



# West Coast District Dental Association

# WEST COAST CHECKUP

ANNUAL MEETING  
Registration Details Inside!

Volume 44 • Issue 1 • A Component of the Florida and American Dental Associations • January 2014

## Discover

## Encounter

## Engage



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

**Values:** *Service, Commitment, Integrity and Excellence*

# President's Message



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

**I**t is my pleasure and privilege to serve you as President and take the value of membership to the next level with the help of all the programs and the leadership of the association.

I have exciting news to share with you all. We had our executive cabinet meeting on November 8th at the West Coast office. Leaders came to assume the cabinet positions, to help the association and serve their members. The meeting was productive and highly successful. I appreciate all the cabinet members who spent time to come and make decisions to move our association forward. Special thanks to the task group for organizing the bylaws.

Congratulations to Dr. Natalie Carr on being elected as our new WCDDA Secretary and Dr. Oscar Menendez for being elected as our 2014-2015 Secretary. I appreciate the five candidates who participated in the election and showed their willingness to serve this great association. Also, great work by the nomination committee. Special thanks to Lissette and Kelsey for the entire program.

I have had a wonderful time visiting with the many affiliates during the past 3 months. I travelled more than 2,000 miles with pleasure, to have the opportunity to shake hands and to get to know the seasoned members and new members. I met with many great dentists and exchanged many ideas. It was an excellent way to understand what is happening in various affiliate societies. I thank each and every affiliate's leadership for their warm welcome.

Exercise your rights to be a member of organized dentistry, where we have the power of three: ADA, FDA, & WCDDA. At every level there are programs, plans, systems and leadership which are ready to serve and help you professionally as a dentist and personally as your friend. So I encourage you to be a part of the most powerful, knowledgeable and valuable organization which could change your life.

Two exciting and fun programs are planned for the coming months. The first of these programs is the West Coast annual meeting in St. Petersburg on January 16th-17th. This exciting event has everything: great CE, great location and great camaraderie. And don't forget great fun at the Presidential Reception the evening of the 16th. The second program, April 26th - 30th, is a Royal Caribbean cruise to Cozumel. This is a great opportunity to get CE, and spend time with friends and family. This is "THE BEST WAY" to make your spouse really, really, happy. Please accept my request to join me at these events.

The FLA-MOM program is a great opportunity to help the needy and the underserved. There are two ways you can help: one by registering to volunteer or the second is financially with donations or sponsorships. Let's make a difference.

I look forward to working with all of you and continuing to serve you as your President. Live Simply, Love Generously, Care Deeply, Speak Kindly... Love.... Live....Smile....

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

**ANNUAL MEETING! ANNUAL MEETING! ANNUAL MEETING! ANNUAL MEETING! ANNUAL MEETING!**  
**FEATURING OVER 27 HOURS OF QUALITY AND AFFORDABLE CE IN YOUR BACKYARD!**

## Medical Errors Self-Study Packet

The end of the biennium is fast approaching, have you completed the mandatory seminar yet? Purchase the self-study packet today for \$30.00 or purchase on-site at the WCDDA annual meeting registration desk for 50% off, \$15.00. Must pre-register for the annual meeting and packet must be picked up at the registration desk to receive discount. Visit [www.wcdental.org](http://www.wcdental.org) to register online or contact the WCDDA office at (813) 654-2500 to purchase your packet via mail.



# WCDDA Royal Caribbean Cruise ★ Port of Tampa - Cozumel, Mexico

Dr. Bryan T. Marshall presenting 4 hours of CE, *Future of Dentistry* and  
*A Look into Your Practice Financials – What it Really Means*  
**April 26-30, 2014**

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- ★ Interact with Dolphins
- ★ Sit back, relax, and bury your toes in the white sand of Playa Mia Beach in Cozumel or escape to the secluded beauty of your own private beach paradise, Passion Island.
- ★ Take a Jeep®-safari adventure through the tropical landscape of Cozumel's east side.
- ★ Golfing, Snorkeling and Speed Boats
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to download the  
registration form.

