



West Coast District Dental Association
WEST COAST CHECKUP

**Annual Meeting
Details Inside!**

Volume 43 • Issue 1 • A Component of the Florida and American Dental Associations • January 2013

*The Heart of Dentistry
Begins with You!*

*Get Down to the Heart of the
Matter with the WCDDA at the
St. Petersburg Hilton Bayfront
for the 91st Annual Meeting!*

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President's Message

“Kintsugi” Our Professional Culture & Legacy



Leo R. Cullinan, D.D.S., M.S.

“When the Japanese mend broken objects, they aggrandize the damage by filling the cracks with gold. They believe that when something’s suffered damage and has a history it becomes more beautiful.”

The story of **Kintsugi** may have begun in the late 15th century, when a shogun sent his favorite, damaged Chinese tea bowl back to China to be fixed. It returned held together with ugly metal staples, launching Japanese craftsmen on a quest for a new form of repair that could make a broken piece look and symbolize “better than new”.

The story of **Kintsugi** may have begun in the late 15th century, when a shogun sent his favorite, damaged Chinese tea bowl back to China to be fixed. It returned held together with ugly metal staples, launching Japanese craftsmen on a quest for a new form of repair that could make a broken piece look and symbolize “better than new”.

The subtlety of this philosophy focuses on imperfections themselves rather than attempting to disguise them. Often we try to repair broken things in such a way as to conceal the repair and make it “good as new”. Instead, by aggrandizing the damage and venerating the object complete with flaws, kintsugi expresses the belief that part of what makes our legacy interesting and beautiful are the very things that so many of us try to sweep under the rug or otherwise obscure from view.

As an art form and philosophy, kintsugi points to valuing the history of something that has been broken and is made whole again in a new identity. Our western culture tends to discard the broken-broken objects, broken people, and broken relationships. We fail to see what the broken might look like if we put the resources into mending them.

I believe the **Kintsugi** concept and the term “aggrandize”-to widen in scope; to enlarge, to make great or greater have a poignant application to the culture and legacy of Access to Care. Who knows more about ceramic and gold or “fixing things” than Dentists? Dentists continue to perfect the art and science of restoring the human dentition. We get so used to the way things are and don’t always see the opportunity for so much more than this. We live in the “normal” and forget there is a higher good to manifest. I will submit to you that we don’t have to accept the limitations that we’ve known because we’ve come to this place to deliver something more profound...to help restore and honor the human condition...along with the human dentition.

My laser beam and that of the West Coast District Dental Association continues to be focused on Access to Care. To that end we started last summer with the WCDDA leadership visiting St. Matthew’s House, a homeless shelter and recovery program in Naples to see firsthand the overwhelming need for dental services. We continued this past fall with exciting dialogue amongst members and leadership alike during my affiliate visits to explore innovative ways to make it easier for our members to volunteer; to actively address programmatic service needs on a local level.

We can be very proud of the dedicated and insightful work of our newly-formed Access to Care (A2C) Committee. Their charge is to develop and maintain a **WCDDA Center for Strategic Service** (with corresponding 5 year strategic plan) whose function is to champion the Service Component of Access to Care and support professional volunteer efforts at the affiliate level. This includes:

- ✓ developing a “cohesive message” that promotes the organizational and member benefits associated with professional volunteerism.
- ✓ developing and maintaining related “service” resources
- ✓ developing a public relations “awareness”/fundraising model
- ✓ coordinating all related legislative “awareness” opportunities, and
- ✓ to help reach our goal, in 5 years that 75% of our members are actively volunteering with a recognized non-profit organization, clinic, referral-based program, once a month providing comprehensive dental care to the underserved throughout the West Coast of Florida.

