President's Message

This is my first article as President of the West Coast District Dental Association so let me start by thanking all of you for allowing me to serve in this position. I appreciate your faith and trust and I will do my best for you and for our organization and profession.

I am a 1980 graduate of THE Ohio State University. Yes, another Buckeye for you to tolerate. Similar to our current FDA Editor and past WCDDA President Dr. Hugh Wunderlich, you can expect to see frequent reminders and symbols from my alma mater. We “Buckeyes” are a proud group.

My graduation year tells you much about my age. I’ve been around long enough to experience a lot of things and have sat through way too many meetings. As a House of Delegates member at the state and district level (and a short time at the ADA level), I assure you that you have a great group of dedicated leaders who give consistently of their time and talents to the profession. You are represented well by your delegates and leadership, as well as our executive director and staff at the West Coast office. Although we may not always agree with our fellow delegates from other areas or states about the outcome on many issues, I must remind myself how fortunate we are to live in a democratic country with all the rights, benefits and freedoms which we sometimes take for granted.

One issue that has been a topic of heated discussion this past year is licensure by credentials. This was brought to the forefront by our Collier affiliate, and the House of Delegates responded overwhelmingly to oppose this in any form. Unfortunately, what we want and what Governor Crist and the Florida Legislature want are sometimes at odds. We were forced to negotiate into allowing a ‘health access dental license’ effective January of 2009. More information on this will be coming in the FDA news. Call me a pessimist if you wish, but I am very worried when this bill expires in January of 2015 there will be another attempt by attorneys or the Legislature to allow full licensure by credentials. I also question the need for this license when the Board of Dentistry has been granting permits as needed. Our leadership and lobbyists will continue to be very aware of this issue.

You will hear more about a $40 dues increase for the upcoming year attributed to a mandatory FLADPAC membership for political campaign support. As much as I dislike the system, which I personally feel is akin to a legalized form of bribery, PAC membership allows our collective voice to be heard. If we do nothing and bury our heads in the sand, we are condemning our profession. Dr. Bernie Machen, a dentist and president at the University of Florida, stated at our June house meeting, “In these tough times it is vital for organized dentistry to remain at the lead.” Dentistry has a long history of leadership and we must continue that trend. We see what has happened to our physician friends who have poor membership percentages, weak lobbying efforts and joined every HMO, PPO, Medicare and discount plan out there. I am not suggesting any form of insurance boycott, as it would be illegal and against our antitrust statement. I am just reminding you to carefully review and evaluate your respective contracts on a routine basis.

Dr. Don Cadle, ADA president-elect candidate, tells us that the ADA House of Delegates has 14 new delegates this year, but none from Florida. He tells us how critical it is for the FDA to focus on membership in order to eventually gain delegates at the national level. At the West Coast, membership will continue to be a key issue. Unfortunately, we find that we lose many young members when their five year discounted dues cease. We are going to attempt to keep these young members within the fold, as well as keeping all of our members aware of how valuable they are to this organization. Many of our members question what they get from belonging to organized dentistry, and we will work to emphasize the many benefits of membership. We will continue to keep dentistry a strong and respected profession!

Nicholas J. Dundee, D.D.S.

Spend Some Island Time in Key West With The WCDDA!

Casa Marina Resort & Beach Club

MAY 15-17, 2009

Welcome Reception: Friday 7:00 pm
Seminar Times: Saturday & Sunday
8am-10:30am • Cost: $195.00
Fun Stuff: Boat Trip, Group Dinners & Pub Crawl

CE DETAILS (5 CEUs) - Speaker: Dr. Jeff Scott • Topic: Treatment Planning Complex Cases
Contact WCDDA for a registration form - (813) 931-3018 or visit www.wcdental.org to download the form.
I was posed the following question by a colleague, “What does membership in organized dentistry mean?” I had a bunch of answers I could spit out, but refrained. I then paused and eloquently diverted his attention to the perplexing status of the U.S. economy. As one could imagine, this conversation went on for awhile. The reason I did not answer initially was because I felt I did not have a good answer for him. I could have mentioned insurance benefits and programs, political advocacy, mentorship, etc… but those are what I call “cookie cutter” answers, not deserving of a man of his intelligence- so he says. I was looking for a more profound answer.

