



West Coast District Dental Association WEST COAST CHECKUP



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Join Us...

President's Message

"Coming together is a beginning; keeping together is progress; working together is success"
– Henry Ford



Sudhanshu "Sam" B. Desai, D.D.S.

The summer meeting at The Ritz-Carlton in Naples was a huge success with a record number of attendees. The combination of great education lectures and fun activities made the meeting a success. The social on Saturday with The Royal Indian Theme was well attended and fun, with many of you enjoying the decor, entertainment, photo booth, music and food. It was a great opportunity for all members and families to come together, network and have a great time. I really appreciated the fantastic participation in all of these events.

As your current president, I am facing many challenges. At the forefront is the issue of membership. Although this challenge is not new, with grass-roots efforts beginning in 2003, it has been an ongoing effort by past and present officers. The strategy to achieve this goal is utilizing past experiences where the most successful recruitment came from dentist-to-dentist outreach. It is my goal to increase membership, working at the grass-roots level, in harmony with the FDA and ADA plans. Membership matters the most. Please get involved, stay informed and maintain your membership. Strength does come in numbers.

We need to change. Change comes with challenges. Change has to be made to adapt and excel. The hardest challenge is to learn new things and unlearn learned things. If we are not willing to learn no one can help us, but if we are determined to learn no one can stop us. In May we got together for a strategic planning day for Strong Organized Dentistry. This meeting resulted in a set direction of plans, to be implemented over the next two years. The goal is to achieve dentist contingency support, advocacy of practice, access to care, and education for member satisfaction & service.

Think Big Think Service

To serve you, I am constantly thinking about plans, constantly implementing plans, and constantly modifying plans. I am planning to visit all the affiliates to introduce myself to the grass-roots members, share ideas, and to find out what is happening in their districts. I really appreciated the affiliate presidents who attended the round table meeting. We shared some wonderful ideas and brainstormed many problems and developed solutions. I look forward to continuing to work with them this year.

So I start this year with many changes, including the dissolution of the House of Delegates, the New Member voting bylaws change, and formation of a task group are a few. I encourage all of you to participate in all upcoming events, including the Florida MOM program, through the Florida Dental Health Foundation. They are in need of volunteers and it is a great opportunity as members to show our support.

I look forward to working with all of you in my year as President. Fun, Fun, Fun...

Sincerely,

Sudhanshu (Sam) B. Desai, D.D.S.



(L:R) Dr. Sam Desai and Dr. Sandra Desai



(L:R) Dr. Desai's daughters: Shivani, Shrina and Shreya Desai



(L:R) The Desai Family: Balvantrai, Vinaben, Sangita and Himanshu Desai



(L:R) Dr. Tod Fawcett, Mrs. Kim Fawcett, Dr. Sandra Desai and Dr. Sam Desai

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The Power of 3

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Entire article published in the *Journal of the American College of Dentists*
– Dr. Mark Bauman, Chairman - ADA Council on Membership

The American Dental Association and the Value of Membership

The ADA represents the profession in all of its many facets. Both general dentists and specialists are ADA members. ADA members may own their own practices, work as employees, or care for patients in a public health setting. Dentists working in an academic setting find a home in the ADA, as do those working in research, dental manufacturing, and in the military or other federal services. Affiliate membership is open to dentists in other countries, and a small number of non-practicing dentists hold membership as well. In short, the ADA serves all dentists.

What does it mean to serve all dentists in 2013? Today, there are more technology, tools, and evidence-based information to deliver the best possible care to patients. A beautiful, healthy smile is the norm for many, and growing awareness of the oral health-overall health connection reinforces the critical role of dentists. Yet the profession has never been more challenged, as millions of Americans do not access the care they need due to poverty, geography, and lack of oral health education.

Serving membership means both improving the lives of individual dentists and their patients, as well as looking beyond the four walls of an individual practice to affect change in the wider world. The ADA has served in the profession and public for over 154 years and is continuing to adapt in ways that provide the greatest value to members, the profession, and the public.

ADA Membership by the Numbers- A Snapshot

With over 157,000 dentist members and more than 18,000 student members, the ADA is the largest and most diverse organization for the dental profession in the United States. The ADA has a very healthy membership participation rate- 66.2% of active, licensed dentists belong. However, the number of active members has remained essentially flat over the last five years. The number of dentists in practice has grown, resulting in a decline in market share.