Cruise Pricing						
Room Type	Room Cost <sup>1</sup> Per Person	Gvt. Taxes/ Fees <sup>2</sup> Per Person	Gratuities <sup>2</sup> Per Person	Cruise Total <sup>3</sup> Per Person	3rd & 4th Person in a Room <sup>3</sup> (Including taxes/fees & gratuities)	
Balcony Rooms	\$675	\$49.21	\$48.00	\$772.21	Balcony Rooms	\$457.21
Ocean View Rooms	\$540			Ocean View Rooms	\$377.21	
Interior Rooms	\$470			Interior Rooms	\$357.21	

*Drs. Sudhanshu & Sandra Desai*  
request the pleasure of your company  
at the Presidential Cocktail Reception of the  
West Coast District Dental Association's  
92nd Annual Meeting  
Thursday, the sixteenth of January  
two thousand and thirteen  
seven until nine o'clock in the evening

St. Petersburg Hilton Bayfront, Harborview Room  
333 1st Street  
St. Petersburg, Florida 33701

R.S.V.P. by January 2nd  
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# Members in the News

## Beers with Peers, World of Beer – September 26, 2013



L: R - Dr. Prashant Pandya and Dr. Juan Curci



L: R - Dr. Charles Tomeo and LECOM dental students, Stephanie Mazariegos and Kinnary Desai



L: R – Dr. Aaron Kennedy, LECOM dental students and Dr. Andre Lewis

## 40 & Under Event, AQUA – October 17, 2013



L: R - Dr. David Beach, Dr. Jeffrey Abril and Dr. James Cannon



L: R – Dr. Nick Kavouklis, Dr. Ron Yarborough, Dr. Lori Burchell and Dr. Michael Mason



L: R – UF Residents, Dr. Monica Gonzalez, Dr. Ronak Shukla, Dr. Alex Spivak, Dr. Laura Gioia and Dr. Linda Kuo

## Divas in Dentistry, Neiman Marcus – November 9, 2013



FDA Director of Governmental Affairs, Ms. Joe Anne Hart providing a legislative update.



Dental Diva, Dr. Beatriz Totzke



L: R - Dr. Cynthia Chacko and Dr. Robin Nguyen.



L: R – Dr. Elizabeth Perez-Diaz, Dr. Rosemarie Marquez and Dr. Farah Amin.



L: R – Dr. Amy Anderson, Dr. Elizabeth Staves, Dr. Marai Vales and Dr. Robin Nguyen



Dr. Cynthia Chacko, Dr. Elizabeth Perez-Diaz and Dr. Rosemarie Marquez.



# New Members

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

Matthew S. Ahrens, D.M.D., Apollo Beach  
Robert F. Bracho, D.D.S., Naples  
Adam J. Bressler, D.D.S., Clearwater  
Karine Calixte, D.D.S., North Port  
David J. Christian, D.D.S., Bradenton  
Vincent M. DeNitto, D.M.D., Brandon  
Amit Doshi, D.M.D., Tampa  
Ian K. Fawcett, D.D.S., Lakeland  
Kali George, D.M.D., Tampa  
Philip J. Hedger, D.M.D., Tampa  
Warren G. Hoffman, D.D.S., Sarasota  
Shelane A. Jenkins, D.D.S., Sebring  
Reginald B. Ligon, D.D.S., St. Petersburg  
Dana M. Lucy, D.M.D., M.S., Lakewood Ranch

Clayton H. McEntire, D.M.D., Tampa  
Abbey D. Morales, D.M.D., Fort Myers  
Anala Panchumarti, D.M.D., Tampa  
Vijay Patel, D.D.S., Tampa  
Kenneth E. Ross, D.M.D., Sarasota  
Raymond A. Santa-Cruz, D.M.D., Tampa  
William J. Shorack, D.D.S., Fort Myers  
Adam N. Still, D.M.D., Lakewood Ranch  
Julia Talalenko, D.M.D., Naples  
Nicole M. Toomey, D.M.D., Cape Coral  
Jorge O. Torres-Guzman, D.D.S., Brandon  
Inga Ukolova, D.D.S., Tampa  
Rebecca L. Warnken, D.D.S., Lithia  
Edmond F. Weglarz, D.D.S., Fort Myers

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 have questions or concerns, contact the WCDDA office at (813) 654-2500, or email Kelsey Tidler at [Kelsey@wcdental.org](mailto:Kelsey@wcdental.org).

