



# West Coast District Dental Association WEST COAST CHECKUP

**Fresh Off The Press!**  
Summer Meeting Brochure, Pgs. 11-14

Volume 41 • Issue 2 • A Component of the Florida and American Dental Associations • May 2011

*Join Us for a  
Summer Retreat  
in Naples!*



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# President's Message

**“It’s been a long road – Getting from there to here – It’s been a long time – But my time is finally near”  
“Faith of the Heart” by Rod Stewart**



**Robert B. Churney, DMD**

**I** can't believe this year is almost up. It seems like yesterday that I was just a tadpole on the evolutionary trail of the executive council of the West Coast. Now I am the frog almost ready to jump off (okay poetic license). Really though, it has been a great time and during that time we have seen major changes. Changes that will affect dentistry for years here in the state of Florida. Maybe not on the level of the invention of the air driven handpiece but still change. Our state exam will now be an ADEX exam. We have the potential for two private for-profit dental schools. One has sent out a press release and states they will start in 2012 and the other states it's coming but no news as of when.

There is an answer to access to care, oh wait that's wrong, we just hear that from Tallahassee every year. This is why our membership in FLADPAC is so important because without our voice being heard in Tallahassee and throughout the state we don't have a say. If you are not a member, ask yourself why? This group and our members go to Dentists' Day on the Hill and have your back when it comes to these concerns. We should all join them to have a united voice. What about the economy? It may be improving but the West Coast District Dental Association is still trying to find ways to help you in your everyday practice. Our new Seminar series "Entrepreneurial Approach to Dentistry in Today's Economy" led by Laura Jamison is a way to learn systems that may help you in your practice. This is a great member benefit, one that will give you tools to implement right away.

How about membership? How can you help? Do you know a compadre that is not a member? Bring them to your next local meeting. Let them see the camaraderie and benefits of being a member. Without members we have no organization and without our organization we have no unified voice.

At this time, it is great to realize that our future as the West Coast is secure. The very capable board members are just itching at the chance to move up the ladder to represent you, led by Dr. Paul Palo and also with our excellent staff led by Lissette.

I thank you again for the opportunity you have given me.

Sincerely,  
Bob

*Great  
Times in  
Napa*



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# WCDDA's 89th Annual Meeting Highlights

To view all photos taken at the meeting, visit [www.wcdental.org](http://www.wcdental.org), go to the professional side, then special event photo album.



Dr. Amy Anderson accepts Affiliate of the Year certificate and \$500 on behalf of Pinellas County Dental Association.



Dr. Betty Hughes receives the Distinguished Service Award for her outstanding dedication to organized dentistry and the WCDDA.



The West Coast is a strong and influential district because of our past presidents: back row (l-r) – Drs. John Paul, Michael Kirsch, Michael Evans, Paul Miller, Larry Morgan, Don Cadle, Rudy Liddell, Robert Hart, Jerry Reynolds, Terry Buckenheimer. Seated (l-r) – Drs. David Smith, Hugh Wunderlich, Betty Hughes, Joseph Bodo, Joe Wright and David Parker.



(l-r) Drs. Paul Miller, Niles Kinnunen and Don Cadle



New Dentist event sponsored by Benco, DSG Clearwater, Ultradent and Westshore Financial Group.



(l-r) Drs. Leo Cullinan, Tod Fawcett, Robert Churney and Sam Desai

**SAVE THE DATE – WCDDA's 90th Annual Meeting – SAVE THE DATE**  
February 10, 2012 • St. Petersburg Hilton Bayfront

## Affiliate Spotlight

### WCDDA Affiliate of the Year: Pinellas County Dental Association

Pinellas County Dental Association (PCDA) hosts an annual Legislative Appreciation Reception, Legislative Contact Dentists and board members of PCDA and Upper Pinellas are coached on the year's important legislative issues. Taking the time to make this very personal contact with legislators has given a face to the organization in the eyes of many of the legislators. PCDA members have a long history of attending Dentists' Day on the Hill and sponsoring younger members to encourage their interest and involvement. The PCDA Board works to make membership events fun and memorable. This year the PCDA was able to recruit members with funds received from the FDA. The PCDA plays a very active part in GKAS, including planning and volunteering. PCDA provides a scholarship for the PTEC dental assisting program. Additionally, a group of members started a new voluntary program called 'Smiles for School', donating time and materials for back-to-school check-ups for children. PCDA's hard-working group involves members in many different ways throughout the year and challenges them to participate in programs to help others. The camaraderie of this close-knit group has continued for many years despite the size of its membership. The attitude and high standards of its members focus on sharing their gifts with others in the community who are less fortunate, while continuing to build important relationships within their ranks.