Serving Dentists with ADA Membership

Is the ADA doing a good job of serving its members? The evidence is positive. Beginning in 2005, the ADA used an annual survey to assess key metrics related to member satisfaction and loyalty. About two-thirds of ADA members say they are extremely likely or very likely to recommend ADA membership to a colleague. Why do ADA members maintain membership? The top three reasons, in rank order, are: (1.) Supporting the profession (2.) Advocacy (3.) Professional credibility

These three “intangible” benefits make up about 50% of the reasons dentists maintain membership in the ADA. The other 50%? Those are the tangible benefits of membership – benefits, products, and services that member dentists tap into on a regular basis. View the list of benefits by visiting http://www.ada.org/sections/professionalResources/pdfs/150_reasons_brochure.pdf.

Advocating for the Profession, Educating the Public

Government decisions about oral health care should only be made with the advice and input from dentistry – and the ADA is widely acknowledged as the leading advocate for oral health. The ADA has a dedicated staff of more than 20 in its Washington office, while another office in Chicago provides support to advocacy efforts at the state level through the constituent dental societies. The ADA represents dentists’ views related to patient care and the profession. Most recently, the ADA has been the leading voice for the dental profession regarding the implementation of the new health care reform law, including state health exchanges, the Essential Benefits Package, and exempting certain products from the law’s new excise tax. In 2012 the ADA joined with Partnership for Healthy Mouths, Healthy Lives coalition and the Ad Council on a three-year oral health literacy campaign to help raise awareness and educate parents and caregivers about the value of good oral health for their

children and how it can be achieved. The ADA also launched MouthHealthy.org, a consumer Web site that promotes a healthy mouth for life. The Web site includes a symptom checker, A-Z topics, ADA Seal of Acceptance products, content organized by life stages, and tips and activities to build awareness and make oral healthcare fun for kids. ADA member dentists are featured on the site through ADA Find-A-Dentist.

Ethics are Essential

Professional ethics distinguish a profession from a job, and ethics are so important to the dental profession that members must agree to abide by the ADA principles of Ethics and Code of Professional Conduct as a condition for ADA membership. To help members live that commitment every day, the ADA hosts a number of ethics resources on its Web site at ADA.org/ethicsconduct, including an entire page devoted to highlighting resources from the American College of Dentists.

Answering the Question: “What’s in it for Me?”

The “intangible” benefits of membership are clear, but in tough economic times, it is not surprising that dentists are looking to the ADA to deliver value on a daily basis. The list of benefits is long- but here are some highlights:

Insurance Resources - The ADA sponsored Members Insurance Plans are available exclusively to ADA members and are designed specifically for dentists. The plans offer term life, universal life, disability, overhead expense, and MedCash supplemental health care coverage at premiums that are among the most competitive on the market. **ADA Catalog** – From customized patient-education brochures, to smartphone apps, to *The ADA Practical Guide to Social Media Planning*, the ADA Catalog provides a wealth of resources to improve a dentist’s life. **ADA Annual Session** – The ADA Annual Session brings together leaders in dental practice, research, academics, and industry to present more than 250 continuing education courses over four days. **Coming Soon: The Center for Professional Success** – This new, Web-based resource will be dedicated to helping member dentists achieve practice, professional, and personal success.

Focusing on Young Practitioners

Today’s dental students and new dentists – those who graduated fewer than ten years ago – are facing a changing profession. That is why it is critical that young practitioners have a strong voice within organized dentistry. The ADA New Dentist Committee is the standing committee of the Board of Trustees that serves as that voice. Dental education is expensive, and making the transition to practice can be financially challenging. That’s why the ADA offers a reduced dues program. The first year of national dues are \$0, and the progression increases slowly (25-50-75-100%), so new grads do not pay full dues until the fifth year out of school.

ADA Members Get More with the Power of Three

The American Dental Association is the #1 organization serving all dentists, across all occupations, practice settings, specialties, and of every demographic background. But the strength and the value of the ADA are not in the national association alone: the constituent (Florida Dental Association) and component (West Coast District Dental Association) organizations play an equally important role. Members confirm that the value received at each level is high. The power of three levels, working together, increases the relevance, benefits, and positive impact of the American Dental Association.

Be a part of the ADA, FDA
and WCDDA!
To join, contact the WCDDA
office at (813) 654-2500 or
Kelsey@wcdental.org.



