



# West Coast District Dental Association WEST COAST CHECKUP

**Here It Is!**  
Summer Meeting Brochure Pages 11-14

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*Join us at the  
WCD DA Summer Meeting  
August 8-10, 2014  
at The Ritz-Carlton  
Beach Resort in Naples*

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# President's Message



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

It has truly been an honor to serve as President of the WCDDA this past year. I want to take this opportunity to express my deepest gratitude to all my friends and colleagues who have helped me look good to the membership. It has been a presidency filled with many changes and yet we had plenty of fun along the way. This year we had many actions that will impact the future of our association like the reworking of our mission statement, by-law changes, eliminating the WCDDA House of Delegates as the governing body of the association and electing to have the Executive Cabinet as the administrative and governing board. Many education opportunities were offered at the summer meeting in Naples, the annual meeting in St. Petersburg, local affiliate meetings, FDA meetings, and the cruise seminar. I promised at the beginning of my Presidency that we would see some fun too: the Royal Indian Reception, the Presidential Reception, the FLA-MOM Volunteer Reception, the 40 & Under Event, Beers with Peers, Divas in Dentistry and the cruise. This definitely rounds out my year with a bang!

I would like to thank the officers: Drs. **Fred Grassin, Chris Bulnes, Melissa Grimaudo, Natalie Carr, Tim Marshall** and **Leo Cullinan**. Their dedicated support to me and the WCDDA at all times insured the success of the programs for you, the members. My special thanks goes to two energetic ladies of our WCDDA office, Executive Director, Lissette Zuknick, and Executive Secretary, Kelsey Tidler. Both of them were instrumental in simplifying some challenges and in turn allowed for the smooth running of our organization. I am amazed by their dedication, endless energy and their willingness to do the best possible job for you.

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

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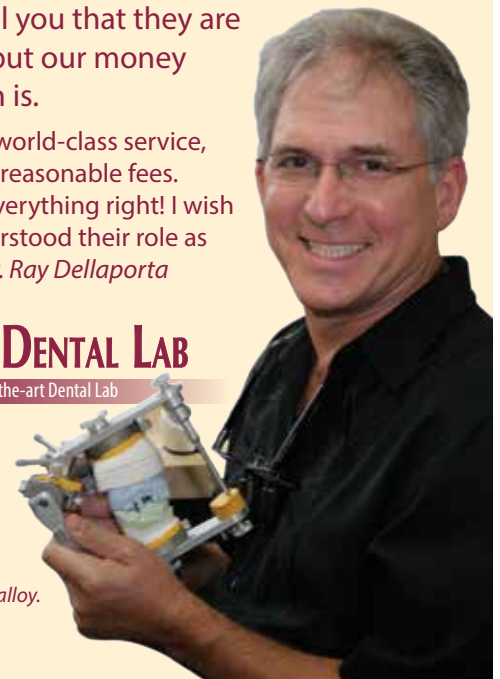
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# WCDDA's 92nd Annual Meeting Highlights



(L: R) Dr. Niles Kinnunen, Mrs. Cherry Kinnunen and Dr. Melissa Grimaudo

Fun times, great CE and networking at the 92<sup>nd</sup> Annual Meeting!

See you again next year on January 16, 2015!



(L: R) WCDDA Officers: Drs. Sam Desai, Fred Grassin, Chris Bulnes, Melissa Grimaudo, Natalie Carr, Leo Cullinan and Tim Marshall.



WCDDA's Annual Meeting Red Jacket Hosts



Annual Meeting Lecture



Exhibit Hall

## Affiliate Spotlight

Hillsborough County Dental Association President, Dr. **Patrick Johnson** (right) and Hillsborough County Dental Association Past President, Dr. **Craig Oldham** (center) graciously accept the Affiliate of the Year Award presented by WCDDA President, Dr. **Sam Desai**.



## WCDDA's Annual Meeting Table Clinic Winners

**School:** Hillsborough Community College

### Hygienists

1st Place - Lindsey Burley and Chloe Latimer, "The Body Gains, The Bone Loses"

2nd Place - Melissa Miller and Maria Levia, "Transplant Patient Protocol"

### Dental Assistants

1st Place - Jordana Gorrochotegvi, "Erosion of Tooth Enamel from Drinking Diet/Regular Carbonated Drinks"

1st Place - Tiana Jones, "Long Term Effects of Smoking Cigarettes on Teeth and Mouth"

2nd Place - Phy Nguyen, "Effects of Mouthwashes"

*Thank you to everyone who participated in visiting the table clinics this year!*

### Scholarships

Through your continued support the WCDDA Fund awarded four \$250.00 scholarships to dental assisting students from Traviss Career Center: Leah Lindstamer, Yamaris Scott and Christine Steltmann and a hygiene student from South Florida State College: Bonita Gonzalez.

# Dentists' Day on the Hill

Congratulations to Dr. **Jessica Kroll** who was able to attend DDOH partly due to the Dr. Dan Bertoch Memorial Grant and West Pasco County Dental Association.