I looked in good old Webster’s dictionary for two definitions. They read as follows: membership n. 1. The state or status of being a member. 2. The body of members. 3. The relationship between an element of a set or class and the set or class; organized adj. 1. Having a formal organization to coordinate and carry out activities. 2. Affiliated by membership in an organization.

I formulated this question to myself for some deep and profound thinking (aka. King Julian – King of the Lemurs). What does the relationship between membership and being organized mean? The light bulb finally went off as I was walking through the exhibit hall at the 2008 Florida National Dental Convention!!!

It was simple. I was surrounded by it. There was no way I could ignore it. The “industry” of dentistry and everything that makes it “go” is what membership in organized dentistry means. Without the tripartite membership, everything that makes the machine “go” would slow down and cease to exist. This goes back to those cookie cutter answers that I did not want to give out. In hindsight, these little answers add up to a very big answer. Without membership there are no insurance benefits and programs, political advocacy, mentorship, etc. Our organization we call the “tripartite” would cease to exist. Along with that would go everything that any one of us would see at FNDC or any dental activity we attend, because truthfully there would be no activity and for that matter the “industry” as a whole will dissolve. Long and short our lives would change forever. We cannot allow this to happen.

Membership in the tripartite system is vital to ensure that we have a strong backbone with some “teeth” to never allow our “industry” to go downhill. I make a call to all members of organized dentistry to stay active and maintain your membership. In addition, to all non-members, your future membership is crucial to maintain your well-being as a dentist and your prosperity in the future.

*By the way, my colleague soon became a member!!!!*

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### Membership Benefits

Membership in organized dentistry is crucial for the dental profession. Visit the following link to see what value in membership is: [http://www.ada.org/ada/join/joinada_benefits.asp](http://www.ada.org/ada/join/joinada_benefits.asp).

Contact the WCDDA today for an application at 813-931-3018.
Worry about:
Getting nabbed for catching more than your limit.

Don’t worry about:
Getting the maximum value out of your practice.

ADS understands that the more you get out of your practice, the more you’ll get out of your life. With our funding connections, we can ensure you get the maximum value. We work with lenders who specialize in the funding of practice transitions and can help secure financing which often exceeds 100% of a practice’s value while providing the favorable terms and conditions necessary to help ensure a successful transition. Dental practitioners nationwide rely on ADS whether they’re buying or selling. Why worry when you can put our network to work for you? Call Greg Auerbach at 941.746.7959 or visit ADS-florida.com.

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2008-2009 WCDDA Officers:
Drs. Nicholas Dundee - President,
Rudy Liddell - President-Elect,
Robert Churney - First Vice President,
Paul Palo - Second Vice President,
Leo Cullinan - Secretary, Paul Miller - Treasurer and John Paul - Immediate Past President.

2007-2008 Affiliate Presidents, Drs. M. Bradley Jergins, Reza Irannanesh and Jose Goldberg, were presented a pen at the House of Delegates.

Dr. David Parker, WCDDA Past President, installed new line officers at the Beer, Wine & Cheese Reception.

Lovely ladies enjoying an afternoon tea.

Dr. Jeff Baumrucker at the sporting clays shooting event.

Scavenger Hunt Winners!

Tuscany Reserve was a great host for the golf tournament!

Mrs. Nancy Scott, Drs. Jeff Scott, John Krueger and Victoria Bong-Krueger at the Leadership Reception.

5k Fun Run participants.

If you missed this excellent meeting, make sure to join us in 2009. Turn the page for the reservation form. Rooms sellout fast so register today!

Affiliate Presidents listened attentively and engaged in conversation at the Affiliate Round Table Discussion.