2013 Summer Meeting Highlights



Cycling Group
(L: R) Phil Schuster, Dr. Doug Jungman, Dr. Carey Bonham and Dr. Bob Klement



Family Fun Event



Family Fun Event



Affiliate President Round Table
(L:R) Drs. Charles Tomeo, Arron Parker, Patrick Johnson, Ed Busch, Satnam Bedi, Michael Kirsch, Sam Desai, Carlos Polo, Larry Lieberman, Cynthia Deragon, Leonard Britten, Jessica Stilley and Scott Johnson



Officer's Planning Session
(L:R) Drs. Leo Cullinan, Paul Miller, Sam Desai, Bob Churney, Fred Grassin, Terry Buckenheimer, Zack Kalarickal, Leonard Britten, Tim Marshall and Paul Palo



WCDDA Elected Officers 2013/2014
(L:R) Drs. Leo Cullinan, Tim Marshall, Chris Bulnes, Fred Grassin, Leonard Britten and Sam Desai



Cigars and Cordials Event
(L: R) Dr. Tim Marshall, Drew Eason, Rusty Payton and Dr. Larry Lieberman

Royal Indian Party and Beer, Wine & Cheese Event



(L: R) Elizabeth and Dr. Jose Goldberg



(L: R) Dr. Patrick Johnson and Dr. Cynthia Deragon



(L: R) Dr. Stephen Peirce and Sharon Peirce



(L: R) Dori Waite, Dr. Natalie Carr, Dr. Lesley Rudolph and Dr. Jessica Stilley



(L: R) "Best Dressed", Dr. Hugh Wunderlich and Dr. Bob Churney dressed to the nines in their stylish knickerbockers.

Golf Results:

- +10 Dr. Hugh Wunderlich and Kevin MacCormack
- +8 Dr. Terry Buckenheimer and Tony Esposito
- +6 Dr. Robert Churney and Dr. Jim Carazola
- +5 Dr. Doug Decker and Dr. Rafael Palaganas
- +5 Dr. James Walton and Dr. Tod Fawcett
- +2 Dr. Todd Britten and Dr. Oscar Menendez
- 0 Steve Pollock and Dr. Andrew Hollowman
- 1 Dr. Andrew Phillip and Dr. Chris Bulnes
- 3 Dr. Eric Johnson and Karen Pesce
- 8 Dr. Mike Kirsch and Dr. Leonard Britten
- 9 Dr. Trevor Quick and Andrew Bryer
- 10 Dr. Richard Kernagis and Dr. James Wilson
- 11 Dr. Thomas Harter and Tammy Youst
- 11 Dr. Nick Britten and Dr. Jonas Kushner

Closest to the Pin
Dr. Rafael Palaganas – 1'0"
Dr. Chris Bulnes – 18'2"



5k Fun Run Group

5k Fun Run Results:

Men:
Dr. Carey Bonham - 20:44
Dr. Chris Bulnes - 28:30
Trevor Hamm - 28:30
Dr. Doug Jungman - 28:30
Dr. Paul Miller - 28:30

Women:
Autumn Staff - 24:30
Melissa Thompson - 29:00
Luisa Zuknick - stroller winner

SPECIAL THANKS
to
Dr. Chris Bulnes
and
Dr. Carey Bonham
for organizing
these events.

If you missed this fun and successful meeting, be sure to join the WCDDA on August 8-10, 2014 for quality CE and memorable moments. Rooms sell out fast so register today! Visit <http://www.wcdental.org/2014ritz.pdf> to download the reservation form. To reserve Club Level rooms, contact the WCDDA office at (813) 654-2500 or Kelsey@wcdental.org. Don't miss out on more great times at The Ritz-Carlton!

WCDDA Members Show Commitment

**Congratulations to the following members for their continued commitment!
The year 2013 marks their major milestone in supporting organized dentistry.**

25 Years

Hazel L. Abramson
Pat Ardoin
Thomas J. Boland
J E. Carroll
Robert B. Churney
Jack H. Corn
James J. Crandall
Leo R. Cullinan
Brian J. Delisle
Peter K. Dillon
Larry Dunford
Mark T. Elfervig
Russell Fidler
Harold E. Freeburn, Jr.
Gregory J. Gauthier
Sharon L. Gunsett
Timothy D. Hogan
Rodney Holcombe
James M. Holloway
Derwood A. Janssen
Baltasar Jimenez
Douglas C. Jungman
Kevin Kiley
Gregory Lawrence
John P. Longmire, III
Bert G. Louscher, Jr.
William E. Lovett, Jr.

Dennis Lucas
Scott Maloney
Philip L. Marshall
Ceasar R. Marston
Christina M. Martin
Ernest H. McDowell
Michael H. McMillan
Jay A. Nelson
Dwight H. Pate
Mary Ann Pittman
Susan G. Puhr
Glenn R. Saraydar
Gregory Scott
Dipak V. Sheth
Steven T. Shwer
Richard A. Stanley
Jennifer M. Stidham
Robert Sutton
Mark J. Szarejko
Kamilla L. Sztanko
Michael Walker
Judy Yates-Marshall