I want to acknowledge the important work of the **Florida Dental Health Foundation** (FDHF) and its Project: Dentists Care-affiliated clinics/programs. We continue to learn about the wonderful impact of existing programs like **Dr. Robert Ettleman’s Gulf Coast Dental Outreach (GCDO)**, **Dr. Bill Truax’s Project Dentists Care** program in Lee County, **Dr. David O’Sullivan’s Dental Outreach of Collier (DOC)**, the involvement of **Drs. Amy Anderson, John Thee** and others with **Pinellas Coalition, PCDA Mission**, **Dr. Jim Little’s Dental Program with Community Coalition on Homelessness** in Bradenton, and the excitement of the much-anticipated **Brandon Outreach Clinic** organized by **Drs. Craig Oldham, Reza Iranmanesh** and others from

President's Message (cont'd)

Hillsborough County to name a few. The committee is working diligently to bring the resources together (programs, volunteers, facilities) while developing the concepts of prevention, patient education and personal responsibility, transportation, funding, etc.

My special thanks to Chairman **Dr. Chris Bulnes**, and his A2C Committee members **Drs. Amy Anderson, Zack Kalarickal, Bill Kochenour, Larry Lieberman** and **Chris Wujick** and our great staff **Lissette & Kelsey**.

As we enter a new year I ask for your continued help to more fully develop the culture and legacy of service within organized dentistry and to support the efforts of our Access to Care (A2C) Committee. If you are already volunteering, my heartfelt thanks. If you're not I encourage you to embrace the value of being part of something bigger through your service to those in need. The rewards will foster personal growth, bolster organized Dentistry's position as leaders in oral health care, and encourage others to join our cause.

The need in our communities is overwhelming. As Kintsugi artisans, we are the "gold vein" that can pull the pieces together beautifully... and make a difference.

Sincerely,

Leo R. Cullinan, D.D.S., M.S.

Kintsugi (Japanese: *golden joinery*) is the Japanese art of fixing broken pottery with a lacquer resin sprinkled with powdered gold. Kintsugi may have originated when a shogun sent a damaged Chinese tea bowl back to China for repairs in the late 15th century. When it was returned repaired with ugly metal staples, it may have prompted Japanese craftsmen to look for a more aesthetic means of repair. Collectors became so enamored of the new art that some were accused of deliberately smashing valuable pottery so it could be repaired with the gold seams of kintsugi.



*Dr. and Mrs. Leo Cullinan
request the pleasure of your company
at the Presidential Cocktail Reception
of the
West Coast District Dental Association's
91st Annual Meeting
Thursday, the fourteenth of February
two thousand and thirteen
seven until nine o'clock in the evening
Museum of Fine Arts
255 Beach Drive NE
St. Petersburg, Florida 33701*

*R.S.V.P. by February 1st
(800) 260-5277 or
kelsey@wcdental.org*

February 7-10, 2013

Experience New Orleans Tradition with Friends!

Continuing education will be offered. Group dinner at Bourbon Vieux on Saturday, February 9th, price includes: dinner, drinks and balcony view of Bourbon St.

Sheraton New Orleans Hotel
\$255.00 Main House, \$285.00 Club Room.

*To secure your room contact the
WCDDA at (813) 685-2500.*

*Space is limited, call the WCDDA
to secure your spot.*

Members in the News



Terry L. Buckenheimer, D.M.D., F.A.C.D., of Tampa, was installed as a trustee of the American Dental Association (ADA). Dr. Buckenheimer will serve on the ADA Board of Trustees as the trustee from the 17th District. As a member of the ADA Board, Dr. Buckenheimer will play a major role in the ADA's organizational objective of being America's leading advocate for oral health. Dr. Buckenheimer is president-elect of the Florida Dental Association and has served in the ADA House of Delegates as Chair of Florida's Delegation. He also served as president of the Hillsborough County Dental Association, West Coast District Dental Association and the Florida Dental Health Foundation.

Gregory S. Rotole, D.D.S., successfully accomplished his Golden Gate Bridge 4 Mile Medley Swim to raise awareness about the Wounded Warrior Project.



New Fellows Recently Inducted into the American College of Dentists

Drs. Gayle Obermayr of Sebring, **Craig Oldham** of Brandon and **Stephen Pierce** of Bradenton were inducted into the American College of Dentists during the ADA Annual Session in October 2012.



L:R Dr. Michael Kirsch and Dr. Gayle Obermayr



L:R Dr. Stephen J. Peirce and Dr. Craig Oldham

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Mo Dahman, D.D.S.