Golf Scramble
Low Gross: Terry Buckenheimer
Flight 1: 1st Low Net - Rafael Palaganas
2nd Low Net - Tom Frankfurt
Flight 2: 1st Low Net - Greg Bauer
2nd Low Net - Jay Suverkrup
Flight 3: 1st Low Net - Beckie Suverkrup
2nd Low Net - Dave Shelton

5k Fun Run Results
Men: 1st Place - Carey Bonham
2nd Place - Chris Ross
Women: 1st Place - Denise Oakes-Lottridge
2nd Place - Elise Miller
WEST COAST DISTRICT DENTAL ASSOCIATION SUMMER MEETING
JULY 22 - 26, 2009 (CE ON JULY 24-26)

Reservations will be accepted through the Ritz-Carlton, Naples via phone, fax or mail for MEMBER DENTISTS ONLY. Each member is entitled to 2 rooms. Room requests for staff, non-member dentists, and guests will be accepted beginning January 1, 2009. There are a limited number of rooms at the group rate. All club room reservation requests must be made through the West Coast office wc.dental@gte.net or call (813) 931-3018, the same policies and restrictions apply. Continuing education and activities registration will be mailed in the January 2009 newsletter. You must register for the meeting in order to receive the WCDDA room rate.

THERE ARE A LIMITED NUMBER OF CONNECTING ROOMS AND ROOMS WITH TWO BEDS. TO FULFILL YOUR ROOM REQUEST AND FOR YOUR FAMILY’S COMFORT, YOU MAY WANT TO CONSIDER RESERVING TWO ROOMS.

Print Legibly. Please reserve accommodations for:

Name ________________________________________________ Company ___________________________________________
(Last)                                          (First)
Address __________________________________________________________________________________________________
City _____________________________________________________State ______________________Zip__________________
Phone # __________________________________ Fax # _______________________ E-mail______________________________

Arrival Date __________________________________ at _____________ (am/pm)       No. of adults____________________________
(Check-in time is after 4pm)
Departure Date _______________________________  at _____________ (am/pm)       No. of children__________________________
(Check-out time is before 12 noon)
Arrival Date __________________________________ at _____________ (am/pm)       No. of adults____________________________
(Check-in time is after 4pm)
Departure Date _______________________________  at _____________ (am/pm)       No. of children__________________________
(Check-out time is before 12 noon)

The maximum number of people per guest room is four (4). A maximum of two (2) children under the age of eighteen (18) per room are complimentary. There will be an additional charge of $25.00 for each additional person, age 18 and older. Rollaway beds are no longer available, all king rooms have a twin size pull-out chair in lieu of a rollaway bed. Double bed rooms cannot accommodate an additional bed. IN ORDER TO RECEIVE CONFIRMATION FROM HOTEL – A FAX NUMBER OR EMAIL MUST BE GIVEN.

ADVANCE DEPOSIT IS REQUIRED TO CONFIRM RESERVATIONS

Cancellation policy: Deposit will be refunded if cancellation of reservation(s) is received by the Ritz-Carlton before or on July 10, 2009.

METHOD OF PAYMENT: ☐ Credit Card ☐ Check Enclosed (payable to Ritz-Carlton)

Credit Card Type (all major credit cards accepted) ____________________________________________
Credit Card Number______________________________________________________    Expiration Date ____________________
Signature___________________________________________________________________Date_____________________________

Run of House Room - $183.00 total first & last nights deposit plus *10% tax = $402.60 x (no. of rooms) = TOTAL $_________
☐ Smoking                  ☐ Non-Smoking      ☐ King Bed    ☐ 2 Double Beds

Special Request (cribs, portable refrigerator, etc.)__________________________________

IF YOU REQUIRE CONNECTING ROOMS, PLEASE PROVIDE A TELEPHONE NUMBER SO THE RITZ MAY CONTACT YOU REGARDING AVAILABILITY (_______) ____________________________.

*Taxes subject to change.