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# Give Kids a Smile® Events



The WCDDA affiliates held Give Kids a Smile® (GKAS) events during Children's Dental Health Month this February. Of the counties that reported data, approximately 75 dentists provided care to 518 children totaling \$246,860. If your affiliate participates in GKAS events, please report event data to the FDA at (800) 877-9922. If you would like to see pictures of your event in future newsletters, e-mail [Kelsey@wcdental.org](mailto:Kelsey@wcdental.org).



**Dr. Alina de la Torre, Amber Kralik** and a GKAS recipient that is all smiles.



**Dr. Reza Iranmanesh** and a happy GKAS recipient.



**Dr. Mo Goodarzi** and a proud GKAS recipient.



**Dr. William Layman** at the Pinellas and Upper Pinellas GKAS event.

*A Special Thanks To All GKAS Participants!*

## Mark Your Calendar

WCDDA BVI CE Trip . . . . .	Full Moon June
WCDDA Caucus (Telephone), various sites . . . . .	June 7
FDA House of Delegates, Orlando . . . . .	June 9 & 11
Florida National Dental Convention, Orlando . . . . .	June 9-11
<b>WCDDA Summer Meeting, Naples . . . . .</b>	<b>July 29-31</b>
Peer Review Workshop . . . . .	July 29
ADA Annual Session, Las Vegas . . . . .	October 10-13
<b>WCDDA Annual Meeting, St. Pete. . . . .</b>	<b>February 10, 2012</b>

**2011-2012**

## Volunteer Opportunities

**The Homeless Emergency Project (HEP)** in Clearwater is in need of volunteer hygienists. Interested hygienists can contact the dental program at HEP directly at (727) 442-9041.

### “Mission Smiles”, Mobile Dental Unit

A new mobile dental unit will be performing clinics in the Tampa area. “Mission Smiles” is an outreach program of Mission Tampa, a 501 (c3) non-profit, serving the homeless and families in poverty. All contributions would be greatly appreciated. To make a donation or to volunteer, please contact Dr. John Raulerson or Linda Tubaugh at (813) 236-6237 or (813) 446-8769.

**Crescent Community Clinic** will be opening a primary health care and basic dental services clinic in Spring Hill at the Winchester Plaza, 5422 Commercial Way in May. Our Saturday clinic provides uninsured adults, ages 18 to 64, who meet Federal Poverty Guidelines free services. We are in need of dentists to volunteer at our clinic, Monday, Friday or Saturday. Volunteers are offered Sovereign Immunity under the Florida Department of Health program. If you are interested, please take a virtual tour on our website at [www.crescentclinic.org](http://www.crescentclinic.org) or email me, Barbara Sweinberg at [sweinbergb@bellsouth.net](mailto:sweinbergb@bellsouth.net) or call (352) 263-1218. I am available to meet with you personally.

# Important Information

Follow WCDDA on

facebook

**2012 Tripartite Dues:** Membership renewal installment program now available. Contact the WCDDA office (813) 654-2500 or the Florida Dental Association at (800) 877-9922 for more details.

**FNDC Giveaway:** A chance to win one of two Mini-Residencies at the FNDC valued at \$1,895.00. To enter, submit your contact information to [shannon@wcdental.org](mailto:shannon@wcdental.org). The deadline is May 13<sup>th</sup>, must be a member to win!

**Pew Report:** The ADA is challenging a Pew study on the value of adding a dental health therapist to private dental practice. Contrary to Pew promising a significant increase in dentists' income, a careful examination of the data reveals a probable decrease in income. Visit <http://www.ada.org/news/5511.aspx> for a full report.

