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# West Coast District Dental Association WEST COAST CHECKUP

Volume 42 • Issue 1 • A Component of the Florida and American Dental Associations • January 2012



*Join Us  
in St. Pete  
for the 90th  
Annual Meeting*

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# President's Message

## Fluoride, Fluoride, Fluoride....



Paul A. Palo, DMD

**H**ow can such a simple compound create such polar debate and animosity in our society? On one side you have the scientific literature, studies and history of the benefits of fluoride in preventing what the Centers for Disease Control lists as a major public health concern, tooth decay. The CDC has gone on record as listing water fluoridation as one of the ten great public health achievements of the 20<sup>th</sup> Century. On the other side you have various other special interest groups that list numerous erroneous data supporting everything from cancer to Alzheimer's disease as a bi-product of water fluoridation. Then, caught in the middle, are the public officials that are responsible for maintaining municipal budgets. The CDC estimates that the average cost per person in the United States is just under a dollar a year to have fluoridated water, however when the cost is accumulated over a county wide area it is a much larger number. This is what happened in Pinellas County this past October as the commissioners were implored by a vocal group of anti-fluoridationists to remove fluoride from the county's water supply. The debate was heated at times and our stalwart members **Drs. Amy Anderson, Ed Hopwood, Pete Crawford, and Johnny Johnson** did an excellent job of presenting the science of the argument. In spite of their best efforts, the decision was made to discontinue fluoridating Pinellas' water supply. The long-term effects this will have on the dental health of the citizens in Pinellas County remains to be seen. The lesson here is that sometimes the voice of a few misguided people can sway the opinion of our public officials. This in turn leads to undesired consequences for both the public and dentistry. On a national stage this is happening as well, as we see in the Pew Charitable Trust's report on access to care which gave Florida an F grade. Their conclusion was to enact legislation to utilize midlevel providers in our state and open up multiple new dental schools to provide more dentists. The only defense we have in these battles is the collective voice of organized dentistry sounded by our excellent FLADPAC representatives in Tallahassee all the way down to the passionate grassroots members like those in Pinellas County. Their battle may have been lost but they are fighting to reverse this decision, and that is what organized dentistry is all about.

Paul A. Palo, DMD – [Paul@paulpalodmd.com](mailto:Paul@paulpalodmd.com)  
(863) 294-7605

## Ancient Egypt



## Art and Magic

*Dr. and Mrs. Paul Palo  
request the pleasure of your company  
at the Presidential Cocktail Reception of the  
West Coast District Dental Association's  
90th Annual Meeting  
Thursday, the ninth of February  
two thousand and twelve  
seven until nine o'clock in the evening  
Museum of Fine Arts  
255 Beach Drive NE, St. Petersburg  
R.S.V.P. by January 22nd  
(800) 260-5277 or  
shannon@wcdental.org*

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# Consultant's Corner

*Cardiovascular disease is preventable* in many patients. Yet, one in two women will die because of CVD. In addition, stroke, diabetes, pancreatic cancer, pre-term low birth weight and still-born babies can be linked to periodontal disease. Genetic testing has determined that the plaque that builds up below the gumline is the same plaque that deposits in the arteries and causes atherosclerosis. Your patients want to prevent health problems. You can help them.

In the U.S. February is dedicated to American Heart Health Month. Here are a few things you can do to promote Dentistry Has a Heart month.

1. The thoroughness of your dental examinations will be realized by recording blood pressure readings and taking a resting heart rate, then recording the numbers on your hygienist's business card. Many patients see a dentist more often than they see a physician for a physical examination. This alone can be a life saver. This step requires taking a blood pressure reading and a business card. Both can be accomplished within two weeks.
2. Educate the patients with periodontal symptoms about the effect of the bacteria in the oral cavity directly linked to cardiac health. Hygienists can be committed to explaining the information in the context of your heart health promotion. This step requires verbalizing what is being done in the chair. Don't allow bleeding to occur without bringing it to your patient's attention! Bleeding upon scaling or probing is indicative of infection.
3. Enroll online to receive a free red dress pin at [www.goforredwomen.org](http://www.goforredwomen.org) and utilize printed materials that can support your campaign. This step requires a little bit of organization but can be done before February.
4. Connect to the website, [www.dentistryhasaheart.com](http://www.dentistryhasaheart.com) for letters and ideas for embracing this national campaign. Keep in mind that Valentine's Day is on a Tuesday and February 3 (Go Red for Women Day) is on a Friday, Teams love to dress for an occasion.
5. Decorate the office in hearts and the logo of the little red dress.
6. Send note cards to patients post treatment. These can be ordered in our promo products section. We recommend ordering the note cards with your logo on the back of the card.
7. Send a letter to patients prior to the month-long awareness campaign and encourage them to wear red. Offer to donate \$1 to the local chapter of the American Heart Association if they do. This is an opportunity to reach out to your patients and a great way to remind them that you are there for them in January which can be a slow month for dentistry.
8. Have fun while doing something helpful. Visit local cardiology offices with invitations to your practice in a goody bag filled with toothbrushes and floss. Consider the benefits of cross promotion. Physicians may be excited to hear from a dentist who has a heart for this cause.

