Education

We Welcome Suggestions and Feedback to Keep Our C.E. Program Thriving

As 2014 came to a close, many in our profession found themselves lacking the state board requirement for continuing education hours and attended the Last Chance Seminar at The Renaissance Hotel in Baton Rouge. As chairman of the Council on Dental Education (CDE), I wanted to update you on the events in 2015 as well as give a brief overview of the event process.

In 2013, the CDE made the decision to change the venue of the Winter C.E. Lecture Series from a ski resort to Walt Disney World® Resort. The conference was a great success and I am excited to kick off 2015 with our 2nd Annual C.E. with Character Winter Lecture Series at Walt Disney World® Resort, Sunday, February 15-Tuesday, February 17. Accommodations are at Disney's Yacht & Beach Club Resorts with the deadline for reservations being January 21. In addition to exceptional continuing education, attendees will enjoy discounted park tickets and a PRIVATE Dessert Event at Epcot® with front-row viewing of the fireworks spectacular.

We go from curing the winter blues to having fun in the sun with the Summer Education Conference. Another successful location change facilitates our return to Sandestin Golf and Beach Resort, Wednesday, July 29-Saturday, August 1. Some familiar highlights include the Beach Volleyball Tournament and Beachside Shrimp Boil. Before you know it, you'll be right back to the end of the year and if you weren't able to complete your C.E. requirements with the winter and summer conferences, you'll have one LAST CHANCE at the seminar on December 11.

In order to provide these fantastic C.E. opportunities, the Council on Dental Education meets several times a year to analyze information, discuss topics and speakers and make logistical decisions. Each conference attendee is given an evaluation form to complete and a chance to submit additional comments. These evaluations are reviewed and decisions are made regarding topics, speakers and locations based in part, on remarks from the attendees. Other factors used in the decision making

process would be availability of the speakers and venue and, of course, which options would be the best value and benefit to our membership.

Successful events require member participation. There are several ways that members can contribute to the success of the LDA Continuing Education Program. First and foremost, please give feedback and suggestions. Events are planned with member satisfaction in mind so it's most helpful if we know what topics and/or speakers you would like to hear. Additionally, since attendees handle their own reservations, LDA staff is not always aware of issues that may have occurred in the booking process. Feedback is essential in making sure the member's needs are met throughout the process.

Another way that members can positively affect the outcome of an event is by booking accommodations at the conference resort. Room rates are negotiated based on the amount of rooms the association promises to occupy. In some cases, penalties may apply if the association fails to book the contracted number of rooms. Occasionally, a savvy internet search may yield a "better deal" or the resort just isn't the best fit for your situation. If possible, the best practice is to book in the group block of rooms. The benefits of fellowship, convenience and resort activities add value to the rates and should be factored into your decision.

Lastly, members should try to adhere to deadlines and respond with all the appropriate information when registering for the event. If you've ever hosted a party then you understand the importance of knowing how many people are attending. The same holds true for meetings and receptions. Not only will you save a late fee, you'll contribute to efficient and organized planning which are the keys to a thriving program.

If you have questions about a specific event or would like to make a topic/speaker suggestion, you can contact the LDA Director of Conference Services, Sherri Jones, at sherri@ladental.org or (225) 926-1986. Information and registration for all events may be found on the LDA website www.ladental.org. We look forward to seeing you at all of the 2015 Continuing Education programs.



LDA ada annual session

Annette Droddy
Assistant Executive Director, LDA

2014 ADA House of Delegates in San Antonio

The 2014 ADA Annual Session was held in San Antonio on October 9-14 and the House of Delegates met during the session.

A resolution was proposed to modify the necessary percentage of votes required to change ADA bylaws. Historically, parliamentary procedure was set up to have a 67% majority to enact a bylaws change. The resolution proposed a 60% "Super Majority," primarily to facilitate the perceived necessity to expedite change. The resolution was supported by many delegates, arguing the need to be nimble and take risks for positive change; however, the motion failed by a considerable number of votes (62%). The House of Delegates did however mandate a complete review and revision of the ADA Bylaws, which have not undergone a rewrite since the mid-1940s. The goal will be to keep the foundational and governing rules within the wisdom of the 2/3rds parliamentary mandates, but to remove the perceived operational issues from the bylaws and place in an operational manual.



Drs. Nelson Daly and Marty Garrett are ready to vote!

The ADA passed a surplus budget for fiscal year 2015. ADA dues will remain at \$522 for the third straight year. Because of a regulatory decision that released surplus insurance reserves built up by Great West Life Insurance Group, the ADA was recipient of a \$6 million dollar windfall this year. Six million dollars will go annually to the reserve fund until it



Dr. Bob Barsley serving on a reference committee.

reaches \$100 million, then interest and returns on the investments will be put into ADA member benefit programs and utilized to stabilize dues and to continue to provide needed member benefits.

The new dentists were very much a topic of many resolutions as the HOD realizes our future depends on membership. One of the most discussed resolutions was the change of the New Dentist Leadership Conference from a stand-alone summer meeting to scheduling it alongside the ADA Annual Session in the fall. The argument from ADA for moving the meeting was to establish an environment where more than the usual 250 new dentists would be available to attend while at the ADA meeting. The compromise was a three year trial period moving it to fall.

A resolution passed encouraging legislative action to expand existing laws focused on the student debt problem. Suggested changes included concepts of capping interest accumulation and having payback to be commensurate with income.

And, last but certainly not least, Dr. Gary Roberts, Shreveport dentist and 12th District trustee, announced his candidacy for the ADA president elect position. His election will be held during the 2015 ADA House of Delegates in Washington, D.C.



Far left: Delegates and alternate delegates to the ADA from Louisiana are (back row, left to right) Dr. Jeff Hooton, Dr. Mark Chaney, Dr. Lance Savoie, Dr. Charlie Foy, Dr. Gary Roberts, Dr. Steve Ortego, Dr. Marty Garrett, Dr. Bob Barsley and LDA Assistant Executive Director Annette Drodgy, and front row, from left, Dr. Kristi Soileau, Dr. Curtis Zeringue, Dr. Nelson Daly, and Dr. Stephanie Weaver.

Left: Dr. Steve Ortego providing "con" information at the HOD.

LDA Offers C.E. with Character Over Mardi Gras Holiday *Walt Disney World*® Resort

Sunday, February 15 - Tuesday, February 17, 2015

(Courses will be held each day from 7:30 to 11 a.m.)

Lake Buena Vista, Florida

Online Registration is available!

Dazzling Desserts and Fireworks Reception Sunday, Feb. 15, 8-9:30 p.m.

This year we are hosting a PRIVATE Dessert Event! Finish the day with a front-row presentation of the premier fireworks spectacular at Epcot® while indulging in ice cream sundaes, floats, and other delectable treats. C.E. registrants are FREE if registered by Jan. 30. Ticket prices for guests (see registration form or LDA website) include beer, wine, soda, and transportation.



Disney's Yacht & Beach Club Resorts

Call the Group Reservations Line at (407) 939-4686. The lines are open Monday thru Friday 8:30 AM est. - 6:00 PM est. and 8:30 AM est. - 5:00 PM est. on the weekends. Use the Group Name (2015 LDA Winter Lecture Series) or the Group Code (G0658961) and the Cast Members will be happy to assist you with booking your room reservations. The cutoff to reserve rooms is January 21, 2015.

