



West Coast District Dental Association
WEST COAST CHECKUP

Annual Meeting
Info Pages 10-11

Volume 41 • Issue 1 • A Component of the Florida and American Dental Associations • January 2011



2011 Annual Meeting Returns to Tampa

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President's Message



Robert B. Churney, DMD

**“An optimist stays up until midnight to see the new year in.
A pessimist stays up to make sure the old year leaves.”** Bill Vaughan

Well it's 2011 and due to logistical demands I am writing this in 2010, so let's see what the future holds. I am sure the House of Delegates in January will be an interesting meeting with all the topics at hand. Florida has a target on its back as only one of two states that requires an exam as the only avenue for licensure. We must continue to insure the health and well-being of the public by having some form of an examination process. How about dental schools, let's have a few new ones in the state? In this newsletter (page 3), Terry Buckenheimer will be addressing that possibility for us. Remember, private institutions have their own business models which may be foreign to those of us from traditional dental schools but we must always think of the people of Florida and look after their well being.

How about mid-level providers? Earlier in my term during travels to the affiliates, I often wondered: what is a mid-level provider? Is it a new position outside of the traditional delivery of dentistry or is it a new definition of a position already present? This debate will, I am sure, continue for some time just like access to care issues, but we must make sure to form the argument into one that will benefit the public and not 3rd party interest (i.e. training institutions and corporations).

How about revisiting the topic of our state exam? Is it going to be regional or state only? Is it going to succumb to the pressure of the rest of the nation and look to go to a portfolio or a non-clinical exam? This discussion I am sure will be a lively debate.

As you can see dentistry, especially organized dentistry, will have its hands full in 2011 and as always it will be important to stay engaged and active in these discussions. We must remember that we represent the people of Florida and their dental health. This is not about us as dentists as much as it is about protecting the dental well-being of our patients and the public.

Thanks for allowing me to serve you as President of the West Coast and as always I can be reached by all means at my office 727-799-6733 or by email drc@churneyperio.com should the need arise. Let's hope for a great 2011!

Bob Churney

Presidential Cocktail Reception

Dr. Robert B. Churney and Ms. Erika Reincke

request the pleasure of your company

at the Presidential Cocktail Party

of the

West Coast District Dental Association's

89th Annual Meeting

Thursday, the third of February

two thousand and eleven

seven until nine o'clock in the evening

RSVP by January 22nd

(800) 260-5277 or shannon@wcdental.org

**University Club of Tampa
One Tampa City Center, 38th floor**

New Dentist Reception

Friday, February 4th

5:00 p.m. – 7:00 p.m.

Columbia Café – 801 Old Water Street, Tampa

Enjoy drinks, tapas and great
conversation with your colleagues.

Columbia Café is located at the Tampa Bay History Center on the Riverwalk, next to the St. Pete Times Forum, walking distance from the Tampa Convention Center.

Dental school graduates from 2001
and later are welcome!

RSVP by January 22nd

**(800) 260-5277, shannon@wcdental.org
or on the annual meeting registration form.**

*Sponsored in part by
DSG/Dental Services Group & Ultradent*

Survey Results on Important Issues

Recently the WCDDA e-mailed a survey to assess member views and needs. The survey included the question “What issues do you feel will be most important in five years?” The following answers summarize what WCDDA members are worried about:

“New dental schools coming to our area”
“Maintaining our state licensing standards to protect our citizens!”
“Licensure vs. reciprocity”

These topics (and more) will be addressed at the Florida Dental Association House of Delegates. The ADA, FDA and WCDDA are working hard for our members to make our profession the best it can be. Stay tuned for upcoming WCDDA newsletters and e-newsletters to keep you updated on the above issues. With so much going on in your profession, it is important now more than ever to remain engaged and have your voice heard. Concerns or questions can be passed on by contacting your leadership or the WCDDA at 800-260-5277.

New Dental Schools in Florida

I've been asked to update our members on the issue of new dental schools coming to Florida. Actually, there are potentially three schools looking to open dental programs:

- 1) Florida A&M University in the panhandle in Crestview.
- 2) Lake Erie College of Medicine (LECOM) in Bradenton at their Osteopathic Medicine complex.
- 3) A.T. Stills University of Mesa, Arizona in the Lake Nona area of Orlando.

Many have asked if the Florida Dental Association (FDA) is doing anything about this situation and yes, we are.