Crystal River, Florida

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Milestones

We are deeply saddened by the death of our colleagues.

Antonio B. Abay, DDS of Tampa – September 17, 2012

“Dr. Chan” Chancey Wallace Springstead, III, DDS of Brooksville – October 27, 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.

New Members

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

Kelly N. Ackley, DMD, New Port Richey	Devin A. Gapstur, DMD, St. Petersburg	Gary M. Raska, DMD, Sarasota
Lazaro Acosta, DDS, Naples	James R. Green, DMD, Tampa	Amber M. Roberts, DMD, Lutz
Leticia Acosta, DMD, St. James City	Dylan, Hagerty, DMD, Land O’Lakes	Amy J. Sagatys, DMD, Gainesville
Luis A. Alicea, DMD, Trinity	Issa Issa, DMD, Brooksville	Andrea C. Spurr, DDS, Seminole
Erin S. Berling, DMD, Lakeland	Denisse Lasanta-Figueroa, DMD, Lutz	Michael Swindasz, DMD, Tampa
Todd M. Britten, DMD, Tampa	Phuong-Uyen N. Le, DMD, Tampa	Bryan R. Thatcher, DMD, Valrico
Sheila Chandrasahsa, DMD, Port Charlotte	Andrea M. Mier, DDS, Fort Myers	Heather M. Yates, DMD, Largo
Lauren I. Companioni, DMD, Tampa	Michael J. Newman, DMD, Fort Myers	Ashley N. Younkman-Reynolds, DMD, Punta Gorda
Catherine M. de la Torre, DMD, Clearwater	Kimberly A. Phelps, DMD, Tampa	

Help the dental profession succeed by recruiting a member today! Invite a non-member colleague to your next affiliate meeting or to the WCDDA’s Annual Meeting, February 15, 2013 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 (813) 654-2500 or email Kelsey Tidler at Kelsey@wcdental.org.

FDA Membership Directory - <http://www.floridadental.org/member-sourcebook>.

Mark Your Calendar

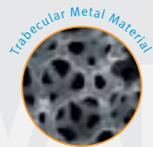
WCDDA Telephone Caucus, various sites. January 22	WCDDA House of Delegates, Tampa February 14
FDA House of Delegates, Tampa. January 25-26	WCDDA Annual Meeting, St. Petersburg February 15
Give Kids a Smile February 1	Dentists’ Day on the Hill April 3
Mardi Gras with the WCDDA, New Orleans. February 7-10	FNDC Gaylord Palms, Orlando. June 13-15
 WCDDA Presidential Reception February 14	WCDDA Summer Meeting, Naples July 12-14
	ADA Annual Session, New Orleans Oct. 31-Nov. 3

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To learn more about opportunities at Towncare — visit our website at careers.towncaredental.com or contact Pat Parnell at 305-274-2400, ext. 2041 or pparnell@towncaredental.com.


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Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, January 22, 2013 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 Saturday, January 26, 2013 at 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 14, 2013 at 3:00 p.m. in conjunction with the WCDDA's Annual Meeting at the St. Petersburg Hilton Bayfront.

Pursuant to the WCDDA Bylaws, all WCDDA members are hereby notified of the possibility that the WCDDA House of Delegates (HOD) will be asked to consider bylaws changes. The proposed bylaws change pertains to the membership category and will read as follows:

CHAPTER I * MEMBERSHIP

Section 6. APPLICATION FOR MEMBERSHIP

Resolved, ELIMINATE Active Life Member category from the West Coast District Dental Association's membership category.

B. GENERAL EXEMPTIONS

Retired life, privileged and honorary members shall be exempt from payment of any dues and assessments to the West Coast District Dental Association. ~~Active life members shall be exempt from payment of one half (1/2) West Coast District Dental Association dues.~~ Active life members are exempt from payment of West Coast District Dental Association assessments.