Dental teams have the biggest hearts of any organization I know. It has been my privilege to work with dentists and teams since 1981. Try something different. In this case, it will bring attention to the heart of the matter, which may save the lives of your patients.

**Laura Jamison**

Jamison Consulting, Inc.

## WCDDA Seminar Series

Is your dental practice experiencing a frustrating downturn or plateau? Has your practice had to cut back to keep up? This economy has taught us that times change and that you must develop the skills necessary to change with the times. Join us for a transformational series, The Entrepreneurial Approach to Dentistry in Today's Economy. We invite you to join us for a series of 3 workshops dedicated to working together as a community of dentists to learn what drives a successful practice. You will learn what guarantees success in your business.

The West Coast District Dental Association has teamed with Laura Jamison of Jamison Consulting, Inc. Put Laura's 25 years of consulting experience to work for you by joining us in this interactive series of seminars. Space is limited to 20. **Register today!**

**Workshop I, March 30<sup>th</sup>:** Mental Conditioning. This workshop will focus on defining your core values and beliefs, the power of a vision statement, goal setting and analyzing your numbers.

**Workshop II, June 22<sup>nd</sup>:** Trust and Motivate. Trust your patients. Trust your employees. Set objectives with your team. Communicate clearly with your patients. Learn the importance of systems to insure both outcomes.

**Workshop III, Sept. 28<sup>th</sup>:** Inspect what you Expect. Learn to evaluate results. Determine what can be expected of your team. There is a difference between delegation and abdication. Be aware of what can be delegated and protect your practice.

**To register visit... [www.wcdental.org/wcd\\_professionals/jamison.html](http://www.wcdental.org/wcd_professionals/jamison.html)**



**FRIDAY WORKSHOPS  
ARE FROM  
9am - 3pm  
AND INCLUDE LUNCH.**

# Members in the News

Saturday, October 22nd, 2011 the Pinellas, Upper Pinellas and West Pasco affiliates played in the 2nd Annual Battle of the Bay Softball Tournament with the Upper Pinellas County Dental Association coming in 1<sup>st</sup> Place!



WPDA



PCDA



UPCDA



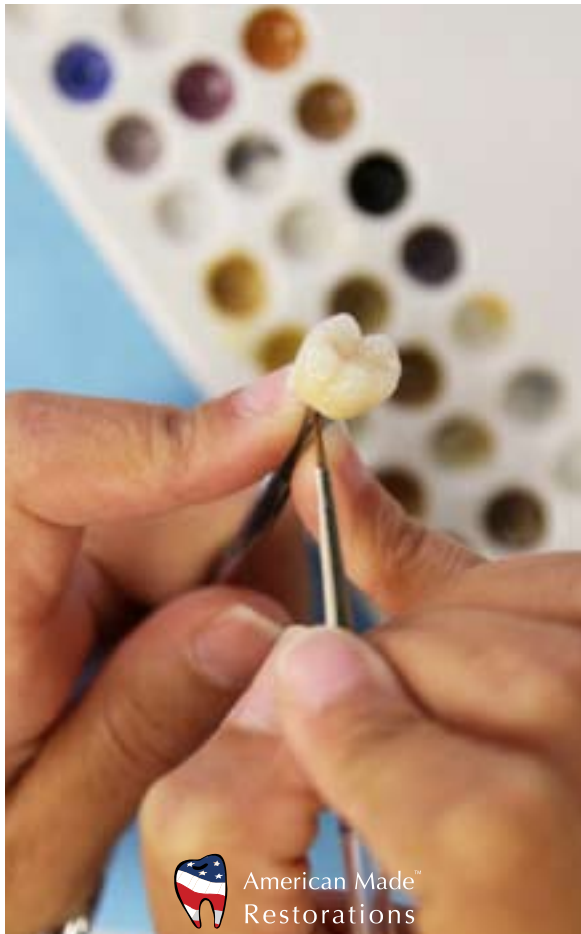
L:R Drs. William Kochenour II and Robert Churney.

**Drs. Robert B. Churney** of Clearwater, **Garland L. Forbes** of Dunedin and **William Lewis Kochenour II** of Clearwater were inducted into the International College of Dentists during the ADA Annual Session, October 10, 2011.

**Dr. Douglas C. Jungman** of Bradenton was inducted into the American College of Dentists during the ADA Annual Session, October 10, 2011.

## WCDDA Member

**Dr. Reinaldo Claudio** published a book, *El Vidajero*<sup>TM</sup> which is now available for purchase at [elvidajero.com](http://elvidajero.com) and at [amazon.com](http://amazon.com). For more information contact Dr. Claudio at [drclaudio@elvidajero.com](mailto:drclaudio@elvidajero.com).