C.E. Speakers, Courses, and Descriptions



Sun., Feb. 15, 2015 - 7:30-11 a.m.
Janet Steward

Create a Culture of Engagement and Lead Your Dental Team Above and Beyond: *High Impact Systems That Will Transform Your Practice*



Mon. and Tues., Feb. 16-17, 2015 7:30-11 a.m. (each day)
Dr. Todd Snyder

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Sponsors (as of 12/15/14): Events Partner Brown & Brown Association Services Professionals, Louisiana Dental Services, Inc. (LDS), and The Denali Group.

For more info or to register, visit www.ladental.org.



ladpac LDA

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

Let's Keep Our Legislative Presence

Thank you to everyone who bought raffle tickets for the LDA raffle benefitting LADPAC and the LDA's governmental affairs efforts. The "Split the Pot" raffle winners were: Dr. Gary DeWitt won \$100, Dr. Stephanie Weaver won \$250, and Dr. Steve Ortego won \$500.

I am also very appreciative to everyone who joined LADPAC, and I encourage you to do so again. It's an optional part of your dues statement, so you can submit your LADPAC membership dues in with your LDA dues. It can't get any easier than that! And, if you did not join with your dues, call the LDA office and our staff will assist you in becoming a part of one of the

most important aspects of LDA membership – a part of our grassroots lobbying. We could never do alone with the LDA and LADPAC has done for us.

As I have said many times, these funds go towards continuing our legislative presence. This enables us to have the ear of our legislators so that we can continue to practice without too much government intervention. Sometime this can be an uphill struggle. Fortunately we have the respect of our profession from many of our legislators thanks to you! Please continue to support LADPAC, we need you and you need us!

LDA Summer Education Conference

Wednesday-Saturday, July 29 - August 1, 2015
Sandestin Golf and Beach Resort, Destin, FL

Information will be posted as available on the LDA website at www.ladental.org.

Sponsors as of 12/15/14: Events Partner Brown & Brown Association Services Professionals and Louisiana Dental Services, Inc. (LDS)



2015 Membership Dues Invoices

Invoices were mailed November 12, 2014. If you pay your dues annually and have not received your invoice, please contact Membership Director Sharon Elliott at (800) 388-6642 or (225) 926-1986 or email her at sharon@ladental.org.

2016 Membership Dues

If you are interested in more information or to take advantage of the dues installment program that allows you to spread your payments over 6 or 12 monthly installments, contact Sharon Elliott at (800) 388-6642 or (225) 926-1986 or email her at sharon@ladental.org.



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LDA president-elect

*Dr. King Scott
President-Elect, Louisiana Dental Association*

Bowden Leadership Development Conference

Friday, Jan. 9, 2015, is the date for the L.H. Bowden Leadership Development Conference at the Renaissance Hotel in Baton Rouge. All leadership is asked to attend, including directors and alternate directors, component presidents, presidents-elect and councils and committees. If you are stepping up to become a leader in your component, we want you to attend!

Ryan Lowe will be our facilitator, and he will present an entertaining and informative seminar on “We’re All Selling Something ... But How Do You Get Them To Buy?”™ related to membership and working with our own membership at both the state and component levels.

A Presidents-Elect’s Dinner will be on held on Thursday, Jan. 8 for the 2015 president of each component. I’ve asked that each new component president (in some cases this may still be a president-elect who has not been installed as of yet) to bring a list of three things they do or their component does that they think is right, works well, or a good idea. I’ve asked them to also bring a list of three challenges they have or would like to ask the other component leadership about.

The meeting will be an active participation format where each leader attending will walk away with a “things I should do as president for my component” list. This meeting has been 11 months in the works and should be an outstanding leadership conference for all.

My goal is that we will have a great morning together and help the component officers do some planning for their component and assist in ideas for recruiting non-members and maintaining membership (help with renewals).

Lunch will also be served at the Bowden Conference, and the meeting will conclude after the luncheon speakers. Philip Hunke, D.D.S., M.S.D., president of MCNA Insurance Company, and David

L. McKeon, D.D.S., Louisiana Executive Director of MCNA Insurance Company, will provide a Medicaid Update. MCNA is the dental benefit manager of Louisiana’s dental Medicaid program.

LDA-VISIT THE... □ □ X

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Dr. Ed Silva, a Fortress Dentist.

I live in Edina, Minnesota. I came to the States as an exchange student from Spain and got my DDS at the University of Minnesota.

I practice general dentistry. I really enjoy the cosmetic cases, the before and after is very satisfying. I've had patients hug me they were so happy.

I recharge by playing soccer. It's a great stress reliever. Our team has been together for 8 years, playing winter and summer. We have league games on Sundays.

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

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

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

I admire my patients. Sometimes they have to sit for hours and they rarely complain.

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The LDA Foundation appreciates the kind donations contributed during the 2014 dues cycle, which is Dec. 2013, through Nov. 2014. We appreciate your dedication to the Foundation and the financial assistance to help support our mission, including support of the upcoming Louisiana Mission of Mercy in Baton Rouge February 27-28, 2015.

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To make a Foundation contribution, call the LDA office at (800) 388-6642, email info@ladental.org, mail a check to the LDA Foundation, 7833 Office Park Blvd., Baton Rouge, LA 70809 or go online at www.ladental.org.



Volunteer Registration is open for LaMOM.
www.lamissionofmercy.org and click on “Volunteers.”

ALL VOLUNTEERS MUST REGISTER ONLINE SO WE CAN PREPARE REFRESHMENTS, PARKING AND VOLUNTEER SHIRTS. Dentists and hygienists from outside Louisiana will need temporary licenses, so must register at least 30 days before the event – by January 26, 2015.

Armed Forces Reserve Center, Baton Rouge, LA
 Set Up: Thursday, February 26, 2015
 Clinic, Patient Treatment Days: Fri. and Sat., February 27-28, 2015
 Clean up, Clinic Tear Down: Saturday, February 28, 2015

You may sign up for a morning or afternoon shift, all day, or both days. We'll take whatever you can offer because we need and want YOU! We are hoping to treat 1,500 patients between the two days so we'll need lots of help and plenty of volunteers. Can't attend? No problem - make a contribution by calling (225) 926-1986 or visiting the website.



We need and want YOU!



Special Thanks to our Sponsors (as of 12/18/14):

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feature LDA

Jared Broussard
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Facebook Advertising: 5 Tools Dental Practices Must Use To Generate Results

In the last article, we discussed the top reasons a dental practice should consider advertising on Facebook. If you read the article, it has, hopefully, provided new insight on the possibilities of Facebook advertising for your dental office. Unfortunately, there are many dentists who are misusing the Facebook advertising platform and are subsequently disappointed with the lack of results. If your office is considering advertising on Facebook, the following five tools are a necessity for generating results.

1. Power Editor – Before you take another step with Facebook ads, please upload the Facebook Power Editor. It is a free browser plugin and bulk Facebook ad editor. The Power Editor gives your office more control over ad placement, targeting, and bidding.
2. Conversion Tracking – It's hard to measure the success of your dental marketing, right? Conversion Tracking takes the guess work out of your advertising by monitoring and reporting the actions taken from any ad placed on Facebook. Conversion tracking will determine how many conversions were generated from your ad investment.
3. Custom Audiences – What if you could speak to people who have visited your website? With the custom audience option, a dental practice can reach, nurture, and convert potential patients who have visited your website in the past 30 days. Dental offices can take an additional step with the custom audience feature by targeting patients who have visited a specific service page, like sedation dentistry. When you target by the page visited, an ad specific to the service of interest will be served to the potential patient. By targeting users who have already visited your website, you are marketing to potential patients who are familiar with your practice and have some level of interest in your services.
4. Lookalike Audiences – One of the oldest sayings in marketing is “birds of a feather flock together.” If you could take your core patient and multiply them

over and again, wouldn't it have a positive impact on your dental practice? With the Facebook lookalike tool, Facebook essentially does this very thing for you by generating a list of users on Facebook who have the same characteristics as your custom audience. While other dental offices scramble to find a new patient base, you can quickly and easily find a new base of patients similar to those who already use your services.