I, like many other dentists I know, am slightly Type A and possibly a minor control freak. I like my schedule to run as planned, I like my treatment to have predictable results, and I like my practice to run smoothly. Of course there are emergencies and no-shows and hiccups, but I find comfort in having a pretty good grasp of what each day will hold. It is just so easy to live in this bubble of my own life and my own practice and to blissfully ignore that dentistry is at a very high risk of changing.

Sure, I have heard time and time again that managed care will completely take over and that private practice dentistry is dying. Yes, I have been told that soon we will be at the mercy of insurance companies and our patients and practices will suffer. But my bubble is intact, my schedule is (relatively) full, and it is surprisingly easy to avoid thinking about the issues that I like to pretend will not affect me. That is until I find myself sitting in a conference room at the state capital, surrounded by dentists from all over Florida, listening to our dedicated lobbyists talk about the progress that has been made in legislation over the last year.

At Dentists' Day on the Hill this year, WCDDA members were able to meet with legislators from all over the West Coast District. We were even able to sit down with the Senate President and Speaker of the House, mainly because of the relationships these two leaders have with their legislative contact dentists. Thanks to the organizational skills of Dr. Zack Kalarickal, we spent even more time in meetings and less time running back and forth across the capital than last year. My feet were grateful.

What I came away with from DDOH this year is threefold. First, I need to take my head out of the sand and pay attention to the issues. I am not saying I need to become a political activist, but when I receive an email asking me to email a legislator in support of or opposition to a bill, I should at least read the summary. Second, there is huge strength in numbers. Legislators notice when a group has a strong turnout on the Hill and they are more likely to listen the more we bombard them. Similarly, they are more likely to take our issues seriously when they hear about them at home. We were encouraged over and over to talk to our senators and representatives in congress when they are not in session and can actually take time to talk with us. And finally, it is vital to our profession to maintain, and hopefully increase, our membership in organized dentistry. The reason my future is bright is because generation after generation of dentists have fought for our profession. It is my responsibility as a young dentist to continue the fight.

I was only able to attend DDOH this year because of the Dan Bertoch Memorial Grant. Everyone knows it is not easy to take time off from work, let alone to take time off when you are still new in your career and being buried in student loan debt. Dan Bertoch worked hard to develop legislator relationships and the grant in his honor can help young dentists continue to carry the torch he once carried. I can only hope that more and more young dentists will get involved in organized dentistry and apply for the grant next year.

– Dr. Jessica Kroll



WCDDA Members visiting with Senator Simpson: (L: R) Dr. Zach Kalarickal, Dr. Jessica Stillely, Dr. Oscar Menendez, Dr. Jessica Kroll, Senator Wilton Simpson (Chair of Senate Community Affairs), Dr. Leonard Britten, Dr. Jeremy Albert, Dr. Patrick Johnson and Dr. Matt Waite.



(L: R) DDOH Attendees, Drs. Natalie Carr, Joseph Craig, Reza Iranamesh, Gregory Langston, David Whitaker, Glen Jones, Luis Martinez, Andy Varga, Doug Jungman, Bob Churney.

View DDOH 2014 photos by visiting <https://wcdphotoalbums.shutterfly.com/>.

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## We did it... YOU did it!!!

Words on a page cannot describe the scene, the impact, the sentiment, and the positive, life-changing effects of our efforts (your efforts) during the weekend of March 28-29<sup>th</sup> at the Special Events Center of the Florida State Fairgrounds in Tampa!

The support of our FDA President, **Dr. Terry Buckenheimer** who provided the inspiration for this event, our Florida Dental Health Foundation Board, FDA Executive Director **Drew Eason**, his incredible FDHF/FDA Staff, **Rusty Payton & Stefanie Dedmon**, and the West Coast District Dental Association was critical to the success of this endeavor on so many levels.

It is no accident that the WCDDA Leadership, membership, and incredible passion and tremendous organizational talents of our Executive Director, **Lisette Zuknick**, our Executive Secretary, **Kelsey Tidler** and **Marlinda Fulton** completely embraced this "Culture of Giving" and breathed life into this project. It's also impossible to imagine how we could have shined so brightly without our Co-Clinical Director "Rock Stars", **Drs. Chris Bulnes & Oscar Menendez** and the other amazing **FLAMOM Chairs and Leads!!!**

At the risk of leaving someone out, we would like to recognize our entire FLAMOM Committee:

- MOM Committee:** Dr. Nolan Allen/Dr. Leo Cullinan/Dr. Terry Buckenheimer/Dr. Robert Payne  
Lisette Zuknick/Stefanie Dedmon/Rusty Payton
- Public Relations:** Karen Buckenheimer, Dr. Johnny Johnson, Moore Communications  
Videographer: Gareth Rockliffe
- Finance/Fundraising:** Dr. Rudy Liddell
- Facilities:** Dr. Craig Oldham  
FDA Photographer: Jill Runyan
- Volunteer Committee:** Lisette Zuknick, Dr. Reza Iranmanesh, Dr. Robin Nguyen  
Patient Registration Lead- Marlinda Fulton  
Volunteer Registration Lead-Kelsey Tidler  
Patient Escort Lead- Dr. Bruce Waterman  
Patient Exit Lead- Dr. Robert Perez  
Patient Education-Karen Buckenheimer (More Health)