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# Milestones

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

**Alan J. Cerney, DDS of St. Petersburg** – June 27, 2011  
**Donald J. Fragnoli, DDS of Seminole** – Sept. 13, 2011  
**Raymond A. Hansen, DMD of Largo** – August 30, 2011  
**Robert S. Johnson, DMD of Largo** – Nov. 5, 2011

**Joe K. Ligon, DMD of Venice** – Nov. 24, 2011  
**John S. Lindstrom, DDS of St. Petersburg** – August 29, 2011  
**Hanes A. Rolenzo, DDS of Naples**, May 3, 2011  
**Harold "Bud" N. Stanley, DDS of Clearwater** – Nov. 25, 2011

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

Edward R. Abreu, DMD, Tampa  
Damien F. Armstrong, DMD, Winter Haven  
Patricia E. Botero, DMD, Fort Myers  
Kimberly L. Boyett, DDS, Lakeland  
Samuel F. Cancelliere, DMD, Naples  
Robert A. Capozza, DMD, Brooksville  
Theodore K. Chamberlain, DMD, Tampa  
George B. Deese, DMD, Bradenton  
Michael J. DiPiazza, DDS, Tampa  
Elizabeth R. Dy, DMD, Tampa  
Ralph M. Eichstaedt, DDS, Belleair Bluffs  
Licette F. Espinal, DDS, Tampa  
Craig T. Hadgis, DDS, Palm Harbor  
Allison P. Konick, DMD, Ruskin  
André L. Lewis, DDS, Bradenton  
Roberto J. Libhaber, DMD, Tampa  
Bryan J. Morgan, DDS, Bradenton  
Kelly K. Munchel, DMD, St. Petersburg  
Neeraj R. Nagella, DMD, New Port Richey  
David M. Owsley, DMD, Palm Harbor  
Linda D. Park, DDS, Haines City  
Barbara M. Perez, DMD, Tampa  
Linh T. Pham, DMD, Wesley Chapel  
Timothy K. Riesz, DMD, Venice  
Eric M. Serrano, DDS, Port Charlotte  
Erin A. Shiveler, DMD, St. Petersburg  
Scott D. Shwedel, DDS, Fort Myers  
David F. Sweeney, DDS, Brandon  
Hafsa S. Tai, DDS, Lakeland  
Benjamin J. Tindal, DMD, Homes Beach  
Yasmine M. Zangeneh, DMD, Naples

***Keep Your Profession Strong! Strength in Numbers  
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Help the dental profession succeed by recruiting a member today! Invite a non-member colleague to your next affiliate meeting or the WCDDA's Annual Meeting to show the importance of networking and organized dentistry. Organized dentistry is vital to your profession, your future and your unity.

If you or a non-member colleague has questions or concerns, contact the WCDDA office (813) 654-2500 or email Kelsey Tidler at [Kelsey@wcdental.org](mailto:Kelsey@wcdental.org).

Visit [www.wcdental.org/pdfs/Members.pdf](http://www.wcdental.org/pdfs/Members.pdf) to view a complete list of members.



## New Dentist Reception

Thursday, February 9th  
7:00 pm – 9:00 pm

Museum of Fine Arts, St. Petersburg

Enjoy hors d'oeuvres, drinks, and great conversation with your colleagues.

This event is in conjunction with the Presidential Cocktail Reception.

RSVP (800) 260-5277 or  
[shannon@wcdental.org](mailto:shannon@wcdental.org)

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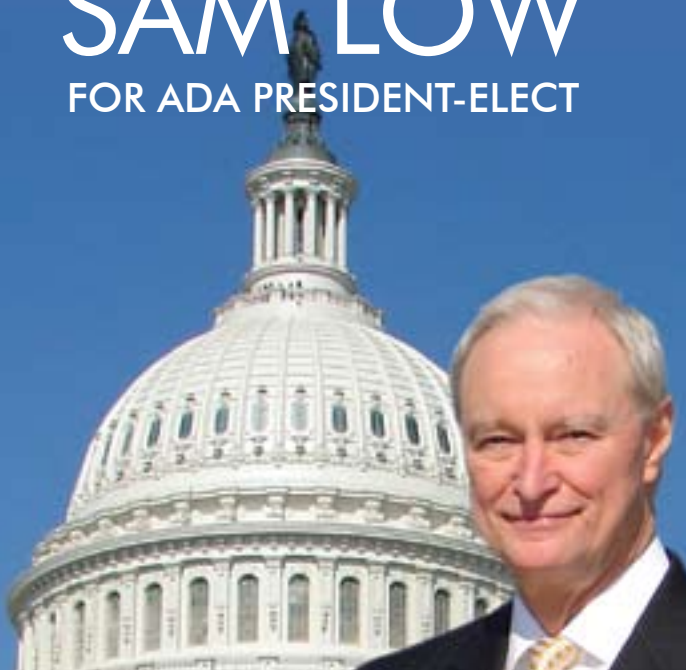


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**Florida Dental Health Foundation**  
THE FOUNDATION OF THE FLORIDA DENTAL ASSOCIATION



# Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, January 17, 2012 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 at the Tampa Airport Marriott on Friday, January 20, 2012 at 1:00 p.m. and Saturday, January 21, 2012 at 8:00 a.m.