35 Years

William K. Baker, Jr.
Michael J. Basista
Satnam S. Bedi
Ira F. Berger

Bruce A. Bernstein
Mark J. Brunswick
David Dempsey
Alan J. Devos
Gregory T. Dickinson
Polly G. Eldridge
Jose M. Garcia
Richard V. Gelder
Howard L. Howell
Lester J. Hutchinson
James E. McIlwain, Jr.
Richard W. Plummer
Bruce A. Schaeperklaus
Leslie T. Schwarz
Edward J. Smith
Richard W. Steinberg
Craig W. Valentine
George L. Whiteside

50 Years

Robert P. Beem
Richard W. Ehlers
William M. Nevans
John E. Palsgrove
Richard A. White
Wayne C. Wills
Warner Wood
Gresham L. Yeager

Danilo Zucchelli
60 Years
Lloyd L. Branch
Ernest R. Cervis
Bert F. Erwin
John H. Ross
Anthony J. Schweiger

Life Members

Nolan W. Allen
Stephen F. Anderson
Ira F. Berger
David A. Bowles
Jerome A. Brown
Mark J. Brunswick
George H. Burgess
Donald I. Cadle, Jr.
Sidney H. Christie
Silas E. Daniel, III
David Dempsey
Gregory T. Dickinson
Roger A. Dunphy
William Gonzalez, Jr.
Stephen B. Hulen
Stephen H. Jensen
Randy P. Jones
Richard M. Kanter

Lazarus N. Kavouklis
Roger H. Koslen
Steven Lieber
Barry Lipton
Charles D. Llano
William E. Lovett, Jr.
Alan M. Marder
Donald B. McLendon
David A. Moore
Jeannie H. Moran
Lawrence B. Musser
Frank C. Pettinato
George K. Pollock
Leslie T. Schwarz
Alan L. Sizemore
Edward J. Smith
Stephen E. Stein
Mitchell M. Strumpf
Marvin Susskind
Kamilla L. Sztanko
Charles A. Tomeo
William H. Truax, III
Todd J. Wiener
George M. Womble
Davis V. Yates
Alexander Yewtuck
Thomas F. Yoho
Joseph W. Zaffater, Jr.

New Members

Justin Altshuler, D.M.D., Tampa
Shervin Ardalani, D.M.D., Tampa
Roxann Aves, D.D.S., Tampa
Odessa Blandudi, D.D.S., Tampa
Yamilet Blanco, D.M.D., Cape Coral
Alejandro Caribas, D.D.S., Tampa
William Chais, D.D.S., Fort Myers
Kanwal Chawla, D.D.S., Fort Myers
Elliot Dibbs, D.D.S., Lakeland
Jacqueline Dietz, D.M.D., Tampa
Martha Ducatel, D.M.D., Seffner
Nicole Eastham, D.M.D., Naples
Adriana Gabaldon, D.D.S., Estero
Marian Gerges, D.M.D., Tampa
Arthur Halttunen, D.D.S., St. Petersburg

Claude Hearn, D.M.D., Winter Haven
Alison Heusner, D.M.D., Riverview
Lisa Kaduk, D.D.S., New Port Richey
Ewelina Kalinowska-Szyska, D.D.S., Clearwater
Aneetha Karthik, D.M.D., Lutz
Rebecca Lenard, D.M.D., Naples
Sandy Luceus, D.M.D., Naples
Jody Maiden, D.D.S., St. Petersburg
Gabriela Marquez, D.D.S., North Venice
Michael McNeill, D.M.D., Tampa
Samira Meymand, D.D.S., Brandon
Gaurang Nanavati, D.M.D., Lutz
Jennifer Naoom, D.M.D., Land O' Lakes
Yasmin Papenfuss, D.M.D., Naples
Mili Patel, D.M.D., Dade City

Remal Patel, D.M.D., Land O' Lakes
Gregory Pette, D.M.D., Cape Coral
David Rosen, D.M.D., Tampa
Stephen Ruso, D.D.S., M.S., St. Petersburg
Lourdes Seehoffer, D.M.D., Lithia
Daniel Seger, D.M.D., Temple Terrace
Jennifer Senge, D.M.D., Naples
Ronald Schalter, D.D.S., Punta Gorda
Joel Smith, D.D.S., Tampa
Christina Suarez Watkins, D.M.D., Sarasota
Diem-Trang Tu, D.M.D., Clearwater
Mark Weiskopf, D.D.S., Redington
Nicholas Williams, D.D.S., Brooksville
Visit <http://www.floridadental.org/member-sourcebook>
to locate the FDA Membership Directory.

Milestones

We are deeply saddened by the death of our colleagues.