- Clinical Co-Chairs:** Dr. Chris Bulnes, Dr. Oscar Menendez  
Medical Lead: Dr. Larry Leventhal  
Radiology Lead: Connie Reed  
Dental Triage Lead: Dr. Steve Krist  
Routing Lead: Dr. Jolene Paramore  
Anesthesia Lead: Dr. Juliet Bulnes and Dr. Melissa Grimaudo  
Sterilization Lead: Randy Talaski  
Oral Surgery Lead: Dr. Mike Pikos  
Restorative Lead: Dr. Pat Lepeak  
Hygiene Lead: Heather Blakeney
- Ex-Officio:** Dr. David Russell, FDHF Board Chair
- Honorary Member:** Dr. Sam Desai

The associated numbers are impressive but still fall short of understanding the very essence and sheer exhilaration of seeing Organized Dentistry in our State perform during its finest hour:

**2 days • 40,000 square foot venue • 103 Dental Chairs**  
**350+ Dentists/Registered Dental Hygienists**  
**1100+ support volunteers • 1660 patients treated**  
**8017 treatment procedures • \$1,141,648.00 value of treatment... PRICELESS!**



- Pedo Lead: Dr. Natalie Carr
- Endo Lead: Dr. Robin Nguyen
- Prosthodontic Lead: Dr. Gordon Krueger
- Lab Lead: Rick Heise
- Pharmacy Lead: Dr. Betty Hughes
- Central Supply Lead: Teresa Posada Wilcher
- Dr. Care Mgrs.: Drs. Sam Desai, Fred Grassin and Steve Zuknick

View FLAMOM photos by visiting

<https://wcddphotoalbums.shutterstock.com/> and <https://t.co/PJA5on9KbD>

The experience can be summed up with two poignant quotes:

**"Pick good people...get out of the way...and let them amaze you!"**  
*(Dr. Hugh Wunderlich, Past-President, WCDDA; Past-Today's FDA Editor)*

**"God put us all together to accomplish His goal for all involved. I look forward to what is next on His agenda!"**  
*(Dr. Terry Buckenheimer, President, FDA)*

While we extend our most heartfelt thanks for the spirit and enthusiastic participation of our 1,500+ volunteers and community partners, we want to encourage each one of our members and non-member colleagues to seek out the many viable local opportunities **to volunteer-to make a difference**. The need is overwhelming. The patients need your help with comprehensive dental treatment and they are right in your own backyard!

Till the next FLAMOM event, we remain your grateful and humble partners in service, 2014 FLAMOM Co-Chairs  
**Nolan Allen, DDS**      **Leo Cullinan, DDS, MS**

# Important Information

## Online Dental Marketing Efforts Driven by More Using Social Media

The use of social media as a platform to promote, as well as educate and engage patients, is no longer just a viable marketing strategy but one that must be utilized to stay competitive, according to a new study. Facebook is the dominant platform across most demographic groups with more than 71 percent of all online users in 2013, up from 67 percent in 2012. Facebook also has the highest levels of engagement among users—63 percent of them use Facebook at least once a day; about 40 percent visit the website multiple times throughout the day. A fundamental marketing principle is to go where your potential patients are; don't make them come to you. The larger percentage of your time and efforts spent socially marketing should be through Facebook. By socially marketing online, dental practices can capitalize on the fastest growing communication channels. In addition, they will also benefit by strongly directing efforts toward the segment of the market that will soon control two-thirds of the consumer wealth: women—the same market segment that influences and manages the majority of purchasing and health care decisions in the U.S. View more statistics by visiting <http://www.ada.org/news/9773.aspx>.

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## The ADA Center for Professional Success

The ADA Center for Professional Success is live on the Web and available to help ADA members navigate the challenges of being a dentist. The Center, located at [Success.ADA.org](http://Success.ADA.org), is a one-stop shop for dentists who are seeking resources that will help them succeed as dental practitioners and small business owners. This new ADA member benefit will help dentists find solutions to professional and personal challenges. The website includes everything from tips for choosing a career path to balancing personal and professional lives to planning for retirement.

Among some of the Center's features are:

- Financial calculators to factor loan payments and overhead expenditures;
- In-person and online practice management education;
- Ergonomic tips;
- Patient communication strategies;
- Dental benefits resources;
- Information on buying and selling a practice;
- Marketing materials to recruit and retain patients;
- Staffing tips.

Visit <http://success.ada.org/en/> to view the Center for Professional Success.

## WCDDA Fund



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.

Thank you to everyone who supported the WCDDA Fund Raffle at the Annual Meeting in January. The Fund raised \$1,625.00.