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 21, 2012, 7:00 a.m. at the Tampa Airport Marriott.

The House of Delegates of the West Coast District Dental Association will meet in session on Thursday, February 9, 2012 at 4:00 p.m. This will be held in conjunction with the WCDDA's 90<sup>th</sup> Annual Meeting at the St. Petersburg Hilton Bayfront.

## Meet the Candidate for 2012-2013 WCDDA Secretary



**Christopher M. Bulnes, DMD**

Hillsborough County

Dr. Bulnes is a general dentist and has practiced in Tampa since 2001.

**Professional Affiliations:**

ADA, FDA, WCDDA  
Hillsborough County Dental Association  
American Academy of Cosmetic Dentistry  
Florida Academy of Cosmetic Dentistry  
American College of Dentists

**Positions/Appointments:**

2007 to present - HCDA Line Officer  
2005 to present - FDA Council on Membership, Chair  
2004 to present - WCDDA Program Committee  
2004 to present - A Brighter Community, Inc. – Board Member  
2011 to present - Bob Sierra YMCA Board of Directors  
2010 to present - Team Psych Board of Directors  
1999 to 2000 - SIU Student Body President  
1998 to 1999 - SIU Secretary/Treasurer

**Honors/Awards:**

2005 WCDDA Leadership Award  
1999 Dean's List  
1998 Deans' List  
1997 Proctor and Gamble Hispanic Scholarship  
1996 ADA Health Profession Scholarship

**Education:**

July 2000 to July 2001 - AEGD Residency  
Southern Illinois University, Alton, IL  
August 1996 to June 2000 - DMD  
Southern Illinois University, Alton, IL  
August 1992 to May 1996 - BA Chemistry  
University of South Florida, Tampa, FL

Dr. Bulnes' interests include triathlons, running, golfing, coaching and spending time with family.

*Additional nominations may be made from the HOD floor.  
Those individuals wishing to run need to bring their CV.*

## Mark Your 2012 Calendar

WCDDA Caucus (Telephone), various sites . . . . . January 17  
FDA House of Delegates, Tampa. . . . . January 20-21  
Dentists' Day on the Hill, Tallahassee . . . . . February 1  
WCDDA House of Delegates, St. Petersburg . . . . . February 9  
WCDDA Presidential & New Dentists' Reception . . . . February 9  
WCDDA Annual Meeting, St. Petersburg . . . . . February 10  
WCDDA St. Patty's Day & CE in Savannah. . . . . March 15-18

WCDDA Executive Cabinet Meeting, Brandon . . . . . May 11  
FDA House of Delegates, Orlando . . . . . June 15-16  
Florida National Dental Convention, Orlando. . . . . June 14-16  
WCDDA Summer Meeting, Naples. . . . . July 27-29  
ADA Annual Session, San Francisco. . . . . October 18-21



Join us for St. Patty's Day, contact [Kelsey@wcdental.org](mailto:Kelsey@wcdental.org)



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- Commit our staff to continuing education so they may be more knowledgeable in serving you.
- Treat you with respect and courtesy.
- Conduct our business in an ethical manner.

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# Important Information

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## 2012 Tripartite Dues Installment Option

The FDA is once again offering members the ability to pay their dues in six installments, with the first payment beginning in January, 2012 and culminating in June, 2012. Spread your payments out and make renewing your membership easier. Dentistry needs your support to stay strong. If you have any questions, please contact your FDA member services center at (800) 877-9922.

## End of the Biennium

Renew your dental license by February 28, 2012. Enclosed is a folder to help you keep track of your 2012-2014 continuing education courses.

## Prescription Drug Monitoring Program

The Electronic - Florida Online Reporting of Controlled Substances Evaluation program (E-FORCSE) is Florida's Prescription Drug Monitoring Program (PDMP). The PDMP was created by the 2009 legislature in an initiative to encourage safer prescribing of controlled substances and to reduce drug abuse and diversion within the state of Florida. Section 893.055, Florida Statutes, requires health care practitioners to report to the PDMP each time a controlled substance is dispensed to an individual. This information is to be reported through the electronic system not more than 7 days after dispensing. The reporting time frame ensures that health care practitioners have the most up-to-date information available. View the facts and register at <http://www.eforcse.com>.

## 2012 Legislative Session

Mark your calendars! The 2012 Legislative Session will commence on Tuesday, January 10, 2012 and is scheduled to end on Friday, March 9, 2012. Stay tuned to the WCDDA E-Checkup in the following months for up-to-date legislative information.