When a state funded institution is being pressed by certain legislators to open a dental school in their area, the FDA takes the position of stating pros and cons of such a decision. With limited funds, it would seem more prudent to put the funds into the expansion and improvement of existing programs rather than incur the expenses of starting a new dental school. Our lobbyists express our concerns to legislators about the maldistribution of dentists in our state and recommend funding to provide loan repayment for graduating dental students to practice in underserved areas. Money being earmarked for schools could possibly be utilized to improve Medicaid reimbursement to providers of care. We also press for an external feasibility study to fully demonstrate a need for a new dental school prior to setting the school in motion. This is what is currently happening with regard to the new dental school in the works at FAMU.

The FDA, other organizations and dentists, as individuals, cannot restrict free trade. When a private institution has a business model to create new dental schools in states where a need for more dentists is declared by Foundations and perceived by Legislators, we can educate the public, potential students and legislators about the pros and cons of starting such schools. Since all of these schools have a public health aspect in their training programs, perhaps utilizing the graduates to alleviate access concerns could be beneficial for the citizens of Florida. That would assume that adequate funding for dental access programs would be provided. That has not occurred to date and we should not be naive that graduates of these schools will stay in community health settings that do not get adequate funding. We must continue to press our concerns on behalf of our members and act in good faith for what is best for the citizens of Florida.

In the meantime, the FDA Board of Trustees and staff of the FDA will continue to monitor the progress and presence of these schools. Please feel free to call me at 813-857-3989 or e-mail me at tlbdmd@aol.com with any concerns you may have. When things seem to be going against your wishes for our profession, just remember that those same “things” could have been much worse if organized dentistry hadn't intervened on your behalf.

Please get involved, stay informed and maintain your membership in the tripartite as strength does come in numbers.

Sincerely,
Terry Buckenheimer, DMD
FDA 2nd Vice President

Annual OSHA Safety Training Course

Presented by the Dental Institute for Advanced Training



This year's guest speaker will be Jackie Dorst, RDH, BS – returning by popular demand. Jackie is an international speaker, author and consultant on infection prevention, safety and instrument sterilization. Jackie's experience in the dental profession, business, public speaking and research contribute to her energetic seminars based on scientific information applied to clinical effectiveness and efficiency.

The seminar will include biomedical waste, CDC infection control recommendations and infection control guidelines in addition to OSHA Safety training.

May 6, 2011 – Lawrence Higgins Hall
5225 North Himes Avenue
Tampa, Florida 33614
Registration 7:30-8:30
OSHA Class 8:30 – 12:30

Each participant will receive 4 hours of CEU/AGD credits. The cost per office is \$140 for the first group of 3 people, \$45 per person thereafter. We now accept checks and Credit Cards. To register your team, call our office at 813-684-0309 or email us at sylvia.finnegan@yahoo.com.



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

Robert D. Blanc, DDS of St. Petersburg passed away on July 14, 2010.

Melvin M. Owen, DDS of Cape Coral passed away on December 23, 2008.

Laurance V. Peterson, Jr., DDS of Venice passed away on November 9, 2009.

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 Active Life Members

The following members have been granted Active Life Membership for 2011. To qualify for Active Life Membership, a dentist must complete 30 years of membership, reach 65 years of age and still practice dentistry. Congratulations to the following outstanding members:

Dr. John Birchfield

Dr. Gerald Boza

Dr. David Bruck

Dr. Arthur Burt

Dr. William Cardman

Dr. Timothy Conway, III

Dr. James Dillard

Dr. Carl Flatley

Dr. Jules Goldstein

Dr. Myron Graff

Dr. Paul Grumbach

Dr. Paul Helbing

Dr. Robert Holland

Dr. Betty Hughes

Dr. Gary Joyner

Dr. Harvey Kerstein

Dr. Richard Levine

Dr. Myles Levitt

Dr. Richard Olitsky

Dr. Robert Reaves

Dr. Michael Reynolds

Dr. R. Martin Salzgeber

Dr. Paul Schmidt

Dr. Ronny Taschner

Dr. David Thompson

Dr. Nathan Tiffenberg

Dr. Edmond Weglarz

Dr. Lee Welky

Dr. John Wiest

Dr. David Zabrocki

New Members

Dr. Zenaida Alonso, Bradenton

Dr. Jenifer Back, Sarasota

Dr. Mark Burne, North Port

Dr. William Campbell, Jr., Bradenton

Dr. Sean Carr, Naples

Dr. Tiffany Chen, Winter Haven

Dr. Daisy Fatjo, Bay Pines

Dr. Brian Hamilton, Lakeland

Dr. Geoffrey Jackson, Tampa

Dr. Martin Jenkins, Lehigh Acres

Dr. Charles Laun, Lutz

Dr. Amy Luce, Clearwater

Dr. Ivan Mericle, Tampa

Dr. Polly Michaels, Bonita Springs

Dr. Edward Moitoso, North Port

Dr. Monica Perez, Tampa

Dr. Gregory Prior, Clearwater

Dr. Tamara Robison, Naples

Dr. Cory Ruppel, Tampa

Dr. Thomas Spotts, St. James City

Dr. Jennifer Vicente, Brandon

Dr. Nestor Villarreal, LaBelle

Dr. Joseph Wareham, Fort Myers

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Dr. William P. Karpa
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William P. Karpa, DDS
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Fax: (239) 596-0064
WKarpa@murphybusiness.com
www.murphybusiness.com/bonitasprings

Members in the News

The Hillsborough County Dental Association won a softball tournament against the Upper Pinellas County Dental Association, Pinellas County Dental Association and West Pasco Dental Society November 30, 2010. Full story on page 15.



(L-R) Drs. Raed S. Kasem of Clearwater, James R. Hayslett of Clearwater, John Jordan of West Palm Beach and James G. Wilson, II of Tampa were inducted into the International College of Dentists during the ADA Annual Session, October 8, 2010.



(L-R) Drs. S. Edward Hopwood of Clearwater, escorted by Bob Churney, Christopher M. Bulnes of Tampa, Paul A. Palo of Winter Haven and Stephen J. Zuknick of Brandon were inducted into the American College of Dentists during the ADA Annual Session, October 8, 2010.



Discover Napa Valley

Join Your Dental Colleagues on a CE Destination Trip
April 7-11, 2011 at The Villagio Inn-Napa Valley, CA

Join WCDDA's president Dr. Robert Churney for a fun filled long weekend trip to Yountville Napa Valley, CA. The Villagio Inn & Spa features 112 spacious guestrooms arranged in two story building clusters. The guestrooms are spacious Italian cluster-style architecture and include private patios/balconies, fireplaces and oversized sunken bathtubs. Outdoor features include vineyard view, golf, biking, swimming and tennis. Villagio Inn is just steps away from Market Place specialty shops and dining.

Visit www.villagio.com and see for yourself. You won't want to miss this trip!

Secure your reservation today by calling (800) 351-1133 and requesting the WCDDA room rate \$275.00.

Room Rate includes:

Champagne Lobby Breakfast Buffet • Afternoon Lobby Tea
In-Room High-Speed and Wireless Internet Access
In-Room Coffee, Tea & Espresso Machines
Bottle of Chardonnay • Complimentary Wine Tasting Event
Complimentary Access to Spa Villagio Facilities & Amenities

Airfare currently as low as \$204.00

Flight reservations are the responsibility of the traveler.
Suggested flight April 7th: American Airlines #1303 & 1441.

Optional group dinner and group wine tours are being arranged.
3 hours of continuing education will be available.

Contact the WCDDA for a CE registration form 813-654-2500.



Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, January 18, 2011 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The House of Delegates of the Florida Dental Association will meet in session Friday-Saturday, January 21-22, 2011 at the Tampa Airport Marriott.

The West Coast District Dental Association will hold a breakfast caucus in conjunction with the Florida Dental Association's House of Delegates meeting Saturday, January 22, 2011, 7:00 a.m. at the Tampa Airport Marriott.

The House of Delegates of the WCDDA will meet in session Friday, February 4, 2011 at 4:30 p.m. This will be held in conjunction with the WCDDA's 89th Annual Meeting at the Tampa Convention Center.