Fax reservation form to the Ritz-Carlton, Naples (239) 598-6631 or mail to:
The Ritz-Carlton Resort of Naples
280 Vanderbilt Beach Road - Naples, FL 34108 - (239) 598-3300
WCDDA Members Show Commitment

Congratulations to the following members for their commitment to organized dentistry:

25 Years
Eva F. Ackley
Rodney S. Ackley
Satish Ankalikar
Bradley W. Bartel
Gery P. Benza
Richard Carpenter
Matthew L. Davis
Daniel B. Dietz
Leonard J. Drazek
Nicholas J. Dundee
Daniel J. Endrizal
Jacques L. Esclangon
Robert B. Ettleman
James Forster
Hal J. Haering
Michael R. Harper
Fahey A. House
John F. Hyatt
Walter C. Janson
Dan Knellinger
William Kochenour
Jay D. Krause
Rudolph T. Liddell

25 Years
John McCombs
Gregg McNeal
D. W. Murchison
John F. Norman
Steve Reynolds
Paul J. Rubenstein
Hermann J. Schulze
Thomas E. Shaw
Jeffrey R. Smith
Gary M. Stevens
Cary W. Stimson
Charles D. Thomas
Marc Tindell
Manuel R. Vilaret
Bruce D. Waterman
Alan L. Weiland
Dewitt C. Wilkerson
Craig Wood
Davis V. Yates

35 Years
Raymond L. Anel
Leonard A. Belli
Ernest A. Brady

John A. Busciglio
Michael P. Collins
Robert N. Crawford
Philip M. Davis
Chester B. Dissingor
Jack Frieman
Charles L. Gary
Gary A. Godley
Jose M. Goldberg
Jack M. Hafer
Paul S. Helbing
Betty N. Hughes
Ralph D. Kimbrough
Dwain F. Marquette
Frank Massaro
James A. Meiningler
James T. Pascia
Laurence V. Peterson
J. Ellis Rue
Stuart S. Scheckner
Van R. Speas
Ronald H. Stahnek
Byron E. Verkauf
Maurice M. Weaver

John J. Yurosko

50 Years
Deuel W. Christian
Donald F. Eifert
Carroll W. Johnston
Arthur E. Marshall
William M. Midleyette
Samuel A. Miller
Edward S. Minor
J. Martin Ross
Robert P. Williams

60 Years
Anthony C. Martino

Life Members
James M. Bell
Bruce A. Bernstein
Ernest A. Brady
John A. Busciglio
Samuel S. Caranante
Charles A. D’Amico
John E. Davis

To become a member call 813-931-3018 or visit www.wcdental.org TODAY!

Members in the News

The following award recipients were honored at the 2008 Florida National Dental Convention:

Dr. Nolan W. Allen was presented a plaque and pin for serving as 2007-2008 FDA President.

Dr. Betty N. Hughes was recognized for many years of dedicated service and leadership to the dental profession.

Dr. Robert B. Ettleman (founding partner and current executive director of Gulf Coast Dental Outreach) received the Humanitarian of the Year Award for accomplishing beyond the expected to take personal responsibility for others following his retirement four years ago.

Dr. Donald I. Cadle, Jr., the 2008 recipient of the Dentist of the Year Award, was honored for giving more of himself than anyone else for the FDA and the 17th District and his abundant hours advocating on behalf of Florida dentists at the state and national level.

Dr. Charles D. Llano was presented a plaque for serving as Trustee to the FDA 2002-2008.

Dr. Gregory Scott, Project Dentists Care coordinator and past president of the Polk County Dental Association, was recognized for his 2008 PDC efforts totaling almost $80,000.

Dr. Hugh T. Wunderlich was recognized for his dedication as FDA Editor and leader.