## Summer Meeting 2012

The WCDDA's Summer Meeting will return to the beautiful Ritz-Carlton, Naples July 27-29, 2012. 9 CE hours will be offered. Featured speakers include Drs. David Beach speaking on Endodontics, Mark Farina on Orthodontics, Pat Ricalde on Oral Surgery, Jimmy Wilson on Periodontics and Gy Yatros on Sleep Apnea. Room reservations should be made directly with the Ritz Carlton, (239) 598-3300. Download the reservation form from the WCDDA website at [www.wcdental.org](http://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 up in February. February 3, 2012 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 <http://www.ada.org/3452.aspx>, e-mail [gkas@ada.org](mailto:gkas@ada.org) or contact your local affiliate.

## Pinellas County Fluoridation Issues

Residents with county water supply will soon see some changes in the availability of optimally fluoridated water, as Pinellas County stops fluoridating its supply. The Pinellas County Commission on October 4th voted 4-3 to halt fluoridation of the county's water supply by December 31. Some 700,000 residents will be affected. Pinellas County has fluoridated its community water supply since 2004. Fluoridation in the cities of St. Petersburg, Gulfport, Dunedin and Belleair will not be affected by the decision. What began as a discussion to cut costs erupted into a contentious debate about fluoridation's safety and health effects and the government's role in the choices of citizens, according to local media reports. Commissioners heard testimony from dentists and pediatricians who advocated for continuing fluoridation to improve the dental health of Pinellas County residents and lowering the county's costs for dental care for the underserved as well as speakers against fluoridation who discussed concerns about side effects, government intervention and cost.

**Dunedin** - The City Commission voted to keep fluoride in the public water supply, siding with widespread scientific consensus and rejecting critics who have protested the mineral as illegal toxic waste. Commissioners voted 3-2 in support of Fluoridation. Though Dunedin's vote will affect a much smaller contingency (30,000), it lends a larger victory to the dentists and health professionals who have spoken for decades in fluoride's defense. If you become aware of any fluoridation issues arising in your area, please reach out to the WCDDA office and your local commissioner's office to express your concern.

# 90th Annual Meeting of the West Coast District Dental Association February 10, 2012



## Making Implants Part of Your Everyday Practice

**Robert F. Faulkner, D.D.S.**

Seminar A • 9:00am – 4:00pm • 6 CEUs

**\*Registration includes lunch**

Dental implants have been available for patient treatment for well over 30 years, yet most dental practices in the United States today restore less than 10 implants a year. There are many reasons for this including patient awareness and acceptance, fear of surgery, multiple office visits, and the lack of confidence of the treating doctor and staff to deliver successful treatment. This one day lecture will cover a wide range of topics to enable the dental team to provide predictable implant treatment for the patients in their practices.

- Diagnosis and treatment planning including patient selection and sequence of treatment.
- Treating the edentulous patient...predictability.
- Surgical templates – designs, fabrication, and utilization.
- The assistant's role in providing implant treatment.
- Hygiene maintenance for dental implants.
- Anterior esthetics – how do we make implant restorations look like teeth?
- Occlusion – its importance in implant success.
- Cement vs. screw retained implant restorations.
- Marketing dental implants for your practice.

D, A, H, S

## Comprehensive Care for the Hygiene Patient

**Patricia A. Worcester, CDA, RDH, BS**

Seminar B • 9:00am – Noon • 3 CEUs

We can help enrich our patients' lives! The hygiene appointment so much more than just a cleaning! This program discloses the power of non-surgical periodontal therapy techniques and procedures.

- Explore the regeneration of bone with proper SRP techniques.
- Learn why one hour per quadrant is NOT enough time for a moderate to advanced perio patient.
- Enhance your hygiene exam with proper data collection.
- Utilize probing and charting information and turn it into a tool that makes your patients healthier and increases case acceptance.

D, H

## The Complete Care Dental Team

**Larry M. Guzzardo**

Seminar C • 9:00am – 4:00pm • 6 CEUs

**\*Registration includes lunch, 4<sup>TH</sup> STAFF MEMBER ATTENDS FOR FREE**

Working together can often be frustrating and it's confusing to know what works to provide the best patient experience you can deliver. By removing the guesswork from knowing what counts to be more productive and profitable, working in your practice turns out to be fun and motivating. Don't wrestle with the puzzling steps to implement complete care into your practice any longer. This course will simplify the necessary path to transition your current systems so you can work efficiently and profitably. While learning how easy it can be, you'll be inspired and motivated to accelerate the transition and leave with a specific plan for providing exceptional patient care to build a highly profitable practice, all while delivering complete care.

- Effective strategies to correctly handle the new patient phone call.
- Verbal skills to present treatment and improve case acceptance.
- Three necessary components to every new patient experience.
- Specific practice numbers you should monitor and what they tell you.
- How to maintain a stress free schedule and improve productivity.