5. Geo-Targeting – A large majority of your patient base will come from within a 5-mile radius of your location. Fortunately, Facebook allows a dental office to target by zip code. With this hyper-focused targeting tool, dental offices can eliminate any potential waste and increase the efficiency of their advertising efforts.

These five tools place the power and control in the hands of the local dentist. By leveraging the targeting and tracking tools of the Facebook power editor, dental offices across the state of Louisiana will realize the positive influence of Facebook advertising. While targeting and driving traffic to your website is a great strategy, it means nothing if your practice does not take the time to analyze and measure the results. Implementing the appropriate analytics strategy within your Facebook advertising plan will be the topic of our next article.



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



LDA wealth management

Chad Olivier, CFP®

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

Taking Care of Business

Growing up my great grandmother used to always say, “Take care of your business.” This phrase has stuck with me throughout the years, reminding me to take care of my business in every aspect of my life. This is a concept that applies to everyone. Let’s take a look at some common areas that require us to consistently take care of business.

- 1. Family:** In order to make sure the needs of your family are met, you need to take care of your business. This includes teaching your children responsibility and values, so that they grow into productive adults. Strive to be a good example for your kids and family members.
- 2. Financial Plan:** Keep a family budget and know how much income is needed to cover household expenses. Save at least 3 to 6 months of expenses in an emergency fund. Always have a formal written plan in place to keep your finances in order. The plan should contain liability planning, asset protection, budgeting for school/college, managing investible assets, vacation planning, buying vacation homes, current household expenses, charitable planning, and estate and income planning.
- 3. Insurance:** What happens if you become disabled and are unable to work? Who will step in and provide enough income for your family? Most individuals understand the importance of home, auto, and health insurance, but do not perceive disability insurance on the same level. Disability protection will provide you and your family with income in case you become unable to work due to a disability. Look at a long-term disability policy that insures 60% of your income. What if dad passes away? How would the family’s financial situation be affected? Life is your most valuable asset; own enough life insurance to cover debt and secure the family in coming years.
- 4. Retirement:** Make sure you are taking care of business when it comes to your retirement. The key to a successful retirement is to start early with a plan and saving. Save as much as possible as soon as possible towards your retirement. Many people start maximizing their contributions to their retirement plans too late in life or do not save for retirement at all. Consistently put away money in good and bad times.
- 5. Planning for your Estate:** Do not forget to plan for how to pass on your assets and business to the next


generation. Have wills established and make sure you periodically review them. Consider creating a Power of Attorney for your spouse to be able to act on your behalf. You may want to work with an estate attorney to make sure you have everything properly planned.

- 6. Business Ownership:** If you own a practice, make sure you have a safe and productive work environment. Take care of your employees and they will take care of your business by providing a high level of service to your patients. Offer and teach the employees the benefits of retirement planning. Work with your CERTIFIED FINANCIAL PLANNER™ practitioner to make sure you have the right retirement plan for your practice. Choose a retirement plan that allows you to maximize your contributions while also providing benefit to your employees. Then teach your employees the benefits of your retirement plan, including potential matching contributions and compounding interest. If your practice offers a 401(k) plan, you may consider adding a profit sharing plan. This will maximize contribution limits for the employees and employer. A 401(k) profit sharing plan can put your company miles ahead the other companies without one.

Taking steps in each of these areas will help you, your family, and your practice toward achieving your goals. Take care of your business.

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing. This information is not intended to be a substitute for specific individualized tax or legal advice. We suggest that you discuss your specific situation with a qualified tax or legal advisor. Chad Olivier is author of [What Medical School Did Not Teach You about Financial Planning](#) and owner of the firm The Olivier Group, LLC in Baton Rouge, La., which specializes in retirement planning and wealth management for physicians, dentists and other affluent individuals and families. If you have any questions about this article or future topic suggestions, please call (888) 465-2112 or visit us on the web at www.oliviargroup.com.

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Do You Know Any “Stars?” Help the LDA Honor Them!

The LDA could not deliver so many valuable benefits for its members without the hard work of some truly dedicated volunteer leaders. There are scores of members who serve on state or local boards and committees, in the LDA House of Delegates, as liaisons to state agencies and more. But a few of those volunteers consistently go above and beyond the call of duty. Their efforts are the backbone of many LDA initiatives and their contributions are greatly appreciated by those who are aware of them.

To express that appreciation and make more members aware of these exceptional volunteers, the LDA has the “LDA Stars” program. Those volunteers who’ve gone the extra mile and been leaders in the association will henceforth receive special recognition each year at the New Orleans Dental Conference/LDA Annual Session. This will include complimentary admission to the Welcome Reception/President’s Party, a gift from the LDA and background on the Stars’ accomplishments in LDA media.

The LDA is currently seeking nominations to be LDA Stars. The selection criteria are:

- The potential star has within calendar year 2014: 1) executed official duties for the LDA or one of its subsidiaries with highly uncommon dedication and effectiveness, and/or 2) has done significantly more than is generally required to execute those duties to a degree that raises the bar for future expectations of that position, and/or 3) handled a number of official responsibilities in a number of different capacities with all being executed above generally acceptable standards.
- The laudable activities of the potential star have primarily benefited LDA members and in more than one component (as opposed to primarily only at the local level in a single component).
- The laudable activities of the potential star in 2014 have advanced the interests of the LDA in a manner consistent with the LDA’s mission, and no activities of the potential star have detracted from advancement of the LDA mission.
- The potential star has been a member in good standing throughout 2014.
- The potential star was NOT during 2014 serving in a position for which he/she receives compensation from the LDA or one of its subsidiaries other than reimbursement for expenses incurred in the conduct of official business.

If you know an LDA member whom you think fits this description, please let the LDA know. Nominations must be in writing, but may be submitted in any form, including e-mail. The deadline for submissions is February 9, 2015. Nominations should include:

- Position(s), title(s) or role(s) that the nominee filled for the LDA in 2014.
- A brief description of the activities in which the nominee engaged in 2014 for which he/she deserves recognition.
- Name and contact information of the person submitting the nomination.

Nominations are not competitive with each other, but will all be evaluated solely on the nominee’s performance relative to the criteria listed above. So, there is no limit to the number of Stars who may be selected for recognition in any year. If you know several members deserving of recognition as LDA Stars, nominate them all! After all, it takes a lot of those Stars to make the LDA as successful as it is!



LDA louisiana state board of dentistry

Dr. Wilton A. Guillory, Jr.
President, Louisiana State Board of Dentistry

Anesthesia Committee Revising Requirements to be in Line with ADA Guidelines

My term as president of the dental board comes to an end on December 31, 2014. Looking back on the year I can say that it was quite eventful for the board, with the resignation of the executive director, the hiring of a new executive director, and with all of the legislative activity. At every turn, I have attempted to do what I felt was in the best interest of both the public and dentistry, and I feel confident that things at the board have now settled down.