Congratulations to the lucky raffle winners! Dr. **Fred Grassin** of Spring Hill won the iPad Mini and Dr. **Leonard Britten** of Lutz won Free CE and 2 night/3 day stay at The Ritz-Carlton, Naples.

Donate to the Fund by visiting  
<http://www.cvent.com/d/6cqy2c/4W>.

## The WCDDA Fund Basket Raffle Donations

The WCDDA Fund Committee needs your help for the next raffle fundraiser that will be held in conjunction with the WCDDA Summer Meeting on August 8-10, 2014 at The Ritz-Carlton, Naples. The WCDDA will raffling various items throughout the two day meeting.

If you would like to donate a basket – here's how:

- Any group, individual, dental program or company may submit a basket to be raffled. Notification of items to be donated must be received by the WCDDA office by July 27th.
- If basket/item(s) will be transported to The Ritz-Carlton by the WCDDA, basket must be submitted to the WCDDA office by July 27th.
- Raffle tickets will be sold at the WCDDA Summer Meeting, ranging from \$5.00 - \$50.00.

**Can't donate a basket or attend the Summer Meeting to support the Fund? That's OK – you may also donate directly by visiting**  
<http://www.cvent.com/d/6cqy2c/4W>.

Contact the WCDDA office to donate or for more information,  
(813) 654-2500 or email: [wc.dental@gte.net](mailto:wc.dental@gte.net)

# Milestones

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

**Ronald J. Copenhaver, D.M.D. of Clearwater** – January 5, 2014  
**James R. Hoover, D.D.S. of Plant City** – February 10, 2014  
**John I. Parsons, D.D.S. of Ft. Meyers** – January 5, 2014

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.

## New Members

*Keep Your Profession Strong! Strength in Numbers has Proven Years of Excellence!*

Devki Adi, D.M.D., Fort Myers  
Momodu Ali, D.D.S., St. Petersburg  
Francisco Bezerra, D.D.S., Wesley Chapel  
Andrea Boucher, D.M.D., North Port  
Carlos Breton, D.D.S., Lithia  
Bobby Butler, D.D.S., St. Petersburg  
Dominick Catania, D.M.D., Tampa  
Jerry Chery, D.D.S., Bradenton  
Alessio Conte, D.D.S., Brandon  
Shilpa Das, D.D.S., Tampa  
Mariano de la Riva, D.D.S., Holmes Beach  
Amy Doan, D.D.S., Clearwater  
Mitchell Edlund, D.D.S., Sarasota  
Derek Espino, D.M.D., Spring Hill  
Hugo Galdos Santalo, D.M.D., Naples  
Harrison Gollob, D.M.D., Naples  
Harold Goodis, D.D.S., Lakewood Ranch

Manuel Gutierrez, D.D.S., Tampa  
Richard Gyles, D.D.S., Clearwater  
Andrew Haidet, D.M.D., Naples  
Daniel Hwang, D.D.S., Wesley Chapel  
Jessica Irwin, D.M.D., Bradenton  
Gretchen Jungermann, D.M.D., Naples  
Ashley Keen, D.D.S., Ruskin  
Caroline Kott, D.M.D., New Port Richey  
Wayne Kuo, D.D.S., Plantation  
Krystine Lepore, D.M.D., Tampa  
Nichole Lubberts, D.D.S., Tampa  
Thanh Mai, D.M.D., Hudson  
Jordan Martin, D.D.S., Fort Myers  
Jennifer Meadows, D.M.D., Bonita Springs  
Uday Mehta, D.M.D., New Port Richey  
Ruben Mesia, D.D.S., Tampa  
Steven Ney, D.M.D., Dunedin

Victoria Rinando, D.D.S., Naples  
Deborah Ruddell, D.D.S., Fort Myers  
Gustavo Ruiz de Castilla, D.M.D., Tampa  
Arnold Safirstein, D.D.S., Oldsmar  
Flor Segovia, D.D.S., Sarasota  
Amanda Sharp, D.D.S., Tampa  
Omari Sheehy, D.D.S., Tampa  
David Sherberg, D.M.D., Tierra Verde  
Sandra Spadafora, D.D.S., Pinellas Park  
Jordan Teder, D.D.S., Estero  
Amy Vespa, D.D.S., Clearwater  
Candace Whittington, D.M.D., Riverview  
Michael Witsil, D.D.S., Cape Coral  
Nada Yacoub, D.M.D., Wesley Chapel  
Kyle Yerton, D.M.D., Largo  
Fady Zaki, D.D.S., Lakewood Ranch

## Members in the News

*WCDDA President, Dr. Sam Desai presenting Dr. Reza Iranamesh with the Dr. Dan Bertoch Leadership Award at the 92nd Annual Meeting in St. Petersburg.*



*Congratulations to Dr. William Kochenour of Clearwater for receiving the 2014 Florida Association of Orthodontists Distinguished Service Award.*



*Dr. Terry Buckenheimer accepting the Kintsugi Award for his dedication to access to care and taking the lead at the recent FLAMOM event at the Florida State Fairgrounds in Tampa. (L:R) Dr. Chris Bulnes, Dr. Terry Buckenheimer, Dr. Sam Desai.*



*Dr. Jeremy Albert of Trinity was elected in March as President of the Florida Association of Orthodontists (FAO). The FAO is a component of the Southern and American Association of Orthodontists and has over 600 members.*



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# Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation to the FDA on Tuesday, June 10, 2014 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The West Coast District Dental Association will hold a breakfast caucus in conjunction with the Florida Dental Association's House of Delegates meeting at the Gaylord Palms Resort in Orlando, Saturday, June 14, 2014 at 7:00 a.m.