D, A, H, S

## Update on Bonding Systems and Dental Materials

**John Burgess, D.D.S., MS**

Seminar D • 9:00am – 4:00pm • 6 CEUs

**\*Registration includes lunch**

This clinically oriented course compares new materials and evaluates their clinical success. It will not make you famous, an instant millionaire, thin, prevent hair loss nor will it correct the recession. However, it will provide thoughtful insight on controversies surrounding clinical techniques and materials and supply answers for many of your questions. Understand which material works and why it works rather than hear, "It works for me". See the newest results of long-term clinical trials, which will be presented and discussed. The presentations are clinical updates and clinical success with different composites, adhesives, glass ionomers, ceramic materials and cements will be demonstrated. This fast paced course will improve your dental practice and selection of dental materials and is designed to provide information that can be used the following clinic day. These presentations will provide useful information and a number of tips to improve your practice.

- Bonding Agents
- Esthetic but Functional Composite Resin
- Ceramics and Cement Selection
- Treating the High Caries Risk Patient

D, A



Rock 'n' Roll St. Pete Half Marathon will take place on February 12th in Downtown St. Pete. Begin your weekend at the Health and Fitness Expo at Tropicana Field and end your weekend with a rock 'n' 13.1 mile run.

FOR MORE INFORMATION VISIT

<http://runrocknroll.competitor.com/st-petersburg/splash>

## Post Meeting Mixer

Don't rush out into rush hour, instead relax and unwind while mingling with your friends and exhibitors. Plan on sticking around the exhibit hall for a TGIF celebration immediately following the seminars.





## CPR Re-certification

### Presented by Tampa Bay CPR

Seminar E • 9:00am — Seminar F • 1:00pm

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, A, H, L, S

## New Patients: Providing the WOW Experience

### Patricia A. Worcester, CDA, RDH, BS

Seminar G • 1:30pm – 4:30pm • 3 CEUs

Do you get frustrated when patients don't move forward with their necessary periodontal and restorative work? This program will demonstrate how clinicians can increase case acceptance. Encourage your patients into accepting the benefits of needed treatment and increase your bottom line.

- Discover what the patient REALLY wants and desires.
- Put the patient at ease with treatment recommendations.
- Intra-oral camera use to take patient on "tour" of their mouth in order to develop treatment plan for restorative dentistry.
- Work smarter- not harder- for case acceptance.

D, H

## Lunch Buffet - Ticket H

Noon – 1:30 pm

Downtown St. Pete offers many walking distance options for lunch, visit [www.discoverdowntown.com](http://www.discoverdowntown.com) for a detailed list. If you prefer to stay at the hotel for lunch you will enjoy a comfortable setting and a delicious variety.

### Exhibit Hall

Visit the exhibit hall from 8:00 a.m. – 4:30 p.m. The exhibit hall features a variety of dental suppliers and practice management companies. You will have the opportunity to visit with long time supporters and meet new contacts. Make it a point to stop by and show your support to the exhibitors as they have special offers for attendees.

### Table Clinic Presentation

Noon – 1:30 pm

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

### AUDIENCE KEY

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

## Hotel Information

St. Petersburg Hilton Bayfront is located at 333 First Street South, St. Petersburg in the waterfront district of downtown across from Progress Energy Park and The Mahaffey Theater. It is within walking distance to downtown St. Petersburg, The Pier, Baywalk, Salvador Dali Museum and a variety of restaurants and nightlife. It has convenient access to I-275, St. Petersburg Clearwater Airport is 15 minutes away and Tampa International Airport is 25 minutes away. All lectures, Exhibition Hall and registration will be located in Lobby II and III, on the first floor of the hotel.

## Hotel Reservations

When making your reservation at the St. Petersburg Hilton Bayfront, be sure to mention the West Coast District Dental Association Annual Meeting in order to receive the group rate of \$159.00. Reservations can be made by calling 1-800-944-5500 or online at [www.wcdental.org](http://www.wcdental.org).

## Directions

From Tampa: take I-275 south to Exit 22: I-175. The exit will turn into 5<sup>th</sup> Avenue south. Follow 5<sup>th</sup> Avenue south to First Avenue south. Follow 5<sup>th</sup> Avenue south to 1<sup>st</sup> Street south, turn left. Hilton is 2 blocks on the left.

From South FL: take I-75 toward Tampa. At Exit 228, take ramp right for I-275 toward St. Petersburg. Merge onto I-175 via Exit 22 toward Tropicana Field. Turn slight left onto 5<sup>th</sup> Avenue south. Turn left onto 1<sup>st</sup> Street Southeast. Hilton is 2 blocks on the left.

**Access door to door directions on [www.googlemaps.com](http://www.googlemaps.com), [www.mapquest.com](http://www.mapquest.com), etc.**

## Parking

There are several parking garages surrounding the hotel, two of the closest are 1 block north at 2<sup>nd</sup> Street and 2<sup>nd</sup> Avenue, both are \$5.00 a day. St. Petersburg Hilton Bayfront parking is available for \$5.00, over 5 hours \$12.00 a day. Visit [www.discoverdowntown.com](http://www.discoverdowntown.com) for an interactive map of the downtown area including parking garages.