Meet the Candidates for 2011-2012 WCDDA Secretary



Dr. Frederick Grassin
Hernando County

- Endodontic Private Practice – 2003-Present: Palm Harbor, Spring Hill and New Port Richey, FL
- President – 2007-2008. West Pasco Dental Society
- President – 2009-Present. Hernando County Dental Association
- Delegate – 2006-Present. FDA & WCDDA House of Delegates (West Pasco)
- Acting Chair – 2008. Credentials Committee FDA House of Delegates
- Mentor – 2008-Present. Pasco-Hernando Community College Dental Assisting Program
- Member – 2009-Present. FDA Leadership Development Committee (WCDDA Representative)

To view their CVs in their entirety, visit www.wcdental.org. Additional nominations may be made from the HOD floor and those individuals wishing to run need to bring their CV.



Dr. M. Reza Iranmanesh
Hillsborough County

- Involved in both private practice and education since graduation from Boston University 21 years ago
- Current Vice President of Florida Prosthodontist Association
- Current Chairperson for Hillsborough County Dental Association's Access to Care Committee
- FDA & WCDDA Delegate/Alternate Delegate 2003-Present
- One of the founders of Smile Fridays program & Founder of Extra Ordinary and Fulfilled Group
- Member of HCDA, WCDDA, FDA, ADA, International College of Dentists, American College of Prosthodontics, Florida Prosthodontist Association & Tampa Dental Study Club
- Current volunteer teacher at Hillsborough Community College Hygiene School and Tampa General Hospital Diabetic Patient Education Center
- Past President of Hillsborough County Dental Association, Florida Iranian American Dental Association, Tampa Dental Study Club & Tampa Implant Study Club
- Served as Florida Dental Board Examiner & Courtesy Faculty Professor of the University of Florida Dept. of Prosthodontics

2011 • Mark Your Calendar • 2011

WCDDA Caucus (Telephone), various sites January 18	WCDDA Caucus (Telephone), various sites June 7
FDA House of Delegates, Tampa January 21-22	FDA House of Delegates, Orlando June 8-9
WCDDA Annual Meeting, Tampa February 4	Florida National Dental Convention, Orlando June 9-11
WCDDA House of Delegates, Tampa February 4	WCDDA BVI CE Trip Full Moon June
WCDDA Napa Valley CE Trip April 7-11	WCDDA Summer Meeting, Naples July 29-31
WCDDA Executive Cabinet Meeting, Brandon May 13	ADA Annual Session, Las Vegas October 10-13

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Morcie Smith CFP
 West Coast



Dr. George Pollock
 Southwest/Naples



MaryLou Johnson
 Central FL



Sandy Harris
 Associate Placement



Dr. Marshall Berger
 Broward County



Curtis Johnson
 Central FL



Dr. Alex Cardounel
 Southeast FL



Glenn Swindler, C.C.I.M.
 Commercial Real Estate



Dr. Tony Hodge
 Treasure Coast



Mary Ann Serkin
 Northeast/Central FL



Dr. Chip Kilcourse
 Central FL



Brenda Bilodeau
 Executive Secretary



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 THE CURSE OF THE BLACK TOOTH
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Back by popular request... Join the perfect blend of bareboat sailing, outstanding dental continuing education and the British Virgin Islands.

Charter your own boat, join other comrades or hire a crewed yacht-power or sail. Enjoy seven days with us on the best sailing and learning vacation in the world. Visit www.wcdental.org to download CE & Activity Registration Form which includes full moon party, contests and prizes.

Pick up your spacious sailboat in historic Tortola, BVI, and then sample the best cruising grounds in the world with white sandy beaches, gin-clear seas and authentic local bars in protected waters. Get your fill of the famous fare at "Foxy's" and the "Willie T" while drinking in the latest and greatest in sponsored continuing education.

For further details contact the West Coast District Dental Association's special events coordinators Drs. Paul Miller molar01@msn.com or Hugh Wunderlich htwdds@gmail.com.

To reserve the experience of a lifetime contact Barb Daetwyler BDaetwyler@mooringsnet.com or call The Moorings directly at 888-703-3173.

Important Information

Follow WCDDA on

facebook

2011 Tripartite Dues: Dues statements were mailed out the first week in November. Pay your dues online, www.floridadental.org/dues, for fast and easy service. You may also make partial payments from now until March 31st so contact the Florida Dental Association at (800) 877-9922 for more details.