The WCDDA's Article of Incorporation allow the FDA Bylaws to be amended by a two-thirds affirmative vote of the HOD, provided the proposed amendments are sent in writing to the membership of the association and postmarked at least 30 days in advance of the HOD session; or at any HOD session by a three-fourths affirmative vote, provided the amendments were presented in writing to a previous session of the HOD and unanimous consent is given for their consideration

Dr. Christopher M. Bulnes
WCDDA Secretary

Meet the Candidate for 2013-2014 WCDDA Secretary



Melissa M. Grimaudo, DMD
West Pasco County Affiliate

Dr. Grimaudo is a general dentist and practices in Land O'Lakes.

Professional Affiliations/Appointments and Awards:

- President, West Pasco Dental Association, 2012-2013
- Executive Board, West Pasco Dental Association, 2008 to present
- Webmaster, West Pasco Dental Association, 2008 to present
- WCDDA Representative, FDA Sub-council on the New Dentist, 2011-2012
- Alternate Delegate, FDA/WC House of Delegates, 2008 to present
- WCDDA Program Committee, 2011 to present
- WCDDA Leadership Award, 2009
- Graduate, FDA Leadership Institute, 2010
- WCDDA Entrepreneurial Series Workshop, 2012
- Finance Council, St. Peter the Apostle Catholic Church, Trinity, 2009 - present

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

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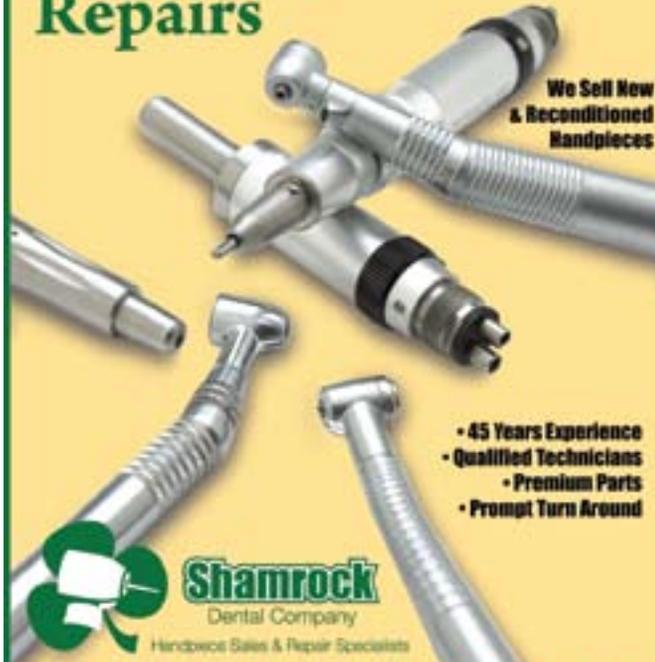
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I'm dedicated to members of the WCDDA!

RICK D'ANGELO

WEST COAST DISTRICT INSURANCE REPRESENTATIVE

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Email: rick.dangelo@fdaservices.com



Important Information

LIKE West Coast District
Dental Association on

facebook

WCDDA Ad Campaign Survey

The WCDDA is interested in determining the feasibility of developing and implementing its own public promotions campaign and we'd like your opinion. If you have not already done so, please answer a short survey to help determine a WCDDA public promotion action plan.

<http://archive.constantcontact.com/fs043/1102557709974/archive/1110779480393.html>.



Ad Campaign
Survey

Net 2 Membership Challenge

FDA President Dr. Kim Jernigan's goal for this year is to increase membership by 1%. For the West Coast District that equates to a net gain of approximately 24 members-thus the WCDDA "Net 2 Membership Challenge". The WCDDA's goal is to increase each affiliate membership by a "net" of 2 active members. Next time you see your colleague who is a non-member dentist; invite them to your next affiliate meeting to assist in attaining our goal. Remember: our strength is numbers. Contact the WCDDA office (813) 654-2500 for more information.

Convenient Dues Installment Options Offered to Members for 2013

The FDA has created a convenient installment option to make it even easier for you to renew your membership for 2013! Enrolling in the program is simple. When you receive your dues statement, check the "Credit Card Payment Plan" option in the lower-left corner; fill out your credit card information and sign the form. Then simply mail or fax your dues statement stub to the FDA. Members who enroll in the installment plan will fulfill their dues obligation by the end of October 2013. Other payment methods also will be accepted, including payment by check or online with a credit card. Contact the Florida Dental Association (800) 877-9922 for more information or to enroll.