Dr. Philip Mc Manus, Jr., DDS of Clearwater passed away on October 2, 2010

Gerald M. Isbell, DDS of Sun City Center passed away June 23, 2013

Dr. Rosalie Robbins, DDS of Port Charlotte passed away on August 1, 2013

*Dr. Rosalie Robbins served as Peer Review Chairperson for Charlotte County for the past eleven years.
She also served as the Past President of the Charlotte County Dental Association (1997-1998).*

A contribution has been made to the West Coast Fund in their memory. 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.

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Craig Streicher 813-205-5304 (St. Petersburg)

craig.streicher@dentsply.com

-or-

Russell Altman 813-5797047 (Tampa)

russell.altman@dentsply.com

For UFL Online: www.dental.ufl.edu/CE/



Friday, November 8, 2013 - Dr. Jay Lang, MS, DDS

6 CE Credits

9:00 am - 4:00 pm.

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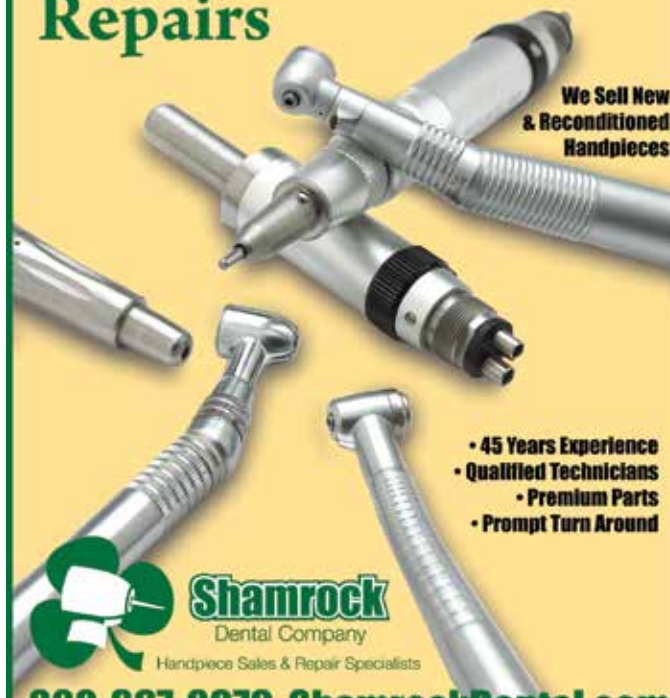
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Association Business - Official Calls

Accepting Nominations:

The WCDDA is accepting written nominations for component and state leadership positions. Any West Coast member may be nominated for WCDDA Secretary, Trustee, Alternate Trustee, FDA Council persons and West Coast Program Committee member. The Executive Cabinet will review the names and make recommendations to the Executive Cabinet. Please forward your written nominations to the WCDDA Executive Cabinet prior to September 30, 2013.

Nominations are being accepted for the following:

Distinguished Service Award: This award is given to a member for outstanding service toward the dental profession and the West Coast District Dental Association.

Dan Bertoch Leadership Award: This award is given to a young dentist who has proven leadership skills.

Affiliate of the Year Award: This is given to an affiliate that has contributed the most towards improving the WCDDA by increasing membership numbers, having the most volunteers, and supporting the ideas, activities and meetings of the WCDDA.

Please submit nominations to the WCDDA office by January 2, 2014.

Official Calls

The Executive Cabinet of the West Coast District Dental Association will meet in session on Friday, November 8, 2013 at 1:00 p.m. at the West Coast office in Brandon. Note: If you are the President-Elect of an affiliate, you are an automatic member of the Executive Cabinet.

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, January 21, 2014 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

Important Notice

At the recent House of Delegates (HOD) meeting in Naples on July 13, 2013, a motion to dissolve the WCDDA House of Delegates was passed. The WCDDA Executive Cabinet is now the legislative body of the association. A task group will propose bylaws and policies to address the change, which will be included in the October WCDDA E-newsletter.

Dr. Melissa M. Grimaudo
WCDDA Secretary



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 Dr. Marshall Berger Broward County	 Dr. Alex Cardounel Southeast FL	 Dr. Tony Hodge Treasure Coast	 Dr. Carlton Schwartz Northwest, FL Panama City, FL	 Dr. Chip Kilcourse Central FL	 Sandy Harris Associate Placement	 Greg Jones Dental Real Estate Financing	 Samantha Corritore Executive Secretary

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Recently the **WCDDA Fund** donated \$9,985.36 for various grants to local clinics, churches, GKAS projects and back to school programs, \$8,000 in dental assisting and hygiene scholarships and \$2,625 in table clinic awards. You can help the Fund Committee meet its goal of raising \$10,000 by December 31st. So far, the Fund has collected \$4,959, almost half way to our goal!

The **WCDDA Fund** supports access to care events and clinics, accredited dental programs and dental health education in 13 counties. By supporting local events and education, the association is able to impact various important missions and support the profession.