**Japan Relief Donations:** The American Dental Association is working closely with the Japan Dental Association to determine where there is the greatest need. Note: Donations are NOT tax-deductible. 100% of your donation will be sent to Japan. Donate by mail: American Dental Association, Division of Global Affairs 211 E. Chicago Avenue, Chicago, IL. 60611 or phone: (312) 440-2726.

**Rebuilding Haiti:** The American Dental Association and Health Volunteer Overseas have been working together to raise \$350,000 to help rebuild dental practices in earthquake-devastated Haiti. January 12<sup>th</sup> marked the one year anniversary and there are still 30 dental offices that need to be rebuilt. Donate today and make an enormous difference in Haiti. Visit [www.ada.org/international](http://www.ada.org/international) for more information.



**New Staff Member:** The WCDDA office would like to welcome Kelsey Tidler as our new Executive Secretary and Membership Coordinator. Please contact her at [kelsey@wcdental.org](mailto:kelsey@wcdental.org) with any of your membership questions or needs and she will be happy to assist you.

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Sandy Harris  
Associate Placement



Dr. Marshall Berger  
Broward County



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## Milestones - *We are deeply saddened by the death of our colleagues.*

**Jeffrey H. Baumrucker, DDS** of New Port Richey passed away on February 15, 2011.

**Nicholas Billeris, DDS** of Palmetto passed away on November 23, 2009.

**Alvin J. Fillastre, DDS** of Lakeland passed away on January 3, 2011.

**James E. Hendricks, DDS** of Clearwater passed away on April 1, 2008.

**Bernard C. Kehler, DDS** of St. Petersburg passed away on January 5, 2011.

**Lewis P. Mann, DDS** of Zephyrhills passed away on December 28, 2010.

**James R. Rehak, DDS** of Naples passed away on January 26, 2011.

**Jay H. Rosoff, DDS** of New Port Richey passed away on January 12, 2011.

**Floyd Thompson, DDS** of St. Petersburg passed away on February 17, 2011.

**Robert M. Westphal, DMD** of Winter Haven passed away on April 20, 2008.

A contribution has been made to the West Coast Fund in memory of these individuals. If you would like to make a contribution, please make your check payable to the Florida Dental Health Foundation, indicate *WCDDA Fund* in the memo and mail to:  
Florida Dental Association, Attn: Foundation, 1111 East Tennessee Street, Tallahassee, Florida, 32308-6914.

## New Members

Dr. David Ashley, Sarasota  
Dr. Asma Awad, Brandon  
Dr. Andrew Cooper, Riverview  
Dr. Anis Elkhechen, Ft. Myers  
Dr. Altinai Gorrity, Lutz

Dr. Jordan Hester, Naples  
Dr. Kyle Kromrey, Cape Coral  
Dr. Sandra Makram, Cape Coral  
Dr. Bryan Oeth, St. Petersburg  
Dr. Jason Olvera, Clearwater

Dr. Noah Rosen, Clearwater  
Dr. Julienne Sabet, Valrico  
Dr. Keith Wolfenden, New Port Richey

## Members in the News

Congratulations to the newly elected WCDDA Secretary **Dr. Frederick Grassin** of Hernando County! Enjoy your new journey, we know you will serve the Association well!

### Congratulations to the following Award Recipients at the WCDDA Annual Meeting:

**Dr. Susan Hudak-Boss** of Seminole was presented the WCDDA Leadership Award. Dr. Hudak-Boss has been helping others ever since she graduated in 1995. One organization that she loves and has volunteered many hours to is the Homeless Emergency Project (HEP), she currently serves on the Board of Directors, has been instrumental in updating their dental program, secured resources for dental supplies and dental equipment and has helped to increase the number of volunteer dentists.

**Dr. Betty N. Hughes** of St. Petersburg was presented with the Distinguished Service Award. She has been involved at all levels of organized dentistry and has been an inspiration to many of her colleagues including many women dentists. Dr. Hughes was the first female to serve on many boards including President of the West Coast District Dental Association. She has spent many hours and many miles working for the good of dentistry.

### We Have a Winner!

**Dr. Ralph Fortson** of Tampa won the WCDDA Preregistration Annual Meeting raffle tickets for a Tampa Bay Lightning game.