Health Care Practitioner; Waiver of License Renewal Fees and Continuing Education Requirements – 766.1116

Any health care practitioner who participates as a health care provider under s. 766.1115 and thereby agrees with a governmental contractor to provide his or her services without compensation and as an agent of the governmental contractor to low-income recipients in accordance with s. 766.1115 for at least 160 hours for each biennial licensure period, or, if the health care practitioner is retired, for at least 800 hours during the licensure period, upon providing sufficient proof from the applicable governmental contractor that the health care practitioner has completed the hours at the time of license renewal under procedures specified by the Department of Health, shall be eligible for: (a) Waiver of the biennial license renewal fee for an active license; and (b) Fulfillment of a maximum of 25 percent of the continuing education hours required for license renewal under s. 456.013(9). View the Florida statutes at the following link, http://www.doh.state.fl.us/mqa/dentistry/dn_statutes.html#.

ADA Updates Dental Radiograph Recommendations

The ADA, in collaboration with the Food and Drug Administration, has released updated recommendations for the prescription of dental radiographic examinations. "Dental Radiographic Examinations: Recommendations for Patient Selection and Limiting Radiation Exposure," which was last updated in 2004, should serve in conjunction with dentists' professional judgment on when it's appropriate to use diagnostic imaging. Radiographs can help dentists evaluate and diagnose many oral diseases, but the ADA also recommends that dentists weigh the benefits of taking dental radiographs against the risk of exposing a patient to X-rays, the effects of which can accumulate from multiple sources over time. The dentist is in the best position to make this call since he or she knows the patient's health history and their vulnerability to oral disease.

Highlights from the updated document include:

- Removing a stronger recommendation for thyroid collar use for children, women of childbearing age and pregnant women. The strength of the recommendation is now the same for all patients.
- A new section that was not in the 2004 document, which expands upon the 2006 CSA report, "The Use of Dental Radiographs: Update and Recommendations."
- New topics that were not covered in the 2006 CSA report such as receptor selection, handheld X-ray units, technique charts and radiation risk communication.
- Changing the recommendation for shielding to be consistent with the National Council on Radiation Protection & Measurements.

To view the report in its entirety, visit www.ada.org/5160.aspx?currentTab=2.

REGISTER ONLINE...
WWW.WCDENTAL.ORG

91st Annual Meeting of the West Coast District Dental Association

February 15, 2013



Global Diagnosis: A New Vision of Dental Diagnosis & Treatment Planning

Jeffrey S. Rouse, DDS Seminar A • 9:00am – 4:00pm, 6 CEUs
Registration includes session 1 lunch (Noon – 1:00pm)

An ideal seminar for specialists and general dentists to attend!

This course is a must for those having difficulty with focus and participation during treatment planning sessions. It provides a systematic approach to interdisciplinary diagnosis and a participant presentation template. It is the purpose of this lecture to present a diagnostic method based on the concept of "global" diagnosis. The guidelines will be distilled into the "Five Questions" required to diagnose and provide interdisciplinary treatment of the worn or gummy smile. Finally, you will be provided a PowerPoint template for treatment planning sessions. You will simply fill in the blanks and a professional presentation is ready for the next meeting.

D, H, A

Thriving in a Changing World, Creating Practice Success

Andrea Beerman, DDS Seminar B • 9:00am – 4:00pm, 6 CEUs
Registration includes session 2 lunch (1:15pm – 2:15pm)

4TH STAFF MEMBER ATTENDS FOR FREE

In a rapidly changing, information streaming world, knowing where you're going, why you're motivated to go there in the first place, and having the clarity to stay on track is more difficult than ever. Yet finding a way to do so can be transformative.