One thing that the board is currently working on is revising the entire section of the board rules regarding anesthesia. Louisiana is behind most other states in the amount of post-doctorate training that a dentist needs in order to receive an anesthesia permit. For instance, Louisiana currently requires only 8 hours of post-doctoral didactic training in order to receive a permit to perform moderate sedation with enteral drugs. The ADA guidelines currently recommend that a course for moderate enteral sedation consist of a minimum of 24 hours of instruction plus management of at least 10 adult case experiences.

The anesthesia committee of the board is currently working with Dr. Ben Record to revise the requirements to be in line with the ADA guidelines. The work is not yet completed, but it is anticipated that the rule changes regarding the increased course requirements will apply only to dentists seeking a new permit, and not to dentists who already have a permit. One thing that is anticipated to apply to dentists already holding a permit is the requirement that a certain number of his or her continuing education credits must be on the subject of sedation.

Once the committee has completed its work, we will attempt to get the proposed rules disseminated as widely as possible to the dental community for



input. The board is happy to work with the LDA and the dental community in order to come up with the best possible rules that are not only in line with the ADA guidelines, but are also more easily understandable than the current rules.

Although my term as president of the board is ending, I will continue to finish out my term as a board member, which lasts until 2018. As the board representative of the Central District, I will still make myself available to dentists in my district who have issues to discuss about the board. Dentists from other districts should feel free to contact the representative from their district if they have any issues that they would like to bring to the board's attention. With the board and the dental professionals working together, I truly believe that we can continue to make a wonderful profession even better for the practitioners, as well as the public.

I hope that everyone has a safe and happy holiday season.

**Register now for the
New Orleans Dental
Conference/LDA
Annual Session:
www.nodc.org**



LDHA Louisiana dental hygienists' assoc.

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

LDHA Annual Session Promises to be Very Interesting C.E.

The LDHA's Board of Trustees have been busy working on our upcoming 2015 Annual Session. It will be held at The Hilton Garden Inn, 2015 Old Minden Road, Bossier City, La., on March 6-7, 2015. Thirteen C.E. hours will be offered, 12 of which will be clinical. I want to thank our Board of Trustees for their time and work in planning our annual session. A special thanks to Tracy Jordan, our 2015 chair, Kim Bourgeois who has been working with our vendors, and Christy Wilson our newsletter editor/webmaster. I am amazed at how effortlessly they make it look.

We have very interesting speakers presenting this coming year. Ta'Boris Fisher will be our first speaker discussing OralID. He is also going to be a vendor as well. Mary Manhein, also known as The Bone Lady from LSU, will be our second speaker. She is the director of the LSU Faces Laboratory. She will be discussing actual forensic cases, mass disaster cases, and cases of historic interest. She puts faces on the unidentified skulls. She has authored several books which will be available to purchase after her presentation. We are also very happy to have Dr. Tom McNeely, a practicing periodontist in Shreveport, as our luncheon speaker.

Oday Lavergne, a local physical therapist in Alexandria, will be our afternoon speaker. His presentation title is Postural Pain Patterns. He has promised to educate us and keep us awake even if he has to do a tap dance! I will have the video camera ready.

Carrie Wilson will begin our second day of our annual session speaking about OraPharma, a manufacturer of several dental related products from periodontal disease to anesthetics.

Dr. Courtney Richter and Dr. Trey Carlton will speak about Respecting Physiology: Understanding Your Role in Patients' Lives. We were so happy to have local dentists in Alexandria so willing and excited to further educate hygienists by speaking at our annual session.

LDHA will be raffling six free registrations for our 2015 Annual Session. Each component will sell tickets at \$10 a piece for a free registration. I invite all Louisiana dentists to participate in this raffle.

Also, we would love to have dentists attend our annual session. If you want more information or want to contact us, our website is www.ldha.org.

In September, our Alexandria component restarted. I want to thank the officers who have volunteered to serve. Barbara Lyles, my sister, volunteered to be the president (with only a little arm twisting). The other officers are: Danielle Worley, Christy Cox, Amy Babb, Wendy Bellino and Karen Roberts. A VERY BIG THANK YOU TO ALL OF THEM!

This Fall ADHA began a membership campaign. Louisiana was the only state in our district to respond to ADHA's request to become involved. A big thanks to Daisy Poole, our treasurer, and Debbi Mitchell, our executive secretary, working together compiling the information needed to participate so that our state will benefit from this campaign. ADHA will be doing all of the mailings to all Louisiana registered dental hygienists. One of my main goals as president is to increase our membership. This campaign has the potential to do just that.

As always I would ask that you encourage your dental hygienists to join ADHA and become involved with their local component ... and attend our annual session!

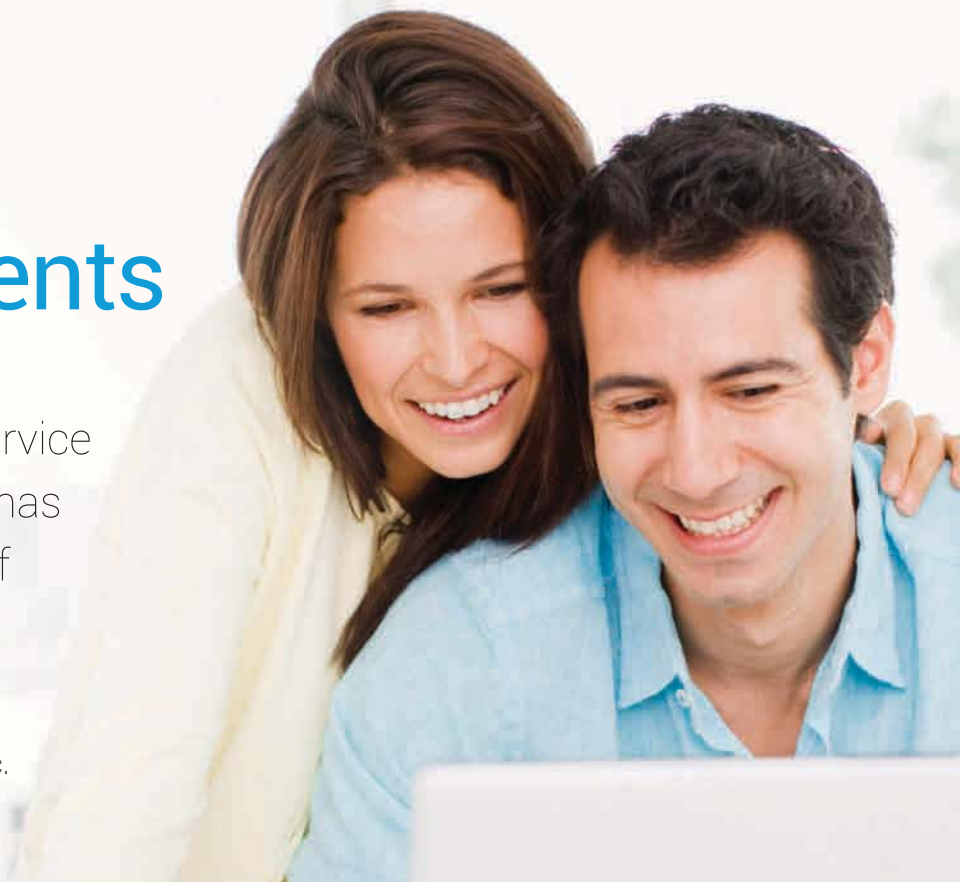
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LDA

lsu school of dentistry

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

It Takes Community

Few initiatives can be accomplished in isolation. It takes vision, leadership and community. That's a lesson we often learn early in life and one I have carried throughout my tenure at the LSU School of Dentistry (LSUSD). I'm proud of our profession because we embrace the concept of community and involvement. Whether it's caring for the underserved, educating legislators or sharing resources to strengthen the profession, we join forces to accomplish important initiatives that make a difference for those we serve.