**Dr. Robert Klement** of Bradenton won the \$200.00 gas card drawing at the WCDDA Annual Meeting.

**Dr. Sivathanu Kumar** of Tampa won an Apple 32GB iPad for the WCDDA Fund Raffle at the Annual Meeting.



# Consultant's Corner – C=R<sup>5</sup>

The inaugural class of 23 dentists who participated in the program, *Entrepreneurial Skills for Today's Dentists* had a great day! It was a diverse group of young, old, male, female, specialists, generalist dental practitioners. If you were unable to join us, please contact Lissette to place your name on a reservation list for the next start date. Date to be announced soon.

This formula was presented:

$$C = R^5$$

The right people in ...

The right place doing....

The right thing in ...

The right way for ...

The right reason...

leads to consistency (C)

Consistency in your practice is an achievable goal. Systems insure that ordinary people become extraordinary employees. Systems and Consistency go hand in hand. Evaluate whether or not you have systems for: marketing, initial phone intake, computer entry, charting and treatment planning, new patient experience, financial arrangements, schedule preblocking, tubs and trays, sterilization, ordering supplies, follow up on delayed treatment, reactivation of existing patients, preventive maintenance, consistent communication with patients via newsletter or Facebook. This list represents a sampling of systems that will lead to a consistent, positive outcome.

You are encouraged to improve one thing to the point of mastery before you attack the next. We did just that on Friday, March 25. Thomas Edison had many failures in addition to his successful inventions. Consider this quote from Mr. Edison, "Many of life's failures are from men/women who did not realize how close they were to success when they gave up." Don't give up. Systems will help.

Book recommendation for this month: Tipping Point by Malcolm Gladwell

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**Carver Little, D.M.D.**

has joined the practice of

**James R. Pitts, II, D.M.D.**

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# Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, June 7, 2011 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The West Coast District Dental Association will be having a breakfast caucus in conjunction with the Florida Dental Association's House of Delegates meeting at the Gaylord Palms Resort in Orlando, Friday, June 10, 2011 at 7:00 a.m.

A Peer Review Workshop will be conducted in conjunction with the WCDDA's Summer Meeting in Naples on Friday, July 29, 2011 at 8:00 a.m. Dennis, Esq will be speaking and continuing education credits will be awarded.

The House of Delegates of the West Coast District Dental Association will meet in session on Saturday, July 30, 2011 at 12:00 p.m. in conjunction with the WCDDA's Summer Meeting in Naples.

Nominations: The WCDDA is accepting written nominations for component leadership positions. Any West Coast member may be nominated for WCDDA Secretary. All nominations will be discussed at the Officers' Planning Session, July 28, 2011.

**Dr. Leonard Britten – WCDDA Secretary**

## *You're Invited*

*2011-2012*

*West Coast District Dental Association's  
Officer Installation*

*Saturday, July 30, 2011*

*6:30 p.m.*

*Ritz-Carlton Naples Beach Resort*

*In conjunction with the  
West Coast District Dental Association's  
2011 Summer Meeting*

## WCDDA FUND

**Dr. Paul Miller** has made a donation in the amount of \$1,000.00 to the WCDDA Fund in the name of all the volunteers who contributed their time and support to his office while he was absent, as well as in the honor of the other 37 members who offered to volunteer their time. This is truly what membership is all about.

Dr. Steve Durrett  
Dr. Melissa Grimaudo  
Dr. Robert Hart

Dr. Rudy Liddell  
Dr. John Paul  
Dr. Paul Rubenstein

Dr. Jeff Wilson  
Dr. Hugh Wunderlich  
Dr. Steve Zuknick

### Scholarship Recipients

- Melanie Poirier, a dental hygiene student at the St. Petersburg College.
- Alyson Smith, a dental hygiene student at the State College of Florida.

### Grant Recipient

- Mission Smiles, a mobile dental unit received a grant from the WCDDA Fund to better serve our community

### Annual Meeting Table Clinic Winners

#### Dental Assistants

- 1st Place – Laura Verderico of Traviss Career Center “Damn, Why Didn’t I Use It!”
- 2nd Place – Lisa Evensen of Hillsborough Community College “Overcoming Dental Anxiety”
- 3rd Place – Frandy Celestin of Hillsborough Community College “Bruxism”  
Erica Lopez of Hillsborough Community College “Candidiasis”

#### Dental Hygienists

- 1st Place – Roxana Moyano & Tabitha Straubhaar of Hillsborough Community College “Is Periodontitis in Your Genes”

The West Coast Fund Committee is in need of additional members. The committee meets once a year in conjunction with an annual meeting and via email communication as needed. Please contact the WCDDA if you are interested in serving on the Fund Committee, 800-260-5277 or [wc.dental@gte.net](mailto:wc.dental@gte.net).