We'll take a fresh look at the "why" concepts of vision and core values to get clear about why we are motivated to do what we do and why we work best in certain ways. Next, we'll move into "how" concepts to learn how to take these pearls back to our practices to energize and refocus the whole team. These strategies include systems integration, communication (generous listening/conflict resolution), and productive team huddles and meetings. Finally, we wrap this concept into the "what" – or what to do as a team and with patients to bring the vision and values to life everyday. Topics covered will include creating a WOW! patient experience, Top Ten Pearls from Andrea's team, and action plan creation to take new learning back to the practice.

Despite the economy, I truly know dentistry remains full of possibility – it is our job to use our talents and creativity more than ever! Through my one-day program, I will use lecture, group facilitation and hands-on team activities to inspire teams with new ideas and leave them energized and with the skills to apply their new learning.

D, H, L, A, S

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.

Assessing Anesthetic Options for Non-Surgical Periodontal Therapy

Reneé C. Graham, RDH, MEd – Sponsored by Dentsply Professional
Seminar C • 9:00am – Noon, 3 CEUs

To deliver optimal patient care, pain management is an essential component of periodontal therapy procedures. Supported by science, this course will provide the dental professional with the information necessary to make an anesthetic choice based on each patient's needs. This course will include information on a new, non-injectable local anesthetic for scaling and/or root planning.

D, H

Energize Your Body, Energize Your Practice: Nutrition and Yoga for the Dental Professional

Melissa Metz MS, RD, LD/N and Christine Taylor BA, ERYT
Seminar D • 9:00am – Noon, 3 CEUs

Do you have decreased energy? Do you experience back or neck pain? Do you find it difficult to take time to eat or take a break while at work? Do you have trouble relaxing? Do you have trouble sleeping? If so, this course is for you. Explore yoga postures, breathing, and relaxation techniques to build strength for proper alignment and self-awareness to help remain calm amidst the chaos of daily life. Discover how nutrition and movement will have you feeling refreshed, renewed, and restored.

In this course you will learn ways to:

- Energize your morning.
- Promote healthy habits in your office.
- Simplify meal planning with recipes and snack ideas for on-the-go.
- Improve overall posture to prevent work-related injuries and combat fatigue.
- Utilize evidence-based tools to help you meet your weight and health goals.
- Relieve stress at the end of a long work day.

A yoga class and food demonstration are also included as part of this course. Please wear comfortable clothing. Flexibility **NOT** required.

D, H, L, 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.

Current Concepts in Minimally Invasive Dentistry

Ron Kaminer, DDS – Sponsored by Crest & Oral B and SDI

Seminar E • 9:00am – 4:00pm, 6 CEUs

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

All dental specialties are changing to become more minimally invasive. These minimally invasive techniques can immediately impact anyone's practice leading to improved quality of care and higher profits. We will demystify esthetic dentistry, utilizing both new and tried and true materials. We will deliver concepts that can all be implemented immediately in the office.

Some of the topics to be covered include:

- Cariology - Finally a true understanding of dental disease.
- Chemotherapeutics - What is the right way to kill the bugs!
- Predictable early caries diagnosis.
- The best restorative materials for minimally invasive preparations.
- Ideal matrix band for perfect contacts.
- Oral Cancer detection - How and Why?
- How to predictably eliminate white spots.
- Minimally Invasive Periodontics - maximizing hygiene production.
- Dental Lasers - separating truth from hype.
- Current concepts in tooth whitening.
- Communication skills to maximize case acceptance.

D, H, A

CPR Re-Certification

Tampa Bay CPR

Seminar F • 9:00am – Seminar G • 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

Win the Battle against Biofilm: Leverage the Power of Ultrasonics

Reneé C. Graham, RDH, MEd Sponsored by Dentsply Professional

Seminar H • 1:30pm – 4:30pm, 3 CEUs

Lecture with hands-on activities

This course is based on the current scientific literature and evidenced-based strategies to provide clinicians practical guidelines regarding the use of ultrasonic instrumentation. Ultrasonic instrumentation techniques will be covered extensively following the dental hygiene process of care and utilizing hands-on activities. Patient cases demonstrating successful treatment with ultrasonic instrumentation will be shared.