Propoxyphene Recall: The U.S. Food and Drug Administration (FDA) occasionally issues safety alerts and product recalls. The FDA recently notified healthcare professionals that Xanodyne Pharmaceuticals has agreed to withdraw propoxyphene, an opioid pain reliever used to treat mild to moderate pain, from the U.S. market at the request of the FDA, due to new data showing the drug can cause serious toxicity to the heart, even when used at therapeutic doses. The FDA concluded the safety risks of propoxyphene outweigh its benefits for pain relief at recommended doses and requested the generic manufacturers of propoxyphene-containing products remove their products as well. Visit www.ada.org/2737.aspx?currentTab=2 for additional recent alerts and recalls of oral care products.

New CE Rule for Anesthesia Inspection Consultant: Effective October 10th, the new rule will allow up to two hours of continuing education credit for any dentist who participates as an anesthesia inspection consultant for the Board of Dentistry (BOD). The FDA supported this rule change as an incentive for dentists to help the BOD properly regulate dental anesthesia permit holders. For a listing of all BOD rules, visit the BOD www.doh.state.fl.us/mqa/dentistry/.

Mobile Dental Care Needed: Are you able to travel to patients' homes to perform dental services? The WCDDA receives numerous calls a week regarding patients needing home bound dental care. Please email the WCDDA, wc.dental@gte.net, if you have these capabilities or know of someone that does in order to add the information to our referral list.

WCDDA E-Newsletter: The WCDDA *E-Checkup* is designed to help you keep up-to-date with important information regarding your profession. This brief but informative newsletter is e-mailed monthly (except for the months you receive the printed version January, May & September). If you have not received the E-Checkup and would like to, send your e-mail address to wc.dental@gte.net. The WCDDA utilizes e-mail addresses for association communication only. E-mail addresses are not released to advertisers or the public.

Summer Meeting 2011: The WCDDA's Summer Meeting will return to the beautiful Ritz-Carlton, Naples July 29-31, 2011. Nine hours of continuing education will be offered and the featured speaker is **Dr. M. Johnson Hagood** who will present on esthetics and comprehensive dentistry. Domestic Violence and Medical Errors will also be offered. Room reservations should be made directly with the Ritz-Carlton, (239) 598-3300 or fax (239) 598-6631. Download the reservation form from the WCDDA website at www.wcdental.org. All club room reservations are handled through the WCDDA office at (813) 654-2500.

Give Kids a Smile®: National Children's Dental Health Month is coming in February. February 4, 2011 is National Give Kids a Smile® day, an initiative to focus attention on the epidemic of untreated oral disease among disadvantaged children. For information on getting involved, visit www.ada.org/3152.aspx, e-mail gkas@ada.org or contact your local affiliate.

Free 2011 NCDHM Posters Available: The 2011 program posters for National Children's Dental Health Month (NCDHM) are now available free of charge. The posters are available in English and Spanish. To order your free posters, please visit the NCDHM webpage at www.ada.org/goto/ncdhm.

Eighty-Ninth Annual Meeting of the West Coast District Dental Association

February 4, 2011



REGISTER ONLINE...
WWW.WCDENTAL.ORG

Treatment Planning the Worn Dentition

John C. Cranham, D.D.S.

Seminar A ♦ 9:00 a.m. – 4:30 p.m. 6 CEUs

Seminar includes lunch

The aging baby boomer population presents itself with many unique challenges. Unlike their parents they expect to keep their teeth in good health and function for their entire life. They also will be living longer in a world with increased stress, making occlusal wear/occlusal disease one of the greatest threats to their dentition. This same group of people are also spending billions of dollars to stay healthy and look their very best. Being able to design comprehensive treatment plans that will address occlusal, esthetic, biologic along with the correct material selection will be essential to the successful restorative practice.

At the cornerstone of this presentation are four unique checklists that will guide the dental team through diagnosis, treatment planning, provisional restorations and laboratory communication of complex wear cases. It will provide a predictable, efficient and profitable path to solving difficult occlusal problems.

D, H, A

Prevention and Limited Treatment of Early Childhood Caries

Frank Catalanotto, D.M.D. and Enrique Bimstein, C.D.

Seminar B ♦ 9:00 a.m. – 3:00 p.m. 5 CEUs

Sponsored by the University of Florida College of Dentistry

Free Seminar and includes lunch. Space is limited.

The premise of this course is that the multifactorial nature of ECC requires an early and comprehensive approach. This course will prepare the general dentist and office/clinical staff to provide appropriate diagnostic, preventive and limited restorative procedures to very young children. The course includes a thorough discussion of behavioral, motivational and compliance techniques. The major focus of prevention will be the use of fluoride. Restorative techniques will be limited to the Atraumatic Restorative Technique (ART). ACHA personnel will discuss ways to facilitate participation in the state Medicaid program while limiting participation to very young children.