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**WEST COAST DISTRICT DENTAL ASSOCIATION  
ANNUAL SUMMER MEETING  
JULY 29-31, 2011  
THE RITZ-CARLTON, NAPLES**



# Annual Summer Meeting Program

RITZ-CARLTON, NAPLES  
JULY 29-31, 2011

REGISTER ONLINE  
at [wcdental.org](http://wcdental.org)

## Friday, July 29th

Registration and Exhibits .....8:00 a.m. - 3:00 p.m.

Golf Tournament at Quail West G.C. .... 9:15 a.m.

Fee includes: greens fee, cart, lunch and awards.

Approximately 11 miles from Ritz-Carlton, 5950 Burnham Rd., Naples

Medical Errors Pertaining to Dentistry

2 CE Credits .....10:00 a.m. - 12:00 p.m.

Dr. William Robinson

Domestic Violence

2 CE Credits .....1:00 p.m. - 3:00 p.m.

Dr. Nick Grimaudo

Affiliate President Round Table Meeting..... 3:30 p.m.

Cigars and Cordials..... 9:00 p.m.

Come join fellow aficionados at our annual Cigar and Cordials event.

*(Cigars and cordials are at your own expense)*

## Saturday, July 30th

5k Fun Run..... 7:00 a.m.

Registration and Exhibits ..... 8:00 a.m. - 12:00 p.m.

More Esthetic and Comprehensive Dentistry  
with the Trial Smile

3 CE Credits ..... 9:00 a.m. - 12:00 p.m.

Dr. M. Johnson Hagood

House of Delegates Meeting ..... 12:30 p.m.

Family Relay Fun..... 2:30 p.m.

WCDDA families, it's time to show off your relay skills. Fun in the sun and sand, you don't want to miss this event!

Officer Installation and

Beer, Wine & Cheese Reception ..... 6:30 p.m. - 8:00 p.m.

## Sunday, July 31st

Registration and Exhibits .....8:00 a.m. - 12:00 p.m.

Continuation of - The Trial Smile

3 CE Credits ..... 9:00 a.m. - 12:00 p.m.

Dr. M. Johnson Hagood

## Kids' Night Out

This event will be handled directly through the Ritz-Carlton.

Friday and Saturday, July 29th & 30th, 6:00pm - 10:00pm.

Children ages 3-12, \$70 per child per day, children under 5 yrs.

\$20 per hour with 3 hr. minimum. Dinner and a movie, a visit to

Nature's Wonders, outdoor activities, games and crafts. Please call

239-514-6073 or 239-514-6149 before July 15th to register.

## Location

The Ritz-Carlton, Naples is located at 280 Vanderbilt Beach Road, Naples, FL 34108. Maps can be found online at

<http://www.ritzcarlton.com/en/Properties/Naples/>.

## Hotel Reservations and Meeting Registration

Reservations can be made by contacting the Ritz-Carlton, Naples at (239) 598-3300. Request the **West Coast District Dental Association room block rate of \$195.00 per night**. Club level rooms can be secured through the WCDDA office at (813) 654-2500. **Individuals not registered for the meeting will be charged the hotel rate instead of the group rate upon checkout.** CE fees after July 15<sup>th</sup> increase by \$20.00 per registrant. Pre-registered dentists receive a WCDDA amenity. Questions concerning reservations should be addressed with the Ritz-Carlton, Naples (239) 598-3300. Questions concerning meeting registration should be addressed with the WCDDA office (813) 654-2500.

## Leisure Reservations

For spa, golf, dinner within the hotel, pool and beach cabana reservations please call (239) 514-6001.