The WCDDA would like to thank the following for their donations towards our successful raffle event, held in conjunction with the summer meeting in Naples!

Crest & Oral-B - Deborah Burge
Garfield Refining Company - Andrew Bryer
Helms Brisco - Cindy Marmino
Henry Schein - Richard McBride
Hillsborough Community College - Connie Reed
Lee County Dental Society
Dr. Leonard Britten of Lutz

Manatee Dental Society
Naples Marco Island and Collier County
Visitor's Bureau
OnTrak Promographics
Pinellas County Dental Association
Regions Bank
Dr. Sam Desai, WCDDA President

Shamrock Dental - Steve Pollock
Sun Dental Labs
TD Bank
TriNet
Ultradent Products, Inc. - Jim Sieg
University of South Florida
Visit Tampa Bay

Dan Bertoch Memorial Grant: Dr. Dan Bertoch devoted much time to advocacy for the dental profession. It is in his spirit that a Memorial Fund in Dan's name was established to provide funding for first-time attendee(s) to Dentists' Day on the Hill (DDOH) in Tallahassee. Applications are being accepted for the April 2, 2014 event. The grant can be used towards transportation and accommodations. Contact the WCDDA office at (813) 654-2500 or email: Kelsey@wcdental.org for an application.

Congratulations to **Dr. Kanwal Chawla** of **Lehigh Acres**. He supported the Fund and won!



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Members in the News



Dr. Sam Desai of Cape Coral presented Dr. Bradley Jergins of Spring Hill with an award for his time served on the FDA Credentials Committee.



At FNDC 2013 in Orlando, Dr. Rudy Liddell of Brandon was presented with the Service Award for his outstanding commitment to the ADA, FDA and WCDDA.

Dr. Leo Cullinan of Naples presented Dr. Michael Kirsch of Sebring with a special gift for his 3rd term as Affiliate President of the Greater Highlands Dental Association.



Congratulations to our very own **Dr. Terry Buckenheimer of Tampa** on beginning his term as the FDA President for 2013/2014.

Congratulations to **Dr. Leonard Britten of Lutz** on his recent appointment to serve on the Florida Board of Dentistry. His term will expire in 2015.



Dr. John Paul of Lakeland was presented with the Leadership Award at FNDC in Orlando.

Important Information

Florida Department of Health CE Tracking - License Renewal, February 28, 2014

Beginning March 1, 2014, the Department of Health and Medical Quality Assurance will verify a practitioner's continuing education record in an electronic tracking system at the time of renewal. Currently, recording in the tracking system is not required. However, it will be required for the next biennium. Visit www.CEatRenewal.com for more information.

ADA Ethics Hotline

This new service is available to members of the ADA. This member service is designed to assist new dentists and other members manage ethical challenges that may arise in day-to-day practice. The Ethics Hotline is not a legal resource, but rather a service for helping to resolve ethical dilemmas much like an ethics consult service. Callers will be matched with a member of the Council on Ethics, Bylaws, and Judicial Affairs (CEBJA) who will arrange to call the member at a mutually agreeable time to discuss the issue and offer resources that may assist in resolving the dilemma. Visit <http://www.ada.org/8180.aspx> for more information. To reach the Ethics Hotline, simply call the ADA Member Service Center at (800) 621-8099 and ask to be connected to the Hotline.

CE Online Course Helps with New HIPAA Rules

New rules under the Health Insurance Portability and Accountability Act require covered dental practices to make changes to how they comply with the law. The new rules took effect March 26, 2013 and dental practices must be in compliance with most of the new rules by Sept. 23, 2013. ADA CE Online is offering a new online course to assist dental practices with compliance. For more information on HIPAA, visit www.hhs.gov/ocr/privacy. To take the CE Online course, visit www.adaceonline.org.

Speakers and Seminars

Are you a qualified speaker who would enjoy sharing knowledge and expertise with colleagues at local affiliate meetings? Or do you have a local speaker recommendation? If so, please contact the WCDDA office at (813) 654-2500 to help expand the program pool.

Volunteer at a Clinic Near You

There are many different locations throughout the WCDDA district that are in need of volunteers to help underserved individuals receive necessary dental work. Please consider volunteering and contact the WCDDA office at (813) 654-2500 for a list of clinics in your area.



Florida's First Mission of Mercy Program (FLA MOM) comes to Tampa March 28-29, 2014.