The West Coast District Dental Association and its affiliates are now tracking CE attendance at each meeting due to the license renewal changes made by the Department of Health. All licensed providers are now required to track continuing education in [www.CEBroker.com](http://www.CEBroker.com). To assist WCDDA members with this, the WCDDA office and its affiliates will now upload your attendance into CE Broker for you after each meeting. At each WCDDA meeting and affiliate meeting, be sure to "check-in" with your meeting host and mark yourself down as being in attendance to receive credit. Contact the WCDDA office with any questions (813) 654-2500.

**Natalie J. Carr, DDS, MS**  
WCDDA Secretary



## Meet the New 2014-2015 WCDDA Secretary

### Oscar Menendez, DDS

Dr. Menendez was born in Havana, Cuba in 1955. His family moved to Florida in 1956 where he grew up in Lake City. He has two brothers and one sister whom currently live in Florida. He went to the University

of Florida where he majored in Chemistry and received his B.S in 1977. He attended the Colombian School of Dentistry and graduated in 1982. He also attended and completed a 2 year Comprehensive Dentistry program at the University of Florida School of Dentistry in 1988. He began practicing Dentistry in the Pinellas County area in 1983. Dr. Menendez is a member of the American Dental Association, American Academy of Cosmetic Dentistry and Fellow of the Academy of General Dentistry. He is immediate Past-President of the UPCDA. He will be achieving Mastership in the AGD this June 2014. Dr Menendez also believes strongly in being active in organized dentistry and in giving back to the community. He is currently actively involved in doing charity work with the Gulf Coast Dental Outreach program, the Homeless Emergency Project, Pinellas Healthy Teeth Program, Give Kids a Smile program and the Springtime City Kiwanis Health Fair. He served as the Clinical Co-Chair of Florida's first "Mission of Mercy" event. Dr. Menendez has been married to his beautiful, loving wife Denise since 1984, and they have two children, Kevin and Ashley. They have resided in the Palm Harbor area since 1984. He enjoys fishing, scuba diving, spear-fishing, boating, the Tampa Bay Bucs/ Rays and the Florida Gators.

*You're Invited*  
2014-2015  
*West Coast District Dental Association's*  
*Officer Installation*  
*Saturday, August 9, 2014 • 5:00 p.m.*  
*The Ritz-Carlton, Naples*

*In conjunction with the*  
*West Coast District Dental Association's*  
*2014 Summer Meeting*

*RSVP by August 1, 2014*  
*Kelsey@wcdental.org or (800) 260-5277*

## Mark Your Calendar

- Board of Dentistry Meeting, Jacksonville ..... May 16, 2014
- ADA Leadership Conference, Washington, D.C..... May 19-21, 2014
- WCDDA Caucus (Telephone), various sites..... June 10, 2014
- FNDC, Orlando ..... June 12-14, 2014
- FDA House of Delegates, Orlando ..... June 13-14, 2014
- ADA New Dentist Conference, Kansas City..... July 17-19, 2014
- WCDDA Summer Meeting, The Ritz-Carlton, Naples . . . Aug. 8-10, 2014**
- WCDDA Town Hall Meeting and Reception, Naples ..... Aug. 9, 2014
- Board of Dentistry Meeting, Orlando ..... August 22, 2014
- ADA Annual Session, San Antonio, TX ..... October 9-14, 2014
- WCDDA Annual Meeting, St. Petersburg. .... January 16, 2015**
- WCDDA Summer Meeting, The Ritz-Carlton, Naples . . . Aug. 7-9, 2015**

# 2014-2015

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WEST COAST DISTRICT DENTAL ASSOCIATION  
ANNUAL SUMMER MEETING  
AUGUST 8-10, 2014  
THE RITZ-CARLTON, NAPLES



Mediterra Golf Course



# Annual Summer Meeting Program

THE RITZ-CARLTON, NAPLES

AUGUST 8-10, 2014

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

## Friday, August 8th

Cycling: No drop ride, all levels welcome ..... 7:00 a.m.

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

Golf at The Club at Mediterra .....9:00 a.m. Shotgun

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

Approx. 8 miles from The Ritz-Carlton, 15755 Corso Mediterra Circle

Meeting the Challenge of Change for  
Maximum Case Acceptance

3 CE Credits .....8:00 a.m. - 11:30 a.m.

Dr. Mark Setter

Affiliate President Round Table Meeting..... 1:00 p.m.