## Milestones

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

**Charles S. Gardner, DDS** of Venice – October 12, 2011

**R. Todd Gilleland, DMD** of Sarasota – October 26, 2013

**Ronald M. Gillenwaters, DDS** of Naples – September 7, 2010

**Angel F. Grimal, DDS** of Valrico – December 26, 2009

**Stephen M. Kobernick, DDS** of Clearwater – November 23, 2013

**Wayne C. Wills, DDS** of Naples – March 5, 2012

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.



VOLUNTEER REGISTRATION NOW OPEN!

[www.flamom.floridadental.org](http://www.flamom.floridadental.org)

## FLA-MOM'S FIRST EVENT

**SAVE THE DATE!**

**March 28-29, 2014 • TAMPA**

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the Florida State Fairgrounds, Tampa.

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**Matthew Holtan, DDS**



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# Association Business - Official Calls

## Meet the New 2013-2014 WCDDA Secretary



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

Dr. Natalie Carr attended the University of South Florida for undergraduate studies, then attended Northwestern University Dental School in the early admissions program from 1993 to 1997. She completed her certificate in Pediatric Dentistry at The University of Texas Houston from 1997 to 1999, and received her Master's degree in Oral Biology in 2000. Dr. Carr worked in a private practice in Texas as an associate for five years prior to moving back to Florida in 2002. She worked in group

practice for eight years, before opening her private practice, Carr Pediatric Dentistry, in 2010 in Riverview, Florida. Dr. Natalie Carr has represented both the dental profession and pediatric dentistry by serving on local and state organizations. She is past president of the Hillsborough County Dental Association and the Florida Academy of Pediatric Dentistry. She has served as faculty for the University of Florida, Department of Community Dentistry and The University of South Florida Medical School, Department of Pediatrics.

## Official Calls

There will be a caucus of the West Coast District Dental Association's FDA Delegation on Tuesday, January 21, 2014 at 6:00 p.m. via conference call. There will be 12 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 24, 2014 at 1:00 p.m. and Saturday, January 25, 2014 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 25, 2014 at 7:00 a.m. at the Tampa Airport Marriott.

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

## Mark Your Calendar

- WCDDA Presidential Reception . . . . . January 16, 2014
- WCDDA Past Presidents' Breakfast . . . . . January 17, 2014
- WCDDA Annual Meeting, St. Petersburg . . . . . January 17, 2014**
- WCDDA Telephone Caucus, various sites . . . . . January 21, 2014
- FDA House of Delegates, Tampa. . . . . January 24-25, 2014
- End of the Biennium . . . . . February 28, 2014
- Mission of Mercy, FL State Fairgrounds, Tpa . . . March 28-29, 2014
- Dentists' Day on the Hill . . . . . April 2, 2014
- Royal Caribbean Cruise to Cozumel, Mexico . . . April 26-30, 2014
- WCDDA Telephone Caucus, various sites . . . . . June 10, 2014
- FNDC, Gaylord Palms, Orlando . . . . . June 12-14, 2014
- FDA House of Delegates, Orlando . . . . . June 13-14, 2014
- WCDDA Summer Meeting, Naples . . . . . August 8-10, 2014**