## Support the WCDDA Fund

For your chance to win: **Apple 32GB iPad2**. The best way to experience the web, email, photos, video, and over 100,000 apps. The iPad2 can be yours when you support the WCDDA Fund for only \$25.00. You do not have to be present to win. For more information about the Fund visit [www.wcdental.org](http://www.wcdental.org) **Purchase tickets on the registration form.**

The WCDDA Fund supports local dental health education, access to care projects, careers in dentistry and disaster relief.



## Attention Cyclists!

Join fellow cyclists on Friday and Sunday  
Departing from the Ritz-Carlton at 7:00 a.m.,  
returning prior to CE.  
*All levels welcome!*



## Friday, July 29<sup>th</sup>

### Medical Errors Relating to Dentistry - 2 CE Credits

10:00 a.m. – 12:00 p.m.

**William F. Robinson, D.D.S.**

**Dr. William F. Robinson** was born March 29, 1943 in St. Louis, Missouri. He attended public schools in Tampa, Florida. He received his B.A. from the University of South Florida and graduated Cum Laude from the University of Tennessee College of Dentistry, where he was elected by the faculty to Omicron Kappa Upsilon and the RD Dean Honorary Odontological Society. He was licensed to practice in 1970. He is married to Cynthia and together they have six children and eleven grandchildren.

Dr. Robinson is Past President of the Hillsborough County Dental Association, served in the Florida Dental Association's House of Delegates and Board of Trustees, and was General Meeting Chair for the first Florida National Dental Convention. He is a Fellow of the American College of Dentists, Fellow of the Pierre Fauchard Academy and a Fellow of the International College of Dentists. He served as Chairman of the Florida Board of Dentistry. He has given 145 lectures to various dental societies and colleges.

As past Chairman of the Probable Cause Panel of the Florida Board of Dentistry, Dr. Robinson has reviewed more than 15,000 cases involving malpractice or other law violations. Dr. Robinson has

participated in every Licensure Exam in Florida since 1979, and is presently Chief Assistant Examiner Supervisor for the Florida Board of Health. He served as in-house Expert for the Florida Agency for Healthcare Administration for over a year.

At the present time, Dr. Robinson serves on the American Dental Association Council on Dental Education and Licensure as a representative of the American Association of Dental Boards.

### Domestic Violence - 2 CE credits

1:00 p.m. – 3:00 p.m.

**Nicholas J. Grimaudo, D.M.D., M.S., M.S., Ph.D.**

Dr. Grimaudo is currently Academic Chair of Natural Sciences and Professor at St Petersburg College. He graduated from UF with his DMD in 1980 and was in private practice for 12 years. Dr Grimaudo returned to academics and research earning an MS in Materials Science and Engineering in 1992 and an MS in Oral Biology in 1995 while teaching at the University of Florida College of Dentistry (UFCD). Dr Grimaudo was Director of Quality Assurance for 5 years at UFCD and an Associate Professor in Operative Dentistry. He received a PhD in Educational Leadership and Administration in 2008. Dr Grimaudo is an OSHA certified trainer and owns Florida OSHA/HIPAA Compliance Training where he does Medical and Dental office consultation and training.

## Saturday & Sunday, July 30<sup>th</sup>-31<sup>st</sup>

### More Esthetic and Comprehensive Dentistry with the Trial Smile - 3 CE credits/day

9:00 a.m. – 12:00 p.m.

**M. Johnson Hagood, DDS, FACD, AACD**

Many of today's dentists have been trained to provide advanced esthetic procedures and comprehensive dentistry and patients are demanding beautiful results. Unfortunately, few dentists are providing as much of this type of dentistry as they would like.

Are you performing less comprehensive dentistry than you desire? Do your patients value your ability to help them enough to pay a fair fee? Would you like more fulfillment in dentistry by helping people make better choices for treatment? Dr. Hagood will share the "Trial Smile" technique that will help your patients not only see what esthetic and restorative dentistry can do for them but will allow them to experience you and your team in action and will provide critical diagnostic information beyond that of a diagnostic work-up on an articulator. Don't miss this opportunity to learn how to fully engage your prospective esthetic patient in an ethical, collaborative process that will lead to more comprehensive and highly-valued care.

This advanced seminar is designed for dental offices that use articulators, have an understanding of occlusion, utilize composite and porcelain veneer restorations, use digital photography, and desire to perform more comprehensive dentistry in their daily practice.