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

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

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

## Saturday, August 9th

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

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

Meeting the Challenge of Change for Maximum  
Case Acceptance (continuation of Fri. seminar)

3 CE Credits .....8:00 a.m. - 11:30 a.m.

Dr. Mark Setter

Town Hall Meeting - Dentistry is in Transition,  
Are You Becoming Obsolete? ..... 11:30 a.m.

Joe Ann Hart, FDA Director of Governmental Affairs

Dr. Rick Stevenson, FDA President and

Dr. Terry Buckenheimer, 17<sup>th</sup> District ADA Trustee

Learn about what's happening in health care locally and nationally and how organized dentistry plans to make a difference. Opportunity will be available to ask questions pertaining to your profession.

Networking Mixer..... 12:00 p.m. - 1:00 p.m.

Meet your fellow colleagues to discuss the good, the better and the best about your practice, life and your profession! Light drinks and bites will be provided.

Fun Family Relay ..... 2:00 p.m.

Beach fun for WCDDA families.

WCDDA Officer Installation ..... 5:00 p.m.

Margaritas Under the Sun Reception . 5:30 p.m. - 7:00 p.m.

## Sunday, August 10th

Cycling: No drop ride, all levels welcome ..... 7:00 a.m.

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

HIV Update for Florida Dentists

3 CE Credits .....8:00 a.m. - 11:00 a.m.

Mr. Tom Robertson (Back by popular demand)

*Tweens & teens are encouraged to attend.*

## Location

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

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

## Hotel Reservations and Meeting Registration

Reservations can be made by contacting The Ritz-Carlton, Naples at (239) 598-3300. Request the **West Coast District Dental Association room block rate of \$199.00 per night**. Club level rooms can be secured through the WCDDA office at (813) 654-2500. **Individuals not registered for the meeting will be charged the hotel rate instead of the group rate upon checkout.** CE fees after July 27<sup>th</sup> increase by \$20.00 per registrant. Pre-registered dentists receive a WCDDA amenity. Questions concerning reservations should be addressed with The Ritz-Carlton, Naples (239) 598-3300. Questions concerning meeting registration should be addressed with the WCDDA office (813) 654-2500.

## Leisure Reservations

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

## Support the WCDDA Fund

Make a donation to support the WCDDA Fund for your chance to win a variety of items that will be raffled throughout the meeting. A complete list of items will be featured in the onsite program. Raffle tickets start at \$5.00. You do not have to be present to win. **You may purchase tickets on the enclosed registration form or online.**

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

*Sneek Peek... iPad Mini!*



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# COURSE DESCRIPTIONS

## Friday, August 8<sup>th</sup>

### **Meeting the Challenge of Change for Maximum Case Acceptance**

8:00 a.m. – 11:30 a.m. – 3 CE Credits – Dr. Mark Setter – *Sponsored in part by BioHorizons*

Success in the practice of dentistry requires a wide variety of skills. These skills range from clinical competency, social adaptability, management of others, to leadership in getting others to follow your recommendations and vision. A successful career in any profession will typically span greater than twenty years, and during that time, constant change takes place, not only in the clinical advancements we have available, but also in the business environment we must work within. If one is to maintain success throughout their career, the contemporary dentist must make changes in all of the skill sets required to practice dentistry.

There have been very few times in the history of our profession that the rate of change has been so rapid. Changes in technology, third party payment systems, auxiliary staff utilization and patient desires / expectations all present earthquake - like instability to the practice that is unprepared for such change.

This challenge of change can appear as an obstacle to success for the unprepared, or can be a huge opportunity for success to the professional that sharpens the wide range of skills needed in a leading contemporary dental practice. This program is designed to prepare the contemporary dentist for the challenge of change that lies ahead by identifying the skills needed to make change the ally in the successful treatment of patients.

Topics covered in this program include: Communication. Leadership and The Team. Implementation of the principles discussed in this program will provide the greatest opportunities for those offices that are willing to embrace the challenge of change.

## Saturday, August 9<sup>th</sup>

### **Meeting the Challenge of Change for Maximum Case Acceptance (continuation of Friday seminar)**

8:00 a.m. – 11:30 a.m. – 3 CE Credits – Dr. Mark Setter – *Sponsored in part by BioHorizons*

### **Town Hall Meeting: Are You Becoming Obsolete?**

11:30 a.m.

Joe Ann Hart, FDA Director of Governmental Affairs, Dr. Rick Stevenson, FDA President and Dr. Terry Buckenheimer, 17th District ADA Trustee

Learn about what's happening in health care locally and nationally and how organized dentistry plans to make a difference. Opportunity will be available to ask questions pertaining to your profession.

Topics of Discussion:

- How has the dental profession in Florida evolved over the past 10 years?
- What can I do to help organized dentistry maintain a strong political voice?
- What are the critical issues looming over Florida and driving the health care legislative agenda?
- How does my involvement in the local component, FDA and ADA benefit me personally?