## Dentists' Day on the Hill

### **Dan Bertoch Memorial Grant**

Dr. Dan Bertoch devoted much time to advocacy for the dental profession. Members of the Florida state legislature and many in Washington D.C. knew of Dan and always welcomed him during the ADA's Washington Leadership Conference and FDA's Dentists' Day on the Hill (DDOH). It is in this spirit that a Memorial Fund in Dan's name will provide funding for a first-time attendee to DDOH in Tallahassee on April 2, 2014. This grant is meant to help a dentist who has the passion to meet with legislators to discuss issues affecting dentistry. Any first-time attendee is welcome to apply by completing the application form and submitting a letter to the WCDDA. The grant can be used toward transportation to and from Tallahassee and accommodations at the host hotel. Reimbursement will occur after the event. The deadline for application is February 10, 2014. Download the grant application by visiting [http://www.wcdental.org/wcd\\_professionals/fund\\_scholarships.html](http://www.wcdental.org/wcd_professionals/fund_scholarships.html).

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**RICK**



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**Renew Your Dental License – End of Biennium****February 28, 2014**

Reporting continuing education online to renew your license on February 28, 2014 is NOT mandatory. This cycle is an optional reporting cycle. You may record your continuing education in the tracking system free of charge at this time if you choose, visit [www.cebroker.com](http://www.cebroker.com) to report.

**CE@Renewal – Mandatory Online Reporting Begins****March 1, 2014**

The Department of Health, Medical Quality Assurance will verify a practitioner's continuing education record in the electronic tracking system at the time of renewal. Practitioners will be able to view their course history in the continuing education tracking system free of charge. The course history will show all the courses that have been reported for the practitioner. Reporting through the CE tracking system [www.cebroker.com](http://www.cebroker.com) will be mandatory to renew your license for 2016. Visit [www.CE@renewal.com](http://www.CE@renewal.com) for the FAQs and updated information.

**ADA Center for Professional Success**

The Center is a one-stop shop for member dentists who are seeking resources that will help them succeed as dental practitioners and small business owners. The website includes everything from tips for choosing a career path to balancing personal and professional lives to planning for retirement. Visit [www.Success.ADA.org](http://www.Success.ADA.org) for more information.

**Pending Legislative Bills – Plan on Attending Dentists' Day on the Hill, April 2, 2014****Prohibiting Unfair Charges for Non-Covered Services: SUPPORT HB 31 by Rep. Ron Renuart and SB 86 by Sen. Jack Latvala - Committee Update:**

*On October 10<sup>th</sup>, SB 86 passed unanimously out of the Senate Health Policy Committee. SB 86 now heads to the Senate Banking and Insurance Committee.* The FDA supports legislation that will stop insurance companies from setting charges for services not covered in the dental plan (non-covered services). Some insurance companies are strong-arming dentists to sign contracts and agree to steep discounts on non-covered services. Dentists do not have the option to negotiate and are presented with contracts on a take it or leave it basis - potentially resulting in the dentist not being highlighted in the insurance network provider directory as an available provider.

**Sovereign Immunity for Dentists: SUPPORT HB 97 by Rep. MaryLynn Magar and HB 142 by Sen. Alan Hays - Committee Update:**

*On October 10<sup>th</sup>, SB 142 passed unanimously out of the Senate Health Policy Committee. SB 142 now heads to the Senate Judiciary Committee.* Throughout the state of Florida, dentists are volunteering to provide dental services either in their private practice or in a dental clinic through the Volunteer Health Care Provider Program (VHCPP), which operates in coordination with the Department of

Health (DOH). Under the VHCPP, sovereign immunity is granted to health care providers, including dentists, who are not compensated when providing care because they are acting as an agent of the state. The FDA supports including a provision in s. 766.115, F.S. that would allow a patient, or a parent or guardian of the patient, to voluntarily contribute to the dental laboratory expenses associated with the care of the patient. This contribution would not be considered compensation for the services and thus the shield of sovereign immunity would not be pierced. This change would help offset the administrative, supply and direct dental lab-related costs associated with these corresponding dental services. Furthermore, this change upholds the spirit of the law that "...the health care provider must receive no compensation."