There is nothing like it! If you or your organization has been associated with a Mission of Mercy – participated in one – you no doubt have captured the passion. Two days of absolutely free dental care to all who come leave most volunteers and patients with a changed perspective on the goodness of mankind. “The largest free dental clinic in the world!” “A life-changing experience!” “For me, an experience of a lifetime!” “The greatest active charity in the nation!” Thousands come, standing in snow calf-deep for hours, waiting in quarter mile lines in 100 degree weather, sleeping outside entrances on below –zero nights, all just to receive dental care. These are the underserved – those who cannot for whatever reason afford quality dental care. Their need has been defined at each and every MOM event held in Virginia, Texas, North Carolina, Nebraska, Missouri, Kansas, or any of the many other states who have joined along the way. The need is there and through the generosity of dental professionals, dental technicians, lay volunteers, community leaders and businesses across the country, and the charitable work of dental agencies and organizations throughout America, those needs are being addressed.

Over the course of two full days, 300+ Dentists, Dental Specialists, Registered Dental Hygienists, and Physicians along with more than 1000 support volunteers will descend upon the 40,000 square foot Special Events Pavilion of the Florida State Fairgrounds in Tampa to treat between 1,600-2,000 patients!

With the blessing and support of the Florida Dental Health Foundation, a **FLA MOM Committee** has been Formed, including Drs. Nolan Allen, Terry Buckenheimer, Leo Cullinan, and Robert Payne with staff support from Rusty Payton and Stefanie Dedmon. Sub-committee Chairs have been assigned as well:

FLA MOM Co-Chairs: Drs. Nolan Allen and Leo Cullinan

Clinical Co-Chairs: Drs. Chris Bulnes and Oscar Menendez

Facility Chair: Dr. Craig Oldham

Fundraising Chair: Dr. Rudy Liddell

Hospitality Chair: Dr. Robert Churney

Media/Public Relations: Dr. Johnny Johnson and Ms. Karen Pesce

Volunteer Coordinator Co-Chairs: Drs. Reza Iranmanesh, Robin Nguyen and Mrs. Lissette Zuknick

West Coast District Dental Association Liaison: Dr. Sam Desai (WCDDA President)



We need volunteers!!! Teams of volunteers (professional, staff, and non-professional) are being formed from each of our 12 active affiliate organizations within the WCDDA. Stay tuned for more information, the official launch of our FLA MOM website, and descriptions of all volunteer opportunities. We encourage everyone to be a part of this wonderful community service event and priceless volunteer experience. **Mark your calendars!!! March 28-29, 2014!**

Mark Your Calendar 2013-2014

*Beers with Peers, World of Beer, Sarasota Sept. 26, 2013	End of the Biennium Feb. 28, 2014
*40 & Under Event, Aqua, Tampa Oct. 17, 2013	*Mission of Mercy, FL State Fairgrounds, Tpa . . . Mar. 28-29, 2014
ADA Annual Session, New Orleans, LA Oct. 31 - Nov. 3, 2013	Dentists' Day on the Hill Apr. 2, 2014
WCDDA Executive Cabinet, Brandon Nov. 8, 2013	Royal Caribbean Cruise to Cozumel, Mexico Apr. 26-30, 2014
*WCDDA Divas in Dentistry, Neiman Marcus, Tampa . . Nov. 9, 2013	FNDC, Gaylord Palms, Orlando June 12-14, 2014
FDA House of Delegates, Tampa Jan. 24-25, 2014	WCDDA Summer Meeting, Naples Aug. 8-10, 2014
WCDDA Presidential Reception Jan. 16, 2014	*MEMBERS AND NONMEMBERS WELCOME
WCDDA Annual Meeting, Saint Petersburg Jan. 17, 2014	

WEST COAST DISTRICT DENTAL ASSOCIATION'S

Divas in Dentistry

Neiman Marcus, Tampa

November 9, 2013

11:30 a.m. – 2:30 p.m.

We invite you to join us in celebrating your inner diva with a fall fashion and networking event. The mid-day extravaganza includes opportunities for both professional exchanges and casual camaraderie while experiencing the latest fall trends – from belts to blushes to brows. Bites and beverages will be provided.

To RSVP, or for more information, contact Kelsey Tidler at (813) 654-2500 or Kelsey@wcdental.org.



BEERS *with* PEERS

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MANATEE DENTAL SOCIETY AND
SARASOTA COUNTY DENTAL ASSOCIATION
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THURSDAY, SEPTEMBER 26, 2013

6:00PM - 8:00PM

ALL MEMBERS, NON MEMBERS AND DENTAL
STUDENTS ARE WELCOME!

SPACE IS LIMITED, RSVP TODAY.

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WCDDA's 92nd Annual Meeting

January 17, 2014

Hilton St. Petersburg Bayfront

Nasser Barghi, D.D.S., M.A.

All-Ceramic Restorations in 2014: Clinical Steps

David A. Beach, D.M.D., M.S.