## Sunday, August 10<sup>th</sup>

### **HIV Update for Florida Dentists**

8:00 a.m. – 11:00 a.m. – 3 CE Credits – Mr. Tom Robertson (Back by popular demand)

*Tweens and teens are encouraged to attend*

1. History of HIV
2. Disease trends in Florida
3. Testing
4. Treatment
5. Work Place Safety
6. Current Findings
7. Human trafficking & the impact of HIV/STD transmission
8. Questions

**West Coast District Dental Association  
Annual Summer Meeting - Registration Form  
August 8-10, 2014**



**Please Print Clearly**

Name of Registering Dentist: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Email: \_\_\_\_\_ ADA #: \_\_\_\_\_

Staff Name: \_\_\_\_\_ Staff Name: \_\_\_\_\_

**CE Fees All Inclusive**

- MEMBER \$225.00 (WCDDA, FDA, ADA)    
  NON-MEMBER \$365.00    
  STAFF \$50.00

**Friday, August 8th**  
.....

- |   |  |
|---|--|
| <input type="checkbox"/> 7:00 a.m. Cycling (All levels welcome). . . . Free             | No. of riders _____                        |
| <input type="checkbox"/> 8:00 a.m. Meeting the Challenge of Change for Max. Case Accep. | No. of attendees _____                     |
| <input type="checkbox"/> 9:00 a.m. Golf at The Club at Mediterra . . . \$125.00/Player  | No. of players _____ x \$125.00 = \$ _____ |
| Golfer(s) & Handicap: _____   |  |
| <input type="checkbox"/> 9:00 p.m. Cigars & Cordials . . . . .At your own expense       | No. of people attending _____              |

**Saturday, August 9th**  
.....

- |   |   |
|---|---|
| <input type="checkbox"/> 7:00 a.m. Fun Run . . . . . \$20.00                            | No. of runners _____ x \$20.00 = \$ _____ |
| <input type="checkbox"/> 8:00 a.m. Meeting the Challenge of Change for Max. Case Accep. | No. of attendees _____                    |
| <input type="checkbox"/> 11:30 a.m. Town Hall Meeting. . . . . Free                     | No. of attendees _____                    |
| <input type="checkbox"/> 12:00 p.m. Networking Mixer . . . . . Free                     | No. of attendees _____                    |
| <input type="checkbox"/> 5:30 p.m. Margaritas Under the Sun . . . . . Free              | No. of attendees _____                    |

**Sunday, August 10th**  
.....

- |   |                                    |
|---|------------------------------------|
| <input type="checkbox"/> 7:00 a.m. Cycling (All levels welcome). . . . . Free   | No. of riders _____                |
| <input type="checkbox"/> 8:00 a.m. HIV Seminar . . . . . No. of attendees _____ | No. of tweens & teens _____ (Free) |
| <b>Raffle Tickets:</b> 1 for \$5.00 – 10 for \$25.00 – 25 for \$50.00           | No. of tickets _____ \$ _____      |

**Registration + Events** . . . . . **TOTAL** \$ \_\_\_\_\_

**Payment Method:**     Check: *Made payable to WCDDA*     Visa     MasterCard

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# Annual Summer Meeting Speaker Bios

THE RITZ-CARLTON, NAPLES – AUGUST 8-10, 2014

**Dr. Terry L. Buckenheimer**, a general dentist, received his undergraduate degree in biology from West Virginia University and earned his dental degree from the University of Pittsburgh. Dr. Buckenheimer is past president of the Hillsborough County and West Coast District Dental Association and served the FDA as a delegate on the Florida delegation to the ADA, he is the ADA 17th District Trustee and on several committees and taskforces. He is currently the president of the Florida Dental Association, term expiring June 14, 2014. He is a mentor and past president of the FDHF. Dr. Buckenheimer was instrumental in establishing Save that Smile, a program to ensure the use of mouth guards at children's sporting events. In addition, he co-authored the Foundation's award-winning Mouth Wise education curriculum for Florida elementary and middle schools.



**Joe Anne Hart** has been with the Florida Dental Association since January 2005. She is currently the Director of Governmental Affairs for the FDA. Joe Anne was born and raised in South Florida and attended Florida State University where she majored in English. Before joining the FDA, Joe Anne worked as the lead health care lobbyist for the Florida Association of Counties. She worked there for 8 years and established great working relationships with many different state agencies including the Agency for Health Care Administration, the Department of Health, the Department of Elder Affairs and the Department of Children and Family Services. Joe Anne also lobbied for county issues on the federal level in Washington, D.C. as needed. In her spare time, Joe Anne works as a fitness instructor at a local gym and enjoys running half marathons annually. She has an 11-year old son, Campbell, who also enjoys staying active.