**Medicaid Provider Number for Dental Hygienists**

The FDA opposes issuing a separate Medicaid provider number to dental hygienists for the limited services that may be provided in public health access settings. Current law is adequate and flexible enough to allow hygienists to collaborate as needed in order to utilize existing provider numbers that are already assigned to dentists and physicians. There are a number of other solutions to this perceived problem of reimbursing health access settings for these limited services that the FDA supports; however, the FDA does NOT support changing the law to grant dental hygienists their own Medicaid provider number.

View an updated list of all the bills affecting dentistry at this link, [http://www.floridadental.org/FDA/Advocacy\\_\\_the\\_Law/Legislative\\_Alerts/Current\\_Legislation/Pending\\_Bills/FDA/pending-legislation.aspx?hkey=ca9f5b2b-e5a9-40b3-84c6-77d8464bbfd4](http://www.floridadental.org/FDA/Advocacy__the_Law/Legislative_Alerts/Current_Legislation/Pending_Bills/FDA/pending-legislation.aspx?hkey=ca9f5b2b-e5a9-40b3-84c6-77d8464bbfd4)

**Capnography Requirement to be added to OAE in 2014**

In recent years, capnography monitoring equipment, long a standard of care in the hospital OR, has been improved and now offers real benefits in such outpatient surgery sites as the OMS office. Following the lead of the American Society of Anesthesiologists (ASA), the American Heart Association and other organizations that develop parameters of care and practice guidelines for their dental and medical surgical specialists, the AAOMS Board of Trustees approved the following revised guidelines requiring capnography equipment in the OMS office beginning in 2014. Visit <http://www.aaoms.org/president/062012.html#2> for more information.

**HIPAA Forms Now Available Online**

As an FDA member-only benefit, you now have access to forms that comply with both federal HIPAA and Florida confidentiality law. All of the documents are available on the FDA website and are free of charge to members. They are uploaded as Microsoft Word documents, so that you may add your practice information to them. The forms can be located at [www.floridadental.org](http://www.floridadental.org) in the drop down menu "Benefits and Resources".

REGISTER ONLINE...  
WWW.WCDENTAL.ORG

# 92nd Annual Meeting of the West Coast District Dental Association

January 17, 2014



## All-Ceramic Restorations in 2014: Clinical Steps

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

**Seminar A - 9:00 a.m. – 4:00 p.m., 6 CEUs**

Registration includes session 2 lunch (1:15pm – 2:15pm)

Longitudinal observations of bonded anterior ceramic restorations reveal an overwhelming success if the basic principles of bonding and minimal invasive procedure for the preservation of enamel are followed. In addition, new high strength all-ceramic systems for fixed partial dentures have been developed in response to patient demand for tooth-colored and metal free restorations. Each system requires specific tooth preparation, laboratory communication, surface conditioning for luting. All-Ceramic Restorations in 2014 is an in-depth look at concepts, procedures and products to enhance the durability of these restorations.

D, A

## Cutting Edge Endodontics:

### Advance in Instrumentation and Irrigation

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

**Seminar B - 9:00 a.m. – Noon, 1:00 p.m. - 4:00 p.m., 6 CEUs**

Lecture and Hands-on Workshop Sponsored by Dentsply

Seminar limited to 25 participants.

An in-depth presentation on the latest concepts and advances in endodontic instrumentation and irrigation will be given, with ample opportunity for participants to gain hands-on experience. Clinically based exercises on extracted teeth and plastic blocks will allow participants to try a variety of rotary file systems composed of the newest generations of endodontic instruments from Dentsply. All participants must bring at least 6 fully developed extracted teeth, single and multiple rooted, with access preparations prepared. The course is geared towards the general practitioner.

**\*All participants must bring at least 6 fully developed extracted teeth, single and multiple rooted, with access preparations prepared.**

D

## Formulating the Ultrasonic Debridement Treatment Plan

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

**Seminar C - 9:00 a.m. – 11:30 a.m., 2 CEUs**

**★ Register for C & H, Save \$30.00 ★**

Session 1 lunch suggested

This case based course will enable the participants to apply the fundamentals of ultrasonic debridement to formulate a non-surgical periodontal treatment strategy. Clinical cases will be used to select the appropriate equipment and technology; to consider the impact of the patient's medical/dental histories; to define treatment sequencing; and to comprehend the criteria for instrumentation.