With that in mind, I'd like to touch on a few critical areas that make a difference for LSUSD.

First, special thanks to the Louisiana Dental Association (LDA) and its members for standing with us on a multitude of legislative initiatives over the years which have served to strengthen dental education. Without your support, our voice may not have been heard. The most recent initiative is the renovation of our preclinical labs. Although our proposal is still under legislative review, we have made some important strides in moving the project forward.

Secondly, it is because of the commitment of our faculty—full, part-time and gratis—that we can offer the best education to our students and residents. Their service is what makes dental education possible in Louisiana.

Finally, I want to thank those who support the school financially. Although we sometimes hear of mega one-time or large gifts given to a university, most gifts come in smaller sums and are made by people on an annual basis. Whether a gift is large or small, together—as a community—we can make a difference. Due to our generous contributors, important facility upgrades are possible; visiting professors are invited to speak to students, residents and faculty about trends in dentistry and education; some students and residents are able to attend dental-related conferences to present their research and learn



Dr. Kristi Soileau, Dean Henry Gremillion and Nobel Biocare representative, Andrea Zornman, at the dedication of the new multipurpose dental clinic on Alumni Day. The clinic was funded with private contributions from Nobel Biocare and Committee of 100 members.

about issues facing the profession; and community outreach programs are expanded and improved.

One group of donors—Committee of 100 members—have made important facility upgrades possible. The Committee of 100, established in 1995, was the first major fundraising initiative of the school. Members pledged \$10,000 over 10 years and membership grew to over 200 contributors. In recent years, four major facility projects totaling nearly \$900,000 have been possible because of their support. All of these projects impact our educational programs and enhance patient care:

- \$359,800: Renovation of the wet labs on the second and third floors of the clinic building. The labs had not been upgraded since the school opened in 1972.

- \$114,480: Advanced practice clinic expansion on the second floor of the administration building. A state-of-the-art dental laboratory was added in the rear of the clinic.
- \$113,384: Distance learning classroom expansion on the third floor breezeway. Additional seating capacity for students and for continuing education participants was required; technology was also upgraded.
- \$264,111: Creation of a multipurpose surgical and patient admissions clinic on the third floor of the clinic building. Complete with six clinical chairs and two surgery suites, the clinic will streamline the patient admissions process and enhance patient care for both the predoctoral and advanced education programs. Committee of 100 members funded half of the renovation; the remainder—\$286,036—was contributed by Nobel Biocare.

In 2011, the Leadership Circle was established to include those who contribute \$1,000 annually, regardless of a long-term pledge. Gifts are used for facility upgrades and programs that enhance education and patient care. Many leadership donors have directed their contributions to the preclinical


lab renovation campaign. The more than \$3 million contributed thus far will strengthen our ability to secure additional support from the LSU Health Sciences Center and the state. When those closest to a project have a tangible, vested interest, it makes all the difference in securing support from others. Without it, we would not have come this far.

Our successes are possible because of community—those who care, serve and give back to ensure that the dental profession remains strong for generations to come. As we approach the end of 2014, please know how grateful I am to the LDA leadership and its members for their commitment to the profession, the community and dental education.

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2015 LSUSD Events

Saturday, January 31

Pre-Dental 101 Workshop

LSU School of Dentistry, New Orleans

Friday, March 13

A Day of Giving Back

LSU School of Dentistry, New Orleans

Proceeds benefit Student Education Fund

Saturday, March 14

Student & Alumni Golf Tournament

Belle Terre Country Club, LaPlace

Friday, April 10

Alumni Reception

NODA/LDA Conference, New Orleans

The Gallery at The Chickory (next to Ernst Cafe)

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

Friday, September 25

Alumni Day

LSU School of Dentistry, New Orleans

Questions? Visit www.lsusd.lsuhs.edu or contact the Office of Alumni Relations at (504) 941-8120 or kkell2@lsuhsc.edu.



Dr. Eric T. Geist presides over AAOMS 96th Annual Meeting, Scientific Sessions and Exhibition

Surrounded by colleagues in the specialty of oral and maxillofacial surgery, OMS staff, friends and family, Dr. Eric Geist, of Monroe, La., presided over the American Association of Oral and Maxillofacial Surgeons' 96th Annual Meeting, Scientific Sessions and Exhibition, held September 8-13, 2014, in Honolulu, Oahu, HI.

During his year as president, Dr. Geist represented AAOMS on business and professional matters, and was instrumental in the development of the following initiatives:

- An Informational Campaign acquainting public, professional and legislative audiences with the dental specialty of oral and maxillofacial surgery and the full range of procedures and treatments OMSs are trained to provide.

- Clinical Research studies into all areas of the oral and maxillofacial surgery scope of practice conducted under the auspices of a Practice-based Research Network (PBRN) and an Institutional Review Board (IRB). Oral and maxillofacial surgery is the first dental specialty to develop a fully integrated, self-functioning Practice Based Research Network.
- Established an OMS Registry that will catalogue numerous data points, including demographics, procedures and the reasons they were performed, billing and administrative data, quality measures, perioperative events, and other elements that AAOMS fellows and members may use when interacting with federal and state agencies, third parties and other groups.

Dr. Robert Barsley, J.D. Appointed to Standards-Setting National Forensic Group



Dr. Robert Barsley, J.D., professor and director of Oral Health Resources, Community & Hospital Dentistry at the LSU Health New Orleans School of Dentistry, has been appointed to the Crime Scene/Death Investigation Scientific Area Committee by the National Institute of

Standards and Technology (NIST). Dr. Barsley will chair the Odontology Subcommittee.

The Crime Scene/Death Investigation Committee is one of five scientific committees making up NIST's Organization of Scientific Area Committees (OSAC). According to NIST, these committees "provide the critical bridge between the Forensic Science Standards Board and the 23 discipline-specific subcommittees which will lay the groundwork for establishing new forensic science standards and guidelines." In addition to researching analytical, detection and matching methods and developing standards and innovative test methods, NIST publishes guidelines for crime labs.

Dr. John Kent Received Presidential Achievement Award from AAOMS

Dr. John Kent, F.A.C.D., F.I.C.D., Boyd Professor of Oral and Maxillofacial Surgery at LSU Health Sciences Center School of Dentistry, was selected as the recipient of the 2014 Presidential Achievement Award by the American Association of Oral and Maxillofacial Surgeons (AAOMS). The award recognizes important long-standing contributions of



benefit to the specialty of oral and maxillofacial surgery through clinical, academic, research or public service activities. The award was presented to Dr. Kent during the opening ceremony of the AAOMS 96th Annual Meeting, Scientific Sessions and Exhibition.

Dr. Kent served as Chairman of the

Department of Oral and Maxillofacial Surgery at LSU Health New Orleans School of Dentistry from 1973-2008. He was appointed a Boyd Professor in 1983, one of eight Boyd Professors in the history of the LSU Health Sciences Center. He has served as president-elect of the medical staff at the University Hospital in New Orleans and president of the Louisiana Society and the Southeastern Society of Oral and Maxillofacial Surgeons.