Cutting Edge Endodontics: Advances in Instrumentation and
Irrigation -

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Cynthia Fong, R.D.H., M.S.

Formulating the Ultrasonic Debridement Treatment Plan and
Ultrasonic Instrumentation Simplified

Wayne Kerr, D.D.S., M.A.G.D.

Stuff Worth Knowin Bout Money, Practice, and Life and
NOW What?!

Mary O'Neill, M.A., M.F.T.

Leadership Challenge Workshop and
THE EQ EDGE: Emotional Intelligence
and Star Performance

Tampa Bay CPR

Basic Life Support Instruction for Healthcare Providers

www.wcdental.org for more info!

The Last Word



Steve Zuknick, DMD

If it were up to me I wouldn't give a single licensed dentist in the state of Florida the option of remaining solo. Not solo in office space per se, but solo as it pertains to the practice of dentistry. I guess that would force all dentists into involuntary membership, which would be a lot like the state bar for attorneys. But I wonder if that would make us effective. Effective in the realm of state capital buildings and legislature. Would 100 percent membership in a required association be more impressive than 70, 60 or even 50 percent market share of a voluntary membership? That is a difficult question to answer-in theory. In practice, however, that question gets answered every day and has been proven effective for many, many years. We always have had the membership numbers to garner the clout needed to bend ears and mold laws in Tallahassee and Washington. The scary thing is finding out what happens when we don't have the numbers.

Our nonmembers are lucky, lucky that they are not one of my children. How easy, albeit wrong, was it to punish a child with a switch or a spanking in the past? It was effective, tough love. Joining organized dentistry shouldn't be as painful, but for some of us it is. I got creative with one of my sons who repeatedly failed to see the importance of getting good grades in high school. After taking away just about every privilege known to mankind, to no avail, I announced that he would "be joining the cross country team". I dropped his 5'10" frame off at the Dover horse trails on a balmy Monday afternoon with a heat index of 105. A few teammates regurgitated 3 months worth of summer snacks that afternoon, and another had a date with the sand, face first next to a large cookie an equine member of the trail had left behind. Not pretty to say the least, but the funny thing was...my eldest pulled through unscathed (well, sort of). Covered head-to-toe in mud (the geology type, not the horse dirt kind) and grinning from ear-to-ear, he exclaimed, "That's the most intense thing I've ever done!" He was high as a kite, until he found out it all happened again at 3:15 p.m. the next day. He's excelled like never before, but never would have agreed to join the cross country team on his own. What's the point? It isn't always going to be easy, but making the decision to join will make it a lot easier. If you can't make the decision, let me make it for you.

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West Coast District Dental Association 5th Annual 40 & Under Event

AQUA

7627 W. Courtney Campbell Causeway • Tampa

Thursday, October 17, 2013

6:00 pm – 9:00 pm

We invite you to join us in celebrating youth in dentistry with an evening of networking and camaraderie!

This is an excellent time to discuss your day to day challenges and successes with your peers and an opportunity to understand organized dentistry. Hors d'oeuvres and beverages will be provided.

To RSVP or for more information, contact Kelsey Tidler at (813) 654-2500 or Kelsey@wcdental.org.

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The West Coast Dental Association supports the professional success of our members in service to their patients and the public.

Values:

Service, Commitment,
 Integrity and Excellence.

The WCDDA Newsletter is published three times a year January, May, and September. The Editor of the association and staff organize, print and mail to membership. The position of the editor is elected by the Executive Cabinet and does not have a specified term. The editorial staff holds the right to deny ads submitted for publishing. The newsletter may publish signed articles relating to all phases of dentistry, but assumes no responsibility for opinions expressed by the contributors. Publication in this newsletter does not imply the West Coast District Dental Association endorses any products or services that are advertised. Views, editorials, news columns and/or articles are those of the author's and not necessarily of the editor, staff, or members of the West Coast District Dental Association.

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Glades	Hillsborough	Sarasota
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WCDDA Royal Caribbean Cruise ★ Port of Tampa - Cozumel, Mexico

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- ★ Explore the underwater world of Chankanaab on a deep-sea adventure aboard the Atlantis Submarine.
- ★ Interact with Dolphins
- ★ Sit back, relax, and bury your toes in the white sand of Playa Mia Beach in Cozumel or escape to the secluded beauty of your own private beach paradise, Passion Island.
- ★ Take a Jeep[®]-safari adventure through the tropical landscape of Cozumel's east side.
- ★ Golfing, Snorkeling and Speed Boats
- ★ Shopping and much more!



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Ocean View Rooms	\$540			\$637.21	Ocean View Rooms	\$377.21
Interior Rooms	\$470			\$567.21	Interior Rooms	\$357.21

CE details coming soon!

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