## Meeting Facts

- **Registration:** Pre-register before January 27, 2012 to avoid late fees. Register via mail, fax (813) 654-2505 or on-line at [www.wcdental.org](http://www.wcdental.org).
- **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 27, 2012.
- **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 Lobby II & III.
- **Handouts:** Download your course handouts at [www.wcdental.org](http://www.wcdental.org), click on the 'Professional' area, then click on the '2012 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, government dental personnel or dental educators receive a 25% discount on seminar fees.
- **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.
- **Questions** concerning the meeting or registration? Contact WCDDA at (813) 654-2500 or email Kelsey at [kelsey@wcdental.org](mailto:kelsey@wcdental.org).

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# WCDDA's Fund, Helping Meet the Need of Our Component

The WCDDA Fund supports access to care events and 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 will provide you with a chance to win an Apple iPad2 on February 10<sup>th</sup>. You do not have to be present to win.

## Since 2004, the Fund has provided:

- \$ 12,150 in scholarships and dental programs
- \$ 6,904 community access to care events
- \$ 3,700 hurricane relief to members

## Help Support the WCDDA Fund!

Enter for your chance to win an **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 raffle tickets on the registration form.** The WCDDA Fund supports local dental health education, access to care projects, careers in dentistry, and disaster relief.

# 2012 Dentists' Day on the Hill

## Lots of puzzles to solve in 2012!

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## WEDNESDAY, FEB. 1

LEGISLATIVE BRIEFING

TUESDAY, JAN. 31 AT THE ALOFT HOTEL

**JOIN YOUR COLLEAGUES** for a day of face-to-face meetings with your legislators in Tallahassee. The Legislature meets early this year to negotiate reapportionment for state and congressional districts. For more information (register, schedule, room blocks), go to [www.floridadental.org/DDOH](http://www.floridadental.org/DDOH) or contact Carol Nissen at [JWSRGN@aol.com](mailto:JWSRGN@aol.com).

**DR. DAN BERTOCH MEMORIAL GRANT:** Dr. Dan Bertoch devoted much time to advocacy for the dental profession. It is in this spirit that a Memorial Fund in Dan's name has been established to provide funding for a first-time attendee to DDOH in Tallahassee on Feb. 1, 2012. The grant can be used toward transportation to and from Tallahassee and accommodations at the host hotel. The deadline for application is Jan. 20, 2012. To obtain the grant application or make a contribution, contact the WCDDA office at 813.654.2500.



*Ninetieth Annual Meeting of the West Coast District Dental Association*

Seminar	Time	Title	Dentist Fee	Staff Fee
A	9:00 am - 4:00 pm	Making Implants Part of Your Everyday Practice <b>*includes lunch</b>	\$225.00	\$115.00
B	9:00 am - Noon	Comprehensive Care for the Hygiene Patient (Sign up for B&G and Save \$30.00)	\$60.00	\$60.00
C	9:00 am - 4:00 pm	The Complete Care Dental Team - <b>4th staff member attends free *includes lunch</b>	\$120.00	\$120.00
D	9:00 am - 4:00 pm	Update on Bonding Systems and Dental Materials <b>*includes lunch</b>	\$225.00	\$115.00
E	9:00 am	CPR Recertification	\$35.00	\$35.00
F	1:00 pm	CPR Recertification	\$35.00	\$35.00
G	1:30 pm - 4:30 pm	New Patients: Providing the WOW Experience	\$60.00	\$60.00
B&G	9:00 am - 4:30 pm	Both hygiene seminars B&G	\$90.00	\$90.00
H	Noon - 1:30 pm	Lunch Buffet	\$30.00	\$30.00
Raffle		iPad2 Raffle Ticket (Support the WCDDA Fund) \$25.00 x # _____ = _____		
	7:00 pm	Presidential Reception (Thursday, Feb. 9th) Museum of Fine Arts # of Attendees _____		
	7:00 pm	New Dentist Reception (Thursday, Feb. 9th) Museum of Fine Arts # of Attendees _____		

**PRICES FOR EACH COURSE WILL INCREASE BY \$20.00 ON JANUARY 27, 2012. REGISTRATION POLICIES ARE ON PAGE 1.**

**Registration Instructions:** Print primary dentist info. below, indicate seminar letter and fee in boxes below, total across, total down with staff registration, include payment. Fax or mail registration to WCDDA office. You may also register on-line at [www.wcdental.org](http://www.wcdental.org).

All dentists must register as dentists - please print clearly

check category that applies below

Dentist Name: \_\_\_\_\_

WCDDA Member  FDA Mbr - \$25.00

ADA Number: \_\_\_\_\_

ADA Mbr - \$50.00  Non ADA Mbr - \$350.00

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone #: \_\_\_\_\_

Dentist Name	Circle	Seminar	Fee	Seminar	Fee	Seminar	Fee	Total
1.	DMD or DDS							
2.	DMD or DDS							

**Staff Registration**

Staff Name/job title <b>Job title key</b>	Seminar	Fee	Seminar	Fee	Seminar	Fee	Total
Hygienist - H      Office Staff - S							
Assistant - A      Lab Tech - L							
Hygiene Student - HS							
Assisting Student - AS							
1.							
2.							
3.							
4.							
5.							
6.							
7.							