Dr. Kent's teaching and research have rendered him an authority on Orthognathic surgery, facial deformities and reconstructive surgery, cosmetic surgery, dental and facial implants, facial bone grafting and biomaterials, with authorship in 15 textbooks, over 250 journals, and abstract publications. He is the co-author of the first textbook on Orthognathic surgery and facial deformities in the United States.

He is the recipient of the coveted Geis Foundation Award, the Simon P. Hullihen Award, the Louisiana Dental Association's Distinguished Service Award, The American College of Oral and Maxillofacial Surgeon's Harry Archer Award. He is a Fulbright Scholar.

Burmester Honored for her Devotion to Those in Need

Loyola University New Orleans honored Dr. Maria Ribando Burmaster with its highest honor. Dr. Burmaster showed her commitment to Loyola's Jesuit tradition of living her life with and for others during Loyola's national day of service, Wolves on



the Prowl, which helped make possible last year's American Dental Association's Mission of Mercy charity dental clinic. Her dedication to the community and to the teachings of the Catholic Church are just some of the reasons she is the 2014 recipient of Loyola's Integritas Vitae Award.

Loyola recognized Dr. Burmaster at the 1912 Society Dinner Thursday, Dec. 4, at the Roosevelt New Orleans. The Integritas Vitae Award is presented annually to an individual who exemplifies the qualities Loyola seeks to instill in its students, such as high moral character and a commitment to selfless service done without expecting rewards or public recognition. The award also recognizes honesty, integrity, justice and the preservation of human dignity.

Dubroc Awarded Holy Cross School Alumnus of the Year



At a January 2015 awards ceremony, Dr. Glenn Dubroc will be awarded the Holy Cross 2014 Alumnus of the Year. This award is given out once a year to the alumnus that has exemplified the school code "The Holy Cross Man" throughout his life.

To be selected, the alumnus must be nominated and must have provided service to Holy Cross School, must have a record of exemplary service and standing in the community, must have provided service to his church, and he must have noteworthy accomplishments and achievements in his chosen profession.

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FOR SALE: (21) Orthodontic/Pedo chairs with carts and lights (2) Panorex/Cephalogram machines, Brand: Yoshida and Gendex, 2012 models. Great for Ortho/ Pedo start-up. We are also looking for a Pedodontist for Lafayette. Contact email or phone: lson0508@yahoo.com or (870) 362-1118.

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

DENTAL ASSOCIATE WANTED: General dental office in the Opelousas area is looking to recruit a full- or part-time associate to join our very busy practice. We have a well-trained and devoted dental team, as well as state-of-the-art equipment in a very unique practice. The practice offers a wide array of dental services. Immediate opening available with excellent compensation. Please email us at drvidrine@opelousasdental.com or if you prefer you may contact us at (337) 942-3441.

We are looking for another doctor to come and work in our multi doctor family dental practice located in Port Allen, Louisiana, directly across the Mississippi River from Baton Rouge, home of the LSU Tigers, the Louisiana state capitol and nightlife. It's a great place to live and practice dentistry in a fee-for-service general practice with no managed-care, steady growth, and great income potential and working conditions in a friendly, small town atmosphere without the dental corporate trap. Digital/Cerec, sedation, and laser

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DENTAL ASSOCIATE WANTED: Dental office in the Houma/Thibodaux area looking for a full- or part-time associate to join our busy, productive and expanding practice. The dentist has been providing high quality dentistry in our area for over 30 years. Our office is a brand new, state-of-the-art facility with a well-trained and committed staff. The practice offers a variety of dental services, including operative dentistry, oral surgical procedures, including implant placement and bone grafting, pedodontics, prosthodontics, and limited orthodontics. Immediate opening available with excellent compensation. Please email resume to dentaljobs70301@gmail.com.

OFFICE-BASED ANESTHESIA COMING TO LA! We are the industry leader in office-based sedations for adults and pediatric patients. Provide all drugs, supplies and equipment at no cost to your office. DO accept Medicaid. Call: Pam Wilson at (918) 704-5556. Email: pamala@freelanceanesthesia.com.

Kool Smiles has PT or FT openings for: Pedodontists, Oral Surgeons, Endodontists, Orthodontists, and Dental Anesthesiologists. We have offices in Baton Rouge, New Orleans, Shreveport, Monroe, Lafayette, and Lake Charles.
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Please contact: Emily Platto at 770-508-6810 or eplatto@benevis.com.

Dutchtown Dental Center, located on the outskirts of Baton Rouge, La., in Geismar, La., is looking for a full-time associate to join our team. Excellent diverse practice offering most every form of dentistry. Our emphasis is on patient relations, as well as maintaining excellent relationships among our team. This is an opportunity to grow professionally as you can be mentored in all aspects of dentistry, as well as dental practice management. Expect to gain experience and mentoring in operative dentistry, oral surgical procedures, including implant placement and bone grafting, orthodontics, pedodontics, prosthodontics, sleep disorders, as well as the treatment of TMJ disorders. An opportunity to buy into the practice is desired, but not mandatory. Excellent opportunity for recent graduates

and dentists with little or no experience. The practice has an annual gross income of approximately \$2 million a year and is one of the finest practices in the country. Great environment, great facility, outstanding staff and excellent location. Please call (504) 884-7861 to speak with Dr. Landry about this excellent opportunity. You can also email or fax your resume to dwright@dutchtowndentalcenter.com or (225) 673-1807.

Carestream 8000C Digital Panorex with Cephalometric attachment. Unit functions well, has great software and still has the manufacturers warranty through 6/30/2015. Located in Baton Rouge, contact (225) 603-4946 or DrBrett@LakeshoreCapital.Biz.

Well established, \$1.17 million revenue practice located in middle of Louisiana. Seven operatories, all digital with Pano, recent equipment, beautiful facilities. Hygiene collections alone exceed \$330,000. Selling doctor wishes to remain as associate working couple of days a week to aid in transition for first year. Large patient base. Expect to make in the high \$250,000 first year and over \$450,000 after doctor retires. This is a dream practice. If living in country but having the benefits of a city, and making alot of money, this is the opportunity for you. Call Clyde Dollens, D.D.S., AFTCO Practice Transitions, (281) 639-4703.

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.