**Thomas N. Robertson, Jr.** received his B.S. in Business Administration and MS in Personal Counseling from Jacksonville State University. He has over 20 years' experience working in public health, serves on various county school boards and as a consultant for many organizations as an AIDS/HIV/STD educator. Throughout his career he has educated thousands of adults and children on the topic. Tom has been recognized as Administrator of the Year Sarasota County Youth Related Services, AIDS Educator of the Year Manasota and Educator of the Year, AIDS Alabama. He also volunteers his services annually for many AIDS Awareness projects, the Red Cross and as a speaker to many civic and community groups, churches and parent groups throughout Southeastern U.S.

**Dr. Mark K. Setter** graduated from the University of Michigan, receiving both a DDS degree and a Master's Degree in Periodontics. He is also a graduate of the Misch International Implant Institute. Dr. Setter is presently on the adjunct faculty of The University of Michigan, is a Clinical Assistant Professor at Temple University, and is on the faculty of The Misch International Implant Institute.



Dr. Setter also maintains a successful practice Limited to Periodontics in Port Huron, Michigan, a small town with a population of about 40, 000. Dr. Setter has been involved with education throughout his career and has been invited to lecture both nationally and internationally on topics related to Dental Practice Management and Dental Implant Prosthetics. He shares his "people side on dentistry" perspectives with study clubs, dental and hygiene forums throughout the country.

**Dr. Rick Stevenson**, a general dentist, earned his dental degree at the University of Detroit. Dr. Stevenson is the president-elect of the Florida Dental Association, term expiring June 14, 2014 and he is president-elect of the Florida Academy of Dental Practice Administration, a past president of the Northeast District Dental Association, a consultant to the FDA Governmental Action Committee, a liaison to the Leadership Development Committee and Council on Dental Health, and a current delegate to the ADA. He is also a representative to the Oral Health Florida Coalition and the Oral Health Improvement Plan for Disadvantaged Persons, and a member of the Woehler Research Group, the American College of Dentists and the Pierre Fauchard Academy. He will be inducted into the International College of Dentists this Fall. Previously, Dr. Stevenson served on the FDA's Council on Dental Care.



**Save The Date**

**WCDDA's 93rd Annual Meeting**

**January 16, 2015**

**Hilton St. Petersburg Bayfront**

*The Dynamics of the Masticatory System: Multiple Interfaces of Occlusion, Dr. Henry Gremillion*

*Some Days You're the Pigeon, Some Days the Statue! and The X Factor: 12 Keys to Set Your Practice Apart, Dave Weber*

[www.wcdental.org](http://www.wcdental.org) for more info!

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# The Last Word



Steve Zuknick, DMD

Why do we do what we do? The basic answer is obvious, to earn a living. After being part of Florida's first MOM (Mission of Mercy) event at the end of March, I realize it can be for so much more. The numbers were dramatic: 2 treatment days, 1667 patients seen, 8600 plus procedures performed, and \$1,140,000 worth of free dental service provided. Not included in these numbers were the countless hours spent by a core group of West Coast volunteers who worked extremely hard to ensure this first time Florida production would go off successfully. These people will go unnamed by me simply because I would not know where to stop without slighting the next in line. To me it would be unjust to leave out recognizing a single volunteer for the difference they made in so many lives.

So instead let me pass on a few stories of those affected for the better. There was the couple who queued up outside Gate 2 with their newborn, a playpen, some food and drink 18 hours before the clinic floor was to open to ensure that they would have a chance to be treated. Their diligence ensured they were some of the first to receive care and their only available form of repayment was a note of thanks. A man at patient exit asked if he could make a donation. After a volunteer ensured him he certainly did not need to, he said "I only have a little money today, but could you send me information on where I could send something when I have it?" Another patient had 18 remaining teeth, and possibly one continuous periapical abscess. Although we had a fully operational surgery department one of our generalists removed these diseased teeth to reveal a very grateful toothless grin and endless gratitude. One last account dealt with a young man in his 20's whose problems were caused by "sipping sweet tea all day". He said he knew he "was in trouble, but if you could just do something." He was in line for endodontic therapy on a badly broken down upper canine when one of your West Coast line officers brought him to restorative because she saw he had bigger issues. A dentist who had traveled from Miami restored numbers 7-11 over the course of an hour in such a dramatic fashion the patient could just shake his head in disbelief at the transformation.

For every one of these feel good cases there were was another who left with an unfinished story. There was a man who left because he couldn't afford to miss work at 4 PM but had been waiting since the wee hours of the morning. The line had slowed because some pano machines had overheated. When the offer was made to move him to the front of the line he declined because "those people have been waiting longer than me." Maybe it was that only part of their problem was solved, or maybe it was that they increased their dental IQ enough that they realized they wanted more for their mouth. More than we were able to provide on that day. Is that such a bad thing, to improve someone's expectations for themselves? We realize we only grazed the surface but the first FLA MOM was a step in the right direction. So why do we do what we do? Maybe it should be because it allows us the opportunity to give back, because we have a talent that affords us the opportunity to make a living while helping others live better. All the income in the world can't beat the feeling gained from really, truly making a difference.

(L:R) Dr. Steve Zuknick and Dr. Bob Churney volunteering at the FLA-MOM event.



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**West Coast District Dental Association Newsletter**

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