**Total dentist fee plus total staff fee:** \_\_\_\_\_

**Payment Information:**  make check payable to WCDDA  Credit Card

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

CVV Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**West Coast District Dental Association**

1114 Kyle Wood Lane • Brandon, FL 33511 • Registration Questions (813) 654-2500 Fax (813) 654-2505

[www.wcdental.org](http://www.wcdental.org)

# Manage Toward Continuous Improvement & Growth

Larry M. Guzzardo is one of the WCDDA's Annual Meeting featured speakers!

*Reduce stress, gain more time for planning, and resolve conflicts.*

- ★ **Get everyone involved.** Ask for total participation from the entire staff. Solving problems involves change and forcing change on staff members who have not participated in the process will result in resistance.
- ★ **No blame, judgment, or finger pointing.** Problem solving requires lots of open communication. Concentrate on moving forward - let ideas flow.
- ★ **Work Your Plan.** Decide on action to take and monitor your progress. Not going in the right direction? Time for discussion at a staff meeting to determine what steps to take next.

## Follow These Steps:

**State the problem.** State the problem in terms of results. For example, "Recall has fallen below 85% of the patients due" is a problem statement. "Patients are not keeping up with their recall visits" is not a problem statement. This is more like suggesting a solution.

**Find the cause of the problem.** Do not ignore this step. The answer to patients not keeping up with their recall visits is obviously for them to start coming in. But if the answer were that simple, would you really have a problem? Real causes are rarely obvious. Are patients not aware of the importance of their appointments? Do patients understand what they are being told?

**Solutions should be unique to your problem.** Solving problems allows you to use your creativity, so don't be timid with your ideas. Find as many solutions as possible, then pick the best one

**Get to the root of the problem.** Do not worry about solving symptoms. Failure comes from fighting symptoms instead of problems. If you ignore the symptoms and solve the problem, the symptoms will disappear.

**Apply the solution.** Good intentions mean nothing if there is no action. Because problem solving involves change, this step is most often the most difficult. Staff does not like change unless they feel it benefits them. Explain the changes as positive steps to make everyone's life easier.

**Monitor your progress to make sure the solution works.** Actively monitor the problem for at least 90-days. You'll know if the solution works. If not, did you really find the problem? If the solution is working, check to see if minor problems (symptoms) have disappeared.

To learn more on improvement and growth for your dental team, register for the "The Complete Care Dental Team" course held in conjunction with WCDDA's Annual Meeting on February 10, 2012 at the St. Petersburg Hilton Bayfront.

*You will find the Annual Meeting Brochure & Registration Form on pages 10-13.*

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# The Last Word



Steve Zuknick, DMD

As it goes with print media, I sit here Thanksgiving weekend writing the “Last Word” that will appear during the beginning of 2012. You are probably contemplating New Year’s resolutions that will linger for the first few months of the year. These are often simple self-improvement endeavors designed to improve yourself in different ways, be it physical, mental or habitual. It is human nature to be self focused, but there are other areas resolutions can be directed.

As I write this, a popular Sunday evening “news” show did a follow up report on the excessive homeless population found in central Florida. <http://www.cbsnews.com/video/watch/?id=7389750n> or scan this QR code.



Use your smartphone to scan this QR code.

Because of its proximity, this segment hit home a lot more than it would have if it had been based elsewhere. It is well reported that our West Coast area has had more than its share of financial hardships as well. The show interviewed several families who were living out of various vehicles subsisting on very little. The survivability of the children in these families was inspiring. It certainly allowed me to focus on the important things and be thankful for what we have. It makes resolutions based on self-improvement seem a lot more fruitless and those directed towards helping others much more beneficial.

We are a profession, who for the most part has survived this financial recession in fair form. This places us in a unique position to help others. We often get caught up in the politics of dentistry: how our environment directly affects us. Sometimes we need to be thankful for what we have and resolve to help those around us. Your resolution can be aggressive by getting involved in the plight of the homeless in our state or be as simple as finding some families in your practice, children’s school or your church who are down on their luck and providing your services free of charge. Dentistry is, after all, what we do best.

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- **Find-a-Dentist** on ADA.org can help put patients in our chairs. Update your profile at [ADA.org/memberprofile](http://ADA.org/memberprofile).
- **Contract Analysis Service** review of unsigned dental benefit contracts helps us make informed decisions about the implications of participation in dental plans.
- **ADA News, JADA, ADA e-publications, FDA Today and West Coast Check-Up** provide information affecting the dental profession and our practices.

Maintain your ADA, FDA and WCDDA Membership in 2012!  
For more information visit [ADA.org](http://ADA.org), [Floridental.org](http://Floridental.org) or [wcidental.org](http://wcidental.org).

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**West Coast District Dental Association Newsletter**

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