Upcoming CE Courses

Registration or course updates: www.LSUHealthCDE.org or call 504-941-8193

Questions? Email info@LSUCDE.org

DATE, CITY, & LOCATION	COURSE NAME & SPEAKER(S)	For...	FEES	HRS – C or NC, L and/or P
Jan. 16, 2015 <i>Lake Charles</i>	LSU Day in Lake Charles – Adhesive Dentistry w/ <i>Drs. Mike Robichaux and Bruce LeBlanc</i>	Dentist Hygienist Assistant	\$295 ■ \$175 ■ \$95 ■	3.5 C/3.5 NC, L
Jan. 16-18, 2015 <i>Lafayette Laf. Gen. Hospital</i>	Expanded Duty Dental Assistant (EDDA) w/ <i>Karen Coco, EDDA, Tammy Mergist, EDDA, & Sheila Neilsen, EDDA</i>	Assistant	\$540 ★	24 C, L/P
Jan. 23, 2015 <i>New Orleans LSU School of Dentistry</i>	The Oral Systemic Health Connection: Oral Medicine & Treating the Medically Complex Dental Patient – a course for dentists, dental specialists and the entire dental team w/ <i>Michael Glick, DMD (Editor of JADA and one of America's best known speakers on the topic of oral medicine and treating the medically complex dental patient)</i>	Dentist Hygienist Assistant	\$295 ■ \$175 ■ \$95 ■	7 C, L
Jan. 30, 2015 <i>New Orleans LSU School of Dentistry</i>	The Smile Design Revolution: Management, Communication and Implementation – for general practitioners, orthodontists, periodontists, prosthodontists, oral surgeons, lab technicians and dental assistants. Learn how to simplify the smile design process by following logical steps to achieve consistent and predictable outcomes w/ <i>Christian Coachman, DDS, CDT (internationally known dentist, lab technician, and speaker)</i>	Dentist RDH/Asst./Lab Tech	\$349 \$199	7 C, L
Feb. 6-8, 2015 <i>Gonzales, Cabela's</i>	Expanded Duty Dental Assistant (EDDA) w/ <i>Anne Klasser, EDDA, Leslie C. Hernandez, EDDA, CDA, and Sherry Renfrow, EDDA</i>	Assistant	\$540 ★	24 C, L/P
Mar. 6, 2015 <i>New Orleans LSU School of Dentistry</i>	Accelerate Your Practice - Tools for scheduling excellence, a course for Office Managers, Admin./Business Assistants, Front Office & Staff w/ <i>Sandy Pardue, Director of Consulting with Classic Practice Resources, Inc.</i>	Dental Staff	\$495 ■	7 NC, L/P
Mar. 13-15, 2015 <i>New Orleans LSU School of Dentistry</i>	Expanded Duty Dental Assistant (EDDA) w/ <i>Nancy Weiss, RDH, CDA, EFDA, B. J. Triay, CDA, EDDA & Dana Williams, CDA, EDDA</i>	Assistant	\$540 ★	24 C, L/P
Mar. 20, 2015 <i>New Orleans LSU School of Dentistry</i>	Maximized Adhesive Dentistry: The Foundational Posterior Course – Tools, materials, and techniques for durable, predictable esthetic restorations w/ <i>Bruce J. LeBlanc, DDS, et al.</i> This course is a limited-attendance, hands-on course, please register early.	Dentist	\$695	7 C, 2L/5P
Mar. 21, 2015 <i>New Orleans LSU School of Dentistry</i>	Digital & Conventional Radiology for the Dental Assistant w/ <i>Drs. Kavasa A. Thunthy & J. Sean Hubar</i>	Assistant	\$300 ★	7 C, L/P
April 24-25, 2015 <i>New Orleans LSU School of Dentistry</i>	Oral Appliance Therapy for TMD & Bruxism – a one and a half day, limited-attendance, hands-on workshop w/ <i>Drs. Henry Gremillion, Dale Ehrlich, & Mike Kadair</i>	Dentist	\$975 ◆	12 C, 5L/7P
May 1-2, 2015 <i>Gonzales, Cabela's</i>	Six Month Smiles® - a general practice-focused system that equips dentists to help their adult patients with crooked teeth, using unique clear braces w/ <i>Chris Bowman, DDS</i>	Dentist Team Member	\$2,450 \$325	15 C, 10L/5P
May 8, 2015 <i>New Orleans LSU School of Dentistry</i>	Local Anesthesia & Nitrous Oxide Update presented by <i>Dr. Benjamin Record</i>	Dentist Hygienist	\$295 \$195	7 C, L
	Local Anesthesia & Nitrous Oxide Update + 1 hour Lab presented by <i>Dr. Benjamin Record</i> . Note: Details will be announced on website.	Dentist Hygienist	TBA TBA	8 C, 7L/1P
May 15-17, 2015 <i>Lafayette Lafayette General Hospital</i>	Expanded Duty Dental Assistant (EDDA) w/ <i>Karen Coco, EDDA, Tammy Mergist, EDDA, & Sheila Neilsen, EDDA</i>	Assistant	\$540 ★	24 C, L/P
Beginning June 5, 2015 Ending April 2, 2016 <i>New Orleans LSU School of Dentistry</i>	LSU's Orofacial Pain Continuum™: Five Sessions – for dentists and other health care professionals who have a desire to enhance diagnosis and management of patients with TMD, sleep disorders and other types of orofacial pain w/ <i>Drs. Henry Gremillion, Dale Ehrlich & Gary Klasser</i> . This course is limited-attendance.	Dentist	\$7,950 □	74 C, L/P

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

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

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

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

□ This tuition is for a single registration. If two or more register together at the same time, save \$1,590 per attendee. 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: January 9, 2015
EVENT: L.H. Bowden Leadership Development Conference
LOCATION: Renaissance Hotel, Baton Rouge, La.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider), www.ladental.org
SPONSORS: (As of 4/5/14) Brown and Brown Insurance (LDA Events Partner), Louisiana Dental Services, Inc. (LDS)
SPEAKER: Ryan Lowe
DESIGNED FOR: LDA Leadership
CREDIT HOURS: 4 Lecture/Practice Management
REGISTRATION: Registration is free, and attendance is COMPULSORY for component officers as well as for LDA officers, directors, and committee chairs.

DATE: January 22, 2015 – 6:30 p.m.
COURSE: Endodontics
SPEAKER: Casey Bargas, D.D.S.
PROVIDER: Southwest District Study Club/Southwest District Dental Association
LOCATION: Lake Charles Pioneer Club, 127 Broad St, Lake Charles, LA 70601
DESIGNED FOR: All
CREDIT HOURS: 1 lecture, clinical
REGISTRATION: Contact Dr. Jeffery A. Hennigan at (337) 478-8470.

DATE: January 30, 2015
COURSE: Practice Management
SPEAKER: Dr. William Van Dyk
PROVIDER: Continuing Dental Education of Baton Rouge
LOCATION: Baton Rouge, LA
DESIGNED FOR: All
REGISTRATION: Contact Dr. Byron Rome at (225) 621-2700 or visit www.cdeofbr.com.

DATE: February 6, 2015
COURSE: Smile Design and Practical Planning Tools for Contemporary Denture Esthetics
SPEAKER: John Nosti, D.D.S.
PROVIDER: Louisiana AGD (AGD PACE and ADA CERP approved Recognized Provider.)
LOCATION: New Orleans, La.
DESIGNED FOR: All
CREDIT HOURS: 7 Lecture/Clinical

FEES: Member - \$245; Non-Member - \$295; Hygienist/Technician - \$125; Staff - \$65
REGISTRATION: Call the Louisiana AGD at (800) 277-8356.

DATE: February 15-17, 2015 (Mardi Gras Holiday)
EVENT: LDA Winter C.E. Event
LOCATION: Disney's Beach Club Resort and Disney's Yacht Club Resort, Lake Buena Vista, Fla.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider), www.ladental.org
SPONSORS: (As of 11/5/14) Brown and Brown Insurance (LDA Events Partner), Louisiana Dental Services, Inc. (LDS), and The Denali Group
SPEAKERS: For details on speakers visit www.ladental.org.
DESIGNED FOR: All
REGISTRATION: Registration details on www.ladental.org.