D, H

## Stuff Worth Knowin Bout Money, Practice, and Life

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

**Seminar D - 9:00 a.m. – 11:00 a.m., 1.5 CEUs**

**★ Register for D & I, Save \$30.00 ★**

Session 1 lunch suggested

This presentation is filled with contemporary, pertinent, and useful information regarding money, practice, and life. Avoid being a victim of identity theft; understand the magic of compound interest and the significance of the rule of 72. Learn how to plan for financial success, and recognize the significant cost of procrastination. Review current useful products and devices to facilitate patient care, and enjoy learning 15 ways to love life more!

D, H, A, S

## Leadership Challenge Workshop

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

**Seminar E - 9:00 a.m. – Noon, 3 CEUs**

**★ Register for E & J, Save \$30.00 ★**

Session 1 lunch suggested

The Leadership Challenge Workshop - based on the best-selling book "The Leadership Challenge" - is about ordinary people learning to do extraordinary things! The program aims to demystify leadership development and approach it as a set of 30 measurable, learnable, and teachable behaviors. An integral part of the workshop is the Leadership Practices Inventory (LPI). This self-scoring instrument helps workshop participants measure their leadership competencies, while guiding them through the process of applying Kouzes' and Posner's acclaimed **Five Practices of Exemplary Leadership** to real-life practice challenges.

D, H, A, S

## CPR Re-Certification

Tampa Bay CPR

**Seminar F - 9:00 a.m. • Seminar G - 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 also will 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, A, S

*The end of the BIENNIUM is fast approaching!  
Have your mandatory CEUs complete by February 28, 2014.  
Purchase a self-study Medical Errors packet on-site for \$15.00!  
Must pre-register for the annual meeting and packet must be  
picked up at the registration desk.*

## 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.

## Ultrasonic Instrumentation Simplified

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

Seminar H - 1:00 p.m. – 4:00 p.m., 3 CEUs

★ Register for H & C, Save \$30.00 ★

Hands-on Workshop - Registration limited to 30 participants

This hands-on workshop will go beyond the fundamentals of ultrasonic to focus on the instrumentation criteria used for gross ultrasonic debridement, definite debridement and de-plaquing. Patient cases will be utilized to simplify proper clinical technique and to assist in selecting the appropriate technology and insert design to meet the individual needs of the patient.

**NOTE: It is strongly recommended that participants have knowledge of the fundamentals of ultrasonics prior to registering for this course.**

D, H, A, S

## “NOW What?!?”

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

Seminar I - 1:00 p.m. – 4:00 p.m., 3 CEUs

★ Register for I & D, Save \$30.00 ★

Have fun resolving two dozen clinical and practice management scenarios! Learn from each other as you propose solutions, and see how the speaker, drawing on 36 years of practice experience, resolved the problems! Come prepared to share your ideas and to think outside the box!

D, H, A, S

\*Audience Key = D - Dentist/Dental Student,  
H - Hygienist/Hygiene Student, L - Lab Tech,  
A - Dental Assistant/Assisting Student, S - Office Staff

## THE EQ EDGE: Emotional Intelligence and Star Performance

Mary O’Neill, M.A., M.F.T.

Seminar J – 1:00 p.m. – 4:00 p.m., 3 CEUs

★ Register for J & E, Save \$30.00 ★

This cutting-edge workshop focuses on understanding how a well-developed Emotional Quotient (EQ) enables leaders to improve their overall effectiveness through the development of outstanding people skills and greater self-management. Research has shown that dental professionals who can more easily establish trust, respect, warmth and rapport are more likely to positively influence others and therefore inspire greater cooperation, collaboration and teamwork. Using a self-scoring “Emotional Intelligence at Work” instrument, workshop participants will explore ways in which emotions underpin and impact professional performance, assess their own EQ and develop a personal action plan for the practical development of EQ.