D, H

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 1st 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 \$139.00. Reservations can be made by calling 1-800-944-5500.

Directions

From Tampa: take I-275 south to Exit 22 (I-175). The exit will turn into 5th Avenue south. Follow 5th Avenue south to 1st Avenue south. Follow 5th Avenue south to 1st 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 5th Avenue south. Turn left onto 1st Street Southeast. Hilton is 2 blocks on the left.

Access door to door directions on

www.googlemaps.com, www.mapquest.com, etc.

Parking

Parking is available at The Mahaffey, located at 400 1st Street South, \$5.00 a day. Visit www.discoverdowntown.com for an interactive map of the downtown area including additional parking options.

Meeting Facts

- **Registration:** Pre-register before February 1, 2013 to avoid late fees. Register via mail, fax (813) 654-2505 or on-line at 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, February 1, 2013.
- **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, click on the 'Professional' area, then click on the '2013 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.
- **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, registration or for brochure - Contact WCDDA at (813) 654-2500 or email Kelsey at kelsey@wcdental.org.

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WCDDA Fund & Memorial Grant

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.

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 Dentists' Day on the Hill in Tallahassee on April 3, 2013. The grant can be used toward transportation to and from Tallahassee and accommodations at the host hotel. 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 an application form and submitting a letter to the WCDDA. The form can be found at www.wcdental.org. The deadline for application is February 1, 2013.

You can help us impact our district by contributing to the Fund. A \$25 donation will provide you with a chance to win a new iPad on Feb. 15, 2013. You do not have to be present to win.



For questions regarding the WCDDA Fund or the Dr. Dan Bertoch Memorial Grant, please contact the WCDDA office at (813) 654-2500 or visit www.wcdental.org.

Contribute to the FUND today!
Make checks payable to WCDDA, Memo: FUND
Mail to: 1114 Kyle Wood Lane, Brandon, FL 33511

Dental Clinic Volunteer Opportunities

To learn more about volunteer opportunities in Naples, FL with the **Dental Outreach of Collier, Inc. (DOC)** program, please contact co-founders Dr. David J. O'Sullivan (davedmdpa@comcast.net) or Dr. Leo R. Cullinan (lrcullinan@comcast.net).

The Mission of the **Homeless Emergency Project Dental Clinic** is to provide quality, compassionate dental care to homeless, uninsured, and medically underserved individuals in Pinellas County with the goal of eliminating oral health disparities among this vulnerable population. Cases are administered based on shared responsibility, individual service plans, and measurable outcomes while maintaining the focus of helping people return to society as productive individuals. For more information or to join the HEP Dental Clinic volunteer team (dentists, hygienists, and office administration), contact Margaret Lett at (727) 442-9041, Ext. 110 or at mlett@ethep.org.

Mission Smiles Mobile Dental Unit performs clinics in the Tampa Bay area. "Mission Smiles" is an outreach program of Mission Tampa, serving the homeless and families in poverty. Volunteer dentists, chair-side assistants and hygienists are needed. Each clinic is run once a month on Saturdays at various Tampa Bay locations from 9:00am-3:00pm. Stock items are needed; instruments for extractions, filling and cleanings; disposables; insert tips and low speed hand-piece for hygiene use. Some dentists prefer to make a financial donation. Please consider what you are able to do. Program Manager, Linda Tubaugh * dental@missiontampa.org * (813) 236-6237 or (813) 446-8769.

Good Samaritan Health Clinic of Pasco offers a dental clinic every Wednesday evening at our non-profit charitable clinic in New Port Richey. We have a dental assistant on hand to x-ray, work up patients and assist volunteer dentists. We offer all licensed volunteers Sovereign Immunity. To volunteer or for more information, contact Melissa Fahy, CEO at (727) 848-7789 Ext 242 or mfahy@goodsamclinic.org. Visit www.goodsamclinic.org.

The **Judeo Christian Health Clinic** in Tampa provides services on Tuesdays and Wednesdays. Services provided are x-rays and simple extractions. All services are free of charge and are offered to those who do not have dental insurance and cannot afford to pay for services privately. A dental technician takes x-rays, completes required paperwork and assists volunteer dentists. Volunteers are welcome to contact Kelly Bell by calling (813) 870-0395 ext. 22 or by emailing kelly@judeochc.org.