#### You will learn how to:

- o Increase the percentage of comprehensive care patients in your practice
- o Interview and listen to your patient
- o Understand when Trial Smile is appropriate
- o Quickly create a temporary and reversible Trial Smile by hand with ordinary composite resin
- o How to engage the patient in a co-diagnostic and collaborative relationship that leads to a more comprehensive treatment plan that is valued by the patient

**Dr. M. Johnson Hagood** has a relationship based practice in Vero Beach, Florida with a emphasis on Esthetic and Comprehensive restorative dentistry. A visiting faculty member of the Scottsdale Center for Dentistry, Dr. Hagood is an accredited member of the American Academy of Cosmetic Dentistry and has published in several major dental journals. His patient- Gloria graced the cover of the Journal of Cosmetic Dentistry in April 2009.



THE RITZ-CARLTON  
NAPLES

# WEST COAST DISTRICT DENTAL ASSOCIATION SUMMER MEETING JULY 27-31, 2011 (CE ON JULY 29-31)



THE RITZ-CARLTON  
NAPLES

Reservations will be accepted through The Ritz-Carlton, Naples via phone, fax or mail for MEMBER DENTISTS ONLY. Each member is entitled to 2 rooms. Room requests for staff, non-member dentists, and guests will be accepted beginning January 1, 2011. There are a limited number of rooms at the group rate. All reservations must be received by July 5, 2011. After this time, reservations will be accepted on a space available basis. **All Club Room reservation requests must be made through the West Coast office – [wc.dental@gte.net](mailto:wc.dental@gte.net) or call (813) 654-2500, the same policies and restrictions apply.**

**THERE ARE A LIMITED NUMBER OF CONNECTING ROOMS AND ROOMS WITH TWO BEDS. TO FULFILL YOUR ROOM REQUEST AND FOR YOUR FAMILY'S COMFORT, YOU MAY WANT TO CONSIDER RESERVING TWO ROOMS**

*Print Legibly. Please reserve accommodations for:*

Name \_\_\_\_\_ Company \_\_\_\_\_  
(Last) (First)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_ E-mail \_\_\_\_\_

Arrival Date \_\_\_\_\_ at \_\_\_\_\_ (am/pm) No. of adults \_\_\_\_\_  
(Check-in time is after 4pm)

Departure Date \_\_\_\_\_ at \_\_\_\_\_ (am/pm) No. of children \_\_\_\_\_  
(Check-out time is before 12 noon)

Arrival Date \_\_\_\_\_ at \_\_\_\_\_ (am/pm) No. of adults \_\_\_\_\_  
(Check-in time is after 4pm)

Departure Date \_\_\_\_\_ at \_\_\_\_\_ (am/pm) No. of children \_\_\_\_\_  
(Check-out time is before 12 noon)

*The maximum number of people per king bedded room is three (3), the maximum number per double bedded room is four (4). There will be an additional charge of \$50.00 per night for a third or fourth guest, age 5 and older, in Club Level Rooms only. Rollaway beds are no longer available, all king rooms have a twin size pull-out chair in lieu of a rollaway bed. Double bed rooms cannot accommodate an additional bed.  
**IN ORDER TO RECEIVE RESERVATION CONFIRMATION FROM HOTEL – AN EMAIL ADDRESS MUST BE PROVIDED.***

### CREDIT CARD INFORMATION IS REQUIRED TO RESERVE RESERVATIONS, HOWEVER NO CHARGES WILL OCCUR UNTIL CHECK-OUT

*Cancellation policy: A two (2) night room/tax penalty will be charged to the credit card below if the cancellation of your reservation is not received by The Ritz-Carlton on or before July 15, 2011.*

METHOD OF PAYMENT:  Credit Card  Check Enclosed (payable to Ritz-Carlton)

Credit Card Type & Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Coastal View Room  - \$195.00 total first & last nights deposit plus \*10% tax = \$429.00 x (no. of rooms) = TOTAL \$ \_\_\_\_\_

Gulf View Room  - \$225.00 total first & last nights deposit plus \*10% tax = \$495.00 x (no. of rooms) = TOTAL \$ \_\_\_\_\_