D, H, A

Pilates and Seated Stretches for the Dental Professional

Juli Kagan, RDH, M.Ed., Certified Pilates Instructor

Seminar C ♦ 9:00 a.m. – noon

Fed up with lower back or shoulder pain? Want to get rid of that pain in your neck, once and for all? Learn the causes and solutions to these distressing conditions and experience joint release stretches, chairside exercises, and classical Pilates matwork. This course reviews postural considerations for the seated dental professional, including: the prevalence of neck and shoulder injuries, spine and hip positioning, neutral seated posture, and the importance of movement. Pilates and specific seated exercises & stretches, which can be done chair side, to help combat poor posture, are presented. At last, sit tall; stand strong; and work without pain!

**Exercise mat or large towel recommended for the course. For participants with "neck issues", please bring an extra smaller towel.*

D, H, L, A, S

Keeping the Flame Alive!

Tina Calloway, CDA

Seminar D ♦ 9:00 a.m. – noon 3 CEUs

Change the direction of your career with creative thinking. How many times have you heard "I am just an assistant"? The dental assistant, one of the greatest assets in the field of dentistry, is no longer limited to sitting idly by with suction in hand. Today's assistant requires leadership, knowledge in dental science, and exceptional communication skills. In this course learn how to sharpen the tools you already possess.

D, A, S

CPR Re-Certification

Michael Cox

Seminar E ♦ 9:00 a.m. – Seminar F ♦ 1:00 p.m.

This course will include training in cardiopulmonary resuscitation (CPR) at the basic support level, including one-person, two-person and child techniques, review heart disease, heart attack, airway obstruction, respiratory arrest and cardiac arrest. The performance of CPR and maneuvers to relieve obstructed airways will be taught. There will also be a segment on the use of Automatic External Defibrillator (AED). This course will meet your CPR needs as required by the State of Florida.

D, H, L, A, S

Antibiotics in Dentistry

Robert C. Fazio, D.M.D.

Seminar G ♦ 9:00 a.m. – noon 3 CEUs

Sponsored by Procter & Gamble

This course is for the clinician. It will discuss the changing antibiotic options in dentistry for acute infections and prophylaxis for old and new antibiotic categories and formulations. The new 2007 American Heart Association at-risk patients and the inconsistencies for the Orthopedic Surgeons' 2009 Recommendations will be compared. What should be done with the patient requiring prophylaxis already on, or recently on an antibiotic? The new approach to cardiac and vascular stents will be emphasized, based on new data and new designs. The bottom line on prophylaxis for VA vs. VP Hydrocephalus Shunts, the four approaches to Dialysis, vascular repairs, IVC Filters, Hickman Catheters, Portacaths etc. will be reviewed.

D, H, A

Eating Healthier for Better FUNction

Juli Kagan, RDH, M.Ed., Certified Pilates Instructor

Seminar H ♦ 1:30 p.m. – 4:30 p.m. 3 CEUs

The concept of a healthy diet is changing; nutrition is different today. Learn about making better choices so that eating more carefully now pays off later, especially when it comes to heart disease, cancer, osteoporosis and obesity. Find out the truth about fats, glycemic load, proteins, carbohydrates, and weight loss and finally get off your diet and learn to live more FUNctionally!

D, H, L, A, S

Table Clinic Presentation

Noon – 1:30 p.m.

Earn up to 2 FREE CEUs for viewing table clinic presentations prepared by dental assisting and dental hygiene students in the West Coast district.

The Good, the Bad & the Ugly: Treating Periodontitis & the Complicating Medical Problems

Robert C. Fazio, D.M.D.

Seminar I ♦ 1:30 p.m. – 4:30 p.m. 3 CEUs

Sponsored by Procter & Gamble

This is a bottom line course with very specific information. What must the hygienist and the doctor know chair side every day to successfully treat periodontitis in both the compliant and non-compliant patient? Which cases can you anticipate successful treatment and which ones are losers? What complicating medical problems are “high risk failure cases”? We will discuss specific protocols; from cures to toothbrushes, antibiotics to analgesics, medical disease and drugs, to mouth rinses and toothpaste. Maximize success and minimize failure.