DATE: February 20, 2015 - Registration begins at 8:00 – 8:30 a.m. - Lecture 8:30 a.m.-4:30 p.m.
COURSE: Implant Prosthetics
SPEAKER: Dr. Sam Strong
PROVIDER: ARK LA TEX ACADEMY OF DENTISTRY (AGD PACE Recognized Provider; ADA CERP Recognized Provider.)
LOCATION: Clarion Hotel, 1419 E. 70th Street, Shreveport, La. 71105
DESIGNED FOR: All
CREDIT HOURS: 7 lecture
FEES: Staff/Lab Tech of Member Dentist (each) - \$45; Non-Member Dentist, Staff or Lab Tech - \$295; Non-Member Dentist Staff Fee - \$150 for each staff member attending with non-member dentist
REGISTRATION: Contact Dr. Clint Bruyere at (903) 753-0337.

DATE: February 26, 2015 – 6:30 p.m.
COURSE: Osteomyelitis: Etiology, Diagnosis, and Management
SPEAKER: Rawleigh Fisher, D.D.S., M.D.
PROVIDER: Southwest District Study Club/Southwest District Dental Association
LOCATION: Lake Charles Pioneer Club, 127 Broad St, Lake Charles, LA 70601
DESIGNED FOR: All
CREDIT HOURS: 1 lecture, clinical
REGISTRATION: Contact Dr. Jeffery A. Hennigan at (337) 478-8470.

DATE: March 19, 2015 – 6:30 p.m.
COURSE: Tax Strategies for the Dentist in Private Practice
SPEAKER: Thomas Rich
PROVIDER: Southwest District Study Club/Southwest District Dental Association

LOCATION: Lake Charles Pioneer Club, 127 Broad St, Lake Charles, LA 70601
DESIGNED FOR: All
CREDIT HOURS: 1 lecture, practice management
REGISTRATION: Contact Dr. Jeffery A. Hennigan at (337) 478-8470.

DATE: March 20, 2015
COURSE: Golf at "The Bluffs" and a half day lecture
SPEAKER: TBA
PROVIDER: Continuing Dental Education of Baton Rouge
LOCATION: St. Francisville, LA
DESIGNED FOR: All
REGISTRATION: Contact Dr. Byron Rome at (225) 621-2700 or visit www.cdeofbr.com.

DATE: March 27, 2015 – Registration 8:00 a.m. – Course begins at 8:30 a.m.)
COURSE: Dental Occlusion – It Can Make You or Break You – The Exceptional Dental Team
SPEAKER: Dr. Dewitt Wilkerson
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 lecture, clinical
REGISTRATION: Contact the Bayou District Dental Association at (985) 879-1972.
FEES: BDDA Members - \$225; Non-BDDA Members - \$275; Hygienists - \$125; Dental Auxiliaries - \$125.

DATE: April 9-11, 2015
EVENT: New Orleans Dental Conference (NODC) & LDA Annual Session
LOCATION: Morial Convention Center, New Orleans, La.
PROVIDER: NODC/LDA (NODC is an ADA CERP Recognized Provider)
DESIGNED FOR: All
REGISTRATION: Registration details on www.nodc.org.

DATE: April 17, 2015 - Registration begins at 8:00 – 8:30 a.m. - Lecture 8:30 a.m.-4:30 p.m.
COURSE: Technology
SPEAKER: Dr. Paul Feurstein
PROVIDER: ARK LA TEX ACADEMY OF DENTISTRY (AGD PACE Recognized Provider; ADA CERP Recognized Provider.)
LOCATION: Clarion Hotel, 1419 E. 70th Street, Shreveport, La. 71105
DESIGNED FOR: All
CREDIT HOURS: 7 lecture
FEES: Staff/Lab Tech of Member Dentist (each) - \$45; Non-Member Dentist, Staff or Lab Tech - \$295; Non-Member Dentist Staff Fee - \$150 for each staff member attending with non-member dentist
REGISTRATION: Contact Dr. Clint Bruyere at (903) 753-0337.

DATE: April 16, 2015 – 6:30 p.m.
COURSE: Apnea Related To Dentistry
SPEAKER: Charles Guth, D.D.S.
PROVIDER: Southwest District Study Club/Southwest District Dental Association

LOCATION: Lake Charles Pioneer Club, 127 Broad St, Lake Charles, LA 70601
DESIGNED FOR: All
CREDIT HOURS: 1 lecture, clinical
REGISTRATION: Contact Dr. Jeffery A. Hennigan at (337) 478-8470.

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

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

DATE: July 29 – August 1, 2015
EVENT: LDA Summer Education Conference
LOCATION: Sandestin Golf and Beach Resort, Destin, Fla.
PROVIDER: Louisiana Dental Association (AGD PACE Recognized Provider), www.ladental.org
SPONSORS: (As of 9/15/14) Brown & Brown Insurance (LDA Events Partner); Louisiana Dental Services, Inc. (LDS)
SPEAKERS: TBA, visit www.ladental.org
DESIGNED FOR: All
REGISTRATION: Resort reservation information will be posted on www.ladental.org as the details become available; Seminar registration details will be posted on www.ladental.org as they become available.

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

David N. Austin

The Joy of Life

All of us have heroes growing up. As a child there were many to choose from. Many of my childhood friends would emulate their stars such as Roy Rodgers, John Wayne, Paul 'Bear' Bryant, Micky Mantle, and a host of many more. My hero was Myron Floren.

You may not be old enough or may not remember who Myron Floren was. Mr. Floren was the accordionist on the long-running Lawrence Welk Show. I was mesmerized as a child watching him on T.V.

My Mom bought me an accordion on my ninth birthday, complete with bubble machine. Whenever Myron would appear on the show I would whip out my accordion and try to play along. After about a year I was pretty good.

That musical instrument became my best friend and as I grew up I would take that thing wherever I traveled.

Back in my college days, I found myself traveling to an accordion festival during Christmas break just to the south of Baton Rouge. I had just arrived and was carrying it into the hotel when a priest stopped me and inquired if I could indeed play that thing.

I said I could and if I say so was pretty good. He went on to tell me about needing someone to play a couple of hymns at a graveside service for a homeless man the next day. Usually they had a bagpiper that would do this but he was out of town for the holidays. The deceased man had no family or friends so the service was to be at a pauper's cemetery in the countryside.

I could tell the priest was in a bit of a panic, and I felt sympathy for the man with no home. So I said I would. He quickly gave me directions and left.

The next day I packed up my musical instrument and took off toward the unknown destination with only the priest's crude directions written on the back of an envelope to guide me. I quickly became lost in the countryside and could find no one to ask directions.

I finally arrived over an hour late and apparently the priest and hearse had already left. Only several guys with shovels were hanging around eating lunch before starting to work.

I apologized for being late as I went to the side of the grave and looked down to see the vault lid already in place. I wasn't sure what to do, so I started to play.

My first song was "Nearer My God To Thee."

And as I started to play the workers put down their lunches and gathered around. I played my heart and soul out for this man with no family and friends.

And as I started the next hymn of "Amazing Grace," the workers began to weep. They wept and I wept as I played for this man that only God knew. When I finished you could have heard a pin drop as I packed up my instrument and started for my car. Though my head was hung low, my heart was full.

As I opened the door to my car, I heard one of the workers say, "I ain't never seen anything like that before, and I've been putting in septic tanks for over 20 years!"





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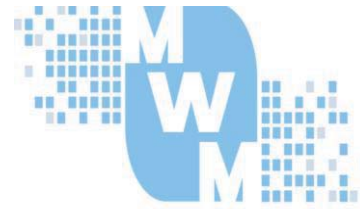
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