Gulf Front Room  - \$255.00 total first & last nights deposit plus \*10% tax = \$561.00 x (no. of rooms) = TOTAL \$ \_\_\_\_\_

Bed Type:  1 King Bed  2 Double Beds (All rooms are Non-Smoking)

Special Request (cribs, portable refrigerator, etc.) \_\_\_\_\_

**IF YOU REQUIRE CONNECTING ROOMS, PLEASE PROVIDE A TELEPHONE NUMBER SO THE RITZ MAY CONTACT YOU REGARDING AVAILABILITY (\_\_\_\_\_) \_\_\_\_\_.**

*\*Taxes subject to change.*

**Fax reservation form to the Ritz-Carlton, Naples (239) 598-6631 or mail to:**

The Ritz-Carlton Resorts of Naples • 280 Vanderbilt Beach Rd • Naples, FL 34108 • (239) 598-3300

# The Last Word



Steve Zuknick, DMD

The following letter was written by Bob Churney and was published in the March edition of our electronic newsletter. A powerful and poignant piece worthy of reprinting in this space to ensure that those who only view the printed version have an opportunity to read it.

“What does membership truly mean?”

Sometimes those of us in leadership as well as our members forget the definition. We think that to be a member of organized dentistry is about advocacy, insurance benefits, peer review, CE and meetings. Well, due to a very tragic accident that involved members of the West Coast, the true meaning rang out. Camaraderie. I have never been so proud to be part of an organization as I was after that horrible accident.

The West Coast office phone was ringing with people willing to take time out of their practices to help members in need. In just a matter of days a list was generated that had over 60 members that were willing to help in any way. This, ladies and gentlemen, is what membership means. I cannot thank those enough that called and volunteered as you demonstrated yet again why I am proud to be part of this organization and to be part of this profession.”

A careless bit of driving on a sunny Sunday afternoon in Hudson impacted two of our members and their families in ways that are impossible for most of us to understand. Drs. Paul Miller and Jeff Baumrucker of New Port Richey were enjoying a motorcycle ride through the northern portion of our district and were hit from behind by a car while sitting at a traffic signal. Paul was “fortunate” to escape with multiple physical injuries that should heal, but both he and the rest of us lost a dear friend when Jeff did not survive the impact. It is never easy to lose someone prematurely and even harder when it is senseless. It is almost inconceivable to understand the grief that Jeff’s family has had to endure, and that includes his office family. My best wishes to Monique, Jeff’s daughters, and his “girls” at the office. The fact that his practice was able to survive him is a great testament to his legacy and to this profession. I’d also like to recognize the acts of those dear colleagues and their spouses who provided support and comfort to all involved in the most timely of manners. There are not many professions who take care of their own like dentistry, and as Bob stated above, I’ve never been more proud to call myself a member.

## Classifieds

**OFFICE FOR SALE:** The Fountains Plaza, - US HWY 19 N. Palm Harbor, FL! 1025 SF Built Out “Open Plan” Orthodontic Office. *Flexible Rates.* Call Aron Kedan at 727-686-0373.

**OFFICE FOR SALE OR LEASE:** Clearwater – 6 ops, well-established, successful, affluent area, fully equipped, panx, active charts. Visible, easy access, abundant parking. Call 727-791-7299.

## ADA Committee on the New Dentist Hosts 25<sup>th</sup> New Dentist Conference June 16-18, 2011 in Chicago

The all-inclusive ADA 25th New Dentist Conference: Sweet Home Chicago, Silver Anniversary will be held June 16-18, 2011 at The Westin, River North. Registration and more information can be found on [www.ada.org/newdentistconf](http://www.ada.org/newdentistconf).

The New Dentist Committee also offers audio podcasts that feature topics of interest to new practitioners such as **Smart Questions for a Successful Associateship** with William Prescott, J.D. and **Social Media for the Savvy Dentist** with Dr. Jason Lipscomb. Visit [www.ada.org](http://www.ada.org) to view these podcasts and more.

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**West Coast District Dental Association Newsletter**

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DENTAL ASSOCIATION**  
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<i>Collier</i>	<i>Hernando</i>	<i>Pinellas</i>
<i>DeSoto</i>	<i>Highlands</i>	<i>Polk</i>
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