D, H, A, S

### 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 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.

## HOTEL INFORMATION

St. Petersburg Hilton Bayfront is located at 333 1<sup>st</sup> 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, 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.

## 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 1<sup>st</sup> Avenue South. Follow 5<sup>th</sup> Avenue South to 1<sup>st</sup> Street South, turn left. Hilton Bayfront 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 Bayfront is 2 blocks on the left.

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

## PARKING

Parking is available at The Mahaffey, located at 400 1<sup>st</sup> Street South, \$5.00 a day. Visit [www.discoverdowntown.com](http://www.discoverdowntown.com) for an interactive map of the downtown area, including additional parking options.

## MEETING FACTS

- **Registration:** Pre-register before January 10, 2014 to avoid late fees. Register via mail, fax (813) 654-2505 or online 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, January 10, 2014.
- **Badges and 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 and III.
- **Handouts:** Download your course handouts at [www.wcdental.org](http://www.wcdental.org), click on the ‘Professional’ area, then click on the ‘2014 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, and dental educators receive a 25% discount on seminar fees. **Retired Members:** All-day registration fee for retired members is \$50.00, lunch is not included. Member status must be “Retired” or “Retired Life” with the tripartite to be eligible for discount.
- **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 13 counties. By supporting local events and education, the association is able to impact various important missions and support the profession. To learn more about the WCDDA Fund, visit [www.wcdental.org](http://www.wcdental.org) or contact the WCDDA office at (813) 654-2500, [wc.dental@gte.net](mailto:wc.dental@gte.net).



## Donate to the WCDDA Fund and win!

Make a donation to support the Fund for your chance to win an iPad mini or 2 nights, 3 days at The Ritz-Carlton, Naples and 9 hours of CE on August 8-10, 2014.

Raffle tickets can be purchased online at [http://www.wcdental.org/wcd\\_professionals/2014\\_annual\\_meeting.html](http://www.wcdental.org/wcd_professionals/2014_annual_meeting.html) or on the registration form, page 13. Tickets range from 1 for \$5.00, 10 for \$25.00 and 25 for \$50.00.

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*Ninety-Second Annual Meeting of the West Coast District Dental Association*

Seminar	Time	Title	Dentist Fee	Staff Fee
A	9:00am - 4:00pm	All Ceramic Restorations in 2014: Clinical Steps *Seminar includes session 2 lunch	\$225.00	\$115.00
B	9:00am - 4:00pm	Cutting Edge Endodontics: Advance in Instrumentation and Irrigation	\$195.00	N/A
C	9:00am - 11:30am	Formulating the Ultrasonic Debridement Treatment Plan	\$60.00	\$60.00
D	9:00am - 11:00am	Stuff Worth Knowin Bout Money, Practice and Life	\$60.00	\$60.00
E	9:00am - 12:00pm	Leadership Challenge Workshop	\$60.00	\$60.00
F	9:00am	CPR Recertification	\$35.00	\$35.00
G	1:00pm	CPR Recertification	\$35.00	\$35.00
H	1:00pm - 4:00pm	Ultrasonic Instrumentation Simplified	\$60.00	\$60.00
I	1:00pm - 4:00pm	"NOW What?!?"	\$60.00	\$60.00
J	1:00pm - 4:00pm	THE EQ EDGE: Emotional Intelligence and Star Performance	\$60.00	\$60.00
C & H	9:00am - 4:00pm	Combined seminars C & H	\$90.00	\$90.00
D & I	9:00am - 4:00pm	Combined seminars D & I	\$90.00	\$90.00
E & J	9:00am - 4:00pm	Combined seminars E & J	\$90.00	\$90.00
K	Noon - 1:00pm	Session 1 Lunch Buffet	\$30.00	\$30.00
L	1:15pm - 2:15pm	Session 2 Lunch Buffet	\$30.00	\$30.00
Medical Errors		Medical Errors Self Study Packet	\$15.00	\$15.00
Raffle		Fund Raffle Ticket (Details on page 12)		
	7:00pm	Presidential Reception (Thurs., Jan. 16th) St. Petersburg Hilton Bayfront		