D, H, A

Show Me the Money In Black, White, and Green

Tina Calloway, CDA

Seminar J ♦ 1:30 p.m. – 4:30 p.m. 3 CEUs

In today's highly competitive and fast-paced dental office, one of the most important responsibilities of each member of the team is the “pre-heating” of the patient for our doctors. To be successful at motivating your patients to be open to, and ultimately, to agree to your dentist's treatment plan requires an arsenal of talents that may not come naturally or without thoughtful preparation. And even if you possess excellent communication and leadership skills and a true commitment to educating your patients about the benefits of long term oral health, are you using these to the full financial benefit of your practice...and yourself?

D, H, A, S

Questions You Should Be Asking About Biologics

Teri Oto, CTBS

Seminar K ♦ 1:30 p.m. – 3:30 p.m. 2 CEUs

Sponsored by Zimmer Dental & RTI

The participant will understand the history of biologic implants, the regulatory and quality programs that ensure patient safety, and will be able to differentiate between different biologic processing techniques and the impact on product handling and clinical performance.

D, H, A

AUDIENCE KEY

D - Dentist/Dental Student, H - Hygienist/Hygiene Student,
L - Lab Tech, A - Dental Assistant/Assisting Student, S - Office Staff



Cheer on the Lightning as they face the Washington Capitals February 4, 2011. The WCDDA has reserved a luxury suite, contact the WCDDA to reserve your suite tickets, \$100/pp which includes game ticket, food and beverages (800) 260-5277. Members and friends can receive a special discounted rate on other seating (starting at \$18), contact Justin Breznik, Corporate Sales Manager for the Lightning, at (813) 301-6542 or Jbreznik@sptimesforum.com.



MEETING LOCATION

The Tampa Convention Center is located in downtown Tampa at 333 S Franklin St, Tampa, FL 33602.

PARKING

(within two blocks of the Tampa Convention Center)

The Convention Center Garage: (450 spaces)

- Daily rate is \$5.00 per entry

The South Regional Garage: (1,000 spaces)

- Daily rate is \$1.60/hour or \$9.50/day

The Crosstown Meter Lot: (160 spaces)

- Meters are enforced from 8:00 a.m. to midnight daily

For special parking needs, please contact
Guest Services at 813-274-8511.

HOTEL RESERVATIONS

Embassy Suites Tampa Downtown is the host hotel and is located next to the Tampa Convention Center. Request the West Coast District Dental Association's room rate \$165/night, which includes complimentary breakfast and nightly reception, (813) 769-8300, www.Tampadowntown.Embassysuites.com. The Southern Transportation Plaza is located just outside Embassy's doors, the Street Car has convenient stops throughout downtown including Channelside and Ybor City, visit www.tecolinestreetcar.org for fees, schedule and stops.

MEETING FACTS

- **Registration:** Pre-register before January 25, 2011 to avoid late fees. Register via mail, fax (813) 654-2505 or on-line at www.wcdental.org.
- **Badges & Tickets:** All pre-registered attendees will receive badges and tickets via mail prior to the meeting date, allowing you to visit the exhibitors and enjoy morning coffee without having to stand in line. Lanyards and on-site programs will be easily accessible.
- **Exhibit Hall and On-site Registration:** Opens at 8:00 a.m. in the lower lobby.
- **Handouts:** Download your course handouts at www.wcdental.org, click on the 'Professional' side, then '2011 Annual Meeting' in the left column, scroll down to 'Handouts'. Handouts will be available 2 weeks prior to the meeting.
- **Discounts Available:** All public health or government dental personnel or dental educators receive a 25% discount on seminar fees.
- **Late Fee:** It is the policy of the West Coast District Dental Association to charge an additional \$20.00 fee after the pre-registration date 2 weeks prior to the meeting, January 24, 2011.
- **Refund and Cancellation Policy:** All requests for refunds or cancellations must be made in writing to the WCDDA prior to the pre-registration deadline. A cancellation/processing fee of 15% will be charged. No refunds will be given if cancellation is received after the pre-registration deadline. No refunds will be given on site. Lunch tickets are nonrefundable.

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WCDDA's Fund - Helping Meet the Need of Our Component

The WCDDA Fund supports access to care events, clinics, accredited dental programs and dental health education in thirteen counties. By supporting local events and education, the association is able to impact various important missions and support the profession. In this coming year, the Fund wishes to provide additional funding to those in need.