The **Senior Friendship Centers** provides medical and dental care to persons over the age of 55 in clinics located in Sarasota, Venice and Naples. Volunteers staff the dental clinics and provide much need services as dentists, hygienists, and dental aides. For more information on how to volunteer please call Caroline Allen @ (941) 556-3249 or callen@friendshipcenters.org.

Ninety-First Annual Meeting of the West Coast District Dental Association

Seminar	Time	Title	Dentist Fee	Staff Fee
A	9:00am - 4:00pm	Global Diagnosis: A New Vision of Dental Diagnosis & Treatment §	\$225.00	\$115.00
B	9:00am - 4:00pm	Thriving in a Changing World, Creating Practice Success * §	\$120.00	\$120.00
C	9:00am - Noon	Assessing Anesthetic Options for Non-Surgical Periodontal Therapy	\$60.00	\$60.00
D	9:00am - Noon	Energize Your Body, Energize Your Practice: Nutrition & Yoga for the Dental Pro.	\$40.00	\$40.00
E	9:00am - 4:00pm	Current Concepts in Minimally Invasive Dentistry §	\$180.00	\$100.00
F	9:00am	CPR Recertification	\$35.00	\$35.00
G	1:00pm	CPR Recertification	\$35.00	\$35.00
H	1:30pm - 4:30pm	Win the Battle against Biofilm: Leverage the Power of Ultrasonics	\$60.00	\$60.00
C & H	9:00am - 4:30pm	Both Hygiene Seminars C&H	\$90.00	\$90.00
I	Noon - 1:00pm	Session 1 Lunch Buffet	\$30.00	\$30.00
J	1:15pm - 2:15pm	Session 2 Lunch Buffet	\$30.00	\$30.00
	4:00pm	Post Meeting Mixer - Don't rush out after the seminar. # of Attendees	_____	_____
Raffle		New iPad Raffle Ticket (Support the WCDDA Fund) \$25.00 x # _____ =	_____	_____
	7:00 pm	Presidential Reception (Thursday, Feb. 14th) Museum of Fine Arts # of Attendees	_____	_____

* 4th staff member attends free • § includes lunch

PRICES FOR EACH COURSE WILL INCREASE BY \$20.00 ON FEBRUARY 1, 2013. 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.

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 Job title key	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: _____

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West Coast District Dental Association

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The Last Word



Steve Zuknick, DMD

This year's annual meeting has the theme "Getting down to the heart of the matter" due to the coincidence of being held partly on Valentine's Day. This theme gives the WC Checkup the opportunity to reflect on the "heart" of Dentistry. Down to its core, its sense of empathy. Dentistry is ripe with good deed doers and volunteers who spend ample time and money giving back to the community and each other. If you skipped over it, please go back and read our President's message about West Coast District members whose dental centers' sole purpose is to care for the less fortunate. My message isn't about challenging you to give back for your profession or yourself. This message is about tooting dentistry's horn. It's rare to hear of another profession who gives back as much and as often as ours. Sure there are stories of heart from other professions, but from top to bottom I think dentistry overachieves in this area: from not-for-profit indigent care centers, Give Kids A Smile days, and simply providing for those patients of record who have befallen tough times. We care for those who need it.

We also have a soft spot for each other. Perhaps it is the fact that we can commiserate with each other. We know what happens chairside in each other's offices on an average day. We know what happens when we aren't in our offices due to illness or injury. No other profession comes out in force when a colleague needs help. It is just what we do. It could be a sense of duty, it could be because it feels good. I think it's just the way we are wired. Members of organized dentistry look for opportunities to give back. The sense of giving is stronger with our members. Leadership is always looking for ways to get new members, maybe what we really need is more of the right kind of member. The kind with the big heart.

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West Coast District Dental Association Newsletter

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Mission Statement: Our Association will serve the needs of our members and support their professional growth, encourage the improvement of the health of the public and promote the art and science of dentistry.