# of tickets \_\_\_\_\_ = \_\_\_\_\_  
# of Attendees \_\_\_\_\_

**PRICES FOR EACH COURSE WILL INCREASE BY \$20.00 ON JANUARY 10, 2014. REGISTRATION POLICIES ARE ON PAGE 11.**

**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  WCDDA Retired Member - \$50.00 (All CE)  
 ADA Number: \_\_\_\_\_  FDA Mbr - \$25.00  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> Hygienist – H      Office Staff - S Assistant – A      Lab Tech – L Hygiene Student – HS Assisting Student – AS	Seminar	Fee	Seminar	Fee	Seminar	Fee	Total
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

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# Konick's Corner



Allison P. Konick, DMD

Growing up, my late Great Uncle Emery had a spot in the local paper, which he cleverly called “Konick’s Corner.” Admittedly, I always thought it was pretty cool that he got to share his own musings with our fellow community members. Coincidentally, he was the first person that came to mind when I was asked to contribute to our WCDDA newsletter. So, as a dental community if you’ll indulge me, I will now channel my inner Uncle Emery:

As a new year begins, we have all undoubtedly thought about how THIS year will be different. What goals do we have for our own lives? How can we become better practitioners? What will make 2014 better than 2013? (...Well, besides having me as your new editor — just kidding Steve Zuknick). One way to start the year off right is by attending our 92<sup>nd</sup> Annual Meeting. This year’s theme is “Discover, Encounter, Engage,” and, if you haven’t yet discovered the courses that will be offered, I encourage you to go back and take a look. Not only are there speakers from all over the country, but they are addressing topics that cover a scheme much larger than dentistry. You can re-invent endodontics in your practice or re-invent yourself as a leader. You can discuss challenging clinical cases, or even challenge yourself to enhance the life of your practice. Whether it’s camaraderie or CAD/CAM that you’re looking for, there will surely be something to whet your (hydroxy) appetite!

Much like ourselves, dentistry is constantly evolving. We are lucky to be part of a profession where good is never ‘good enough,’ and improvements in efficiency and longevity are constantly the goal. As we discover new ways to advance our skills as clinicians we strive to share those findings with others involved in dentistry. A true passion for the profession leads to encountering many others who share that same enthusiasm. Whether it’s at the annual meeting or your local meeting, these encounters are important both personally and professionally. As we enter the New Year with our sights set high, the challenge will not be to make the goals, but to attain them. As a goal-setter myself, I have always followed the age-old adage to “begin with the end in mind,” and it’s no surprise that this motto applies here as well. As we *discover* new methods and *encounter* new challenges each day, we simultaneously *engage* our patients in all of this. They are the real reason we go to work every day, and as we strive to improve ourselves in an effort to improve their health and wellness, this is when it all comes full circle. Happy New Year, everyone!

Allison P. Konick, DMD

## Guest Editor

Dr. Allison Konick grew up in a small town in New Jersey. She later moved to Pennsylvania to attend Villanova University, where she earned dual degrees: a B.S. in Biology and a B.A. in Hispanic Studies. She earned her Doctorate in Dental Medicine from the University of Florida College of Dentistry, and went on to train at the Institute for Advanced Laser Dentistry to be able to perform LANAP laser periodontal therapy. Dr. Konick is a member of the American Dental Association, the Florida Dental Association, the West Coast District Dental Association, and the Manatee Dental Society. She is certified in Invisalign and is currently an associate at North River Dental in Ellenton, where she enjoys practicing all aspects of clinical dentistry. Dr. Konick and her husband D.J. enjoy calling Florida home and love spending weekends at the beach or traveling to visit their friends and family around the country. They recently added an English bulldog puppy named Tyson to their family, and love spoiling him like crazy!

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## West Coast District Dental Association Newsletter

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### Mission:

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

### Values:

Service, Commitment,  
Integrity and Excellence.

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

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