You can help us impact our district by contributing to the Fund. A \$25 donation provides you with a chance to win an Apple iPad on February 4th. You do not have to be present to win.

Since 2004, the Fund has provided:
\$ 11,000 in scholarships and dental programs
\$ 5,400 community access to care events
\$ 3,700 hurricane relief to members

Additional committee members are needed. The committee meets once a year in conjunction with an annual meeting and via email communication as needed.

Current Committee Members:

Dr. Robert Klement, Chairman, Dr. Terry Buckenheimer, Dr. Paul Miller, Mrs. Connie Reed and Dr. Glenn Sheumaker.

Contact the WCDDA if you are interested in serving on the Fund Committee, 800-260-5277 or wc.dental@gte.net.



Help Support the WCDDA Fund...

For your chance to win: **Apple 32GB iPad**. The best way to experience the web, email, photos, video, and over 1,000 apps. The iPad could be yours when you support the WCDDA Fund for only \$25.

Drawing will take place on February 4th, you do not have to be present to win. For more information about the Fund, visit www.wcdental.org - professional side.

Purchase raffle tickets on the annual meeting registration form or by calling 800-260-5277.



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VOLUNTEERS NEEDED: The Homeless Emergency Project (HEP) in Clearwater is in need of volunteer hygienists, any day or time of the week. Interested hygienists can contact the dental program at HEP directly at 727-442-9041.

Please **UPDATE** Contact Info.

West Coast District Dental Association
1114 Kyle Wood Lane, Brandon, FL 33511
(813) 654-2500 • (800) 260-5277 • Fax (813) 654-2505
E-mail: wc.dental@gte.net

****Please note the toll-free number listed on the postcard included in the September 2010 newsletter was incorrect. The correct number is listed above.**

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Casey at the Bat - The WCDDA Softball Version

(apologies to Ernyst Thayer and G. Keillor)

OLDSMAR: On Tuesday, November 30th, Hillsborough, Pinellas, Upper Pinellas and West Pasco affiliates played in the first annual Battle of the Bay softball tournament.

It was looking hopeful for the Upper Pinellas team that day
They had beaten shorthanded Pasco with some unusual play.
We gave them a pitcher “Doc” Wundy, the trader, the rat
Even “Baumer” the catcher knew his pitches were hurried and flat.

So we hit them “where they ain’t” in a delicate dance
Causing Albert to boot and cost Miller his pants.
Infield bloopers left “Fork-in” Stimson overly done
Although the game was at night they lost balls in the sun.

Pasco was despairing but our wives cheered and clapped
The din was so loud the pelicans ruffled and crapped.
Captain Jeff May “or may not” lost and did not shed a tear
Cause they were first off the field for the sandwiches and beer.

Oh how we hate Casey he was a blot upon the games
His Hillsborough team so confident they even had dames.
The Pinellas team parried and pressed and had their best swingers
But the team with Casey, the cad, had his team full of ringers.

The battery of Steve Bloom and Ed Busch made beautiful bounty
But Casey made quick work out of the team from South County.
Though ‘Bucky’ took one in the eye and left a lump on his shin
It was clear they were no match, “its déjà-vu all over again”.

“Red Cross” Ross bandaged our tired team near the field
While Hillsborough put 10 on the dirt their paid-players concealed.

We popped 3 flys and 4 Advil to an inning
They scored 6 runs and poor Bulnes was grinning.
Eric hit for the cycle and Dee crossed the plate
Pat Lepeak-ed too early and Larry Lieberman too late.

Oh the fury when Casey entered and spat tobacco juice
And heard Jeremy’s children screaming violent abuse.
Standing near second our pitcher would throw
And now the air was shattered by the force of his blow.

Oh somewhere in this West Coast land the sun is shining bright;
A bur is spinning somewhere, and somewhere hearts are light,
And somewhere softball is played with boys and not a hired gun
But there is no joy in Oldsmar—mighty Casey has hit a home run.



Drs. Erik Geist and Ramon Ortiz



Drs. Steve Bloom & Ed Busch



Drs. Chris Wujick, Jeff Baumrucker and Paul Miller



Dr. Larry Lieberman



Dr. Cary Stimson

West Coast District Dental Association Newsletter

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(813) 654-2500 Fax (813) 654-2505

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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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