Dr. William F. Robinson was recognized for his dedicated service to the dental profession during his 38 year career.
New Members

Rafael E. Alcalde, DDS
Fort Myers

Scott T. Baur, DMD
Wesley Chapel

Marc D. Beattie, DMD
Fort Myers

Samuel J. Berngard, DDS
Cape Coral

Adam J. Bressler, DDS
Clearwater

Semiramida F. Condoianis, DDS
Sarasota

John Gaspard, DDS
Tampa

Bahareh Jafarnia, DMD
Tampa

Jonathan C. Johnson, DMD
Riverview

Dennis Jones, DMD
Port Charlotte

Scott M. Lampert, DMD
Clearwater

Jose F. Lazaro, DMD
Largo

Stacie LeClair, DMD
Clearwater

Joanna Magazine, DMD
Clearwater

Shelly D. McAvoy, DMD
Sarasota

Thuy T. Nguyen, DMD
Lithia

Maria G. Orsini, DMD
Fort Myers

Carlos A. Polo Montes, DDS
Winter Haven

Natasa Radosavljevic, DDS
St. Petersburg

Oliver W. Roberts, DMD
Tampa

Peter A. Ruiz, DDS
Brandon

Tia S. Sammons, DMD
Lakeland

Elham Y. Sharaf-Eldeen, DMD
Tampa

Erika R. Siemiet, DDS
Odessa

Louis J. Traci, DDS
Safety Harbor

Lauris L. Wallace, DMD
Clearwater

Brian T. Wells, DMD
Wesley Chapel

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Highly Aggressive Benefits and Compensation
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Great Expressions Dental Centers (GEDC) has grown into one of the largest providers of dental care in the United States with locations in Connecticut, Florida, Georgia, Massachusetts, Michigan, Ohio and Virginia.

Contact Todd Gustke at 1-248-203-1117 or email todd.gustke@greatexpressions.com

Visit our website at www.greatexpressions.com for additional information.
Milestones - We are deeply saddened by the death of our colleagues.

Francis P. Di Placido, Jr., DDS of Fort Myers passed away on March 14, 2008.
Carl W. Johnson, DDS of Tarpon Springs passed away on July 6, 2008.
Thomas F. McDonald, DDS of Lake Placid passed away on January 8, 2007.

A contribution has been made to the West Coast Fund in memory of these individuals. If you would like to make a contribution, please make your check payable to the Florida Dental Health Foundation, indicate WCDDA Fund in the memo and mail to:
Florida Dental Association, Attn: Foundation, 1111 East Tennessee Street, Tallahassee, Florida 32308-6914.

Association Business

Accepting Nominations -
The WCDDA is accepting written nominations for component and state leadership positions. Any West Coast member may be nominated for WCDDA Secretary, Trustee, Alternate Trustee, FDA councilpersons and WC Program Committee members. The Executive Cabinet will review the names and make recommendations to the House of Delegates. Final elections will be made at the WCDDA House of Delegates Meeting in Tampa, February 6, 2009. Please forward your nominations to the WCDDA Executive Cabinet before November 14, 2008.

Nominations are being accepted for the following awards:

- **Distinguished Service Award** – given to a member for outstanding service toward the dental profession and the WCDDA.
- **Leadership Award** – given to a young dentist who has proven leadership skills.
- **Affiliate of the Year Award** – given to an affiliate that has contributed the most towards improving the WCDDA by increasing membership numbers, having the most volunteers, and supporting the ideas, activities and meetings of the WCDDA.

Please submit nominations to the WCDDA office by January 5, 2009.

Official Calls

The Executive Cabinet of the West Coast District Dental Association will meet in session on Friday, November 14, 2008 at 1:00 p.m. at the West Coast office in Tampa. Note: If you are the president-elect of an affiliate, you are an automatic member of the Executive Cabinet.

There will be a caucus of the West Coast District Dental Association’s Delegation on Tuesday, January 6, 2009 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The House of Delegates of the West Coast District Dental Association will meet in session on Friday, February 6, 2009 at 4:30 p.m. in conjunction with the WCDDA’s Annual Meeting in Tampa.

Dr. Leo R. Cullinan
WCDDA Secretary

The WCDDA would like to welcome a new addition to our team, Administrative Assistant Shannon Murray.

Mark Your Calendar

**Alert**
The West Coast office has received several calls from members asking about the validity of recent advertising proposals appearing in the community. The goal of all advertising is to increase business, but the old adage of “If it sounds too good to be true, it probably isn’t true” is a sound policy to live by when it comes to investing your hard earned money. Any proposal that promises certain patients in exchange for money raises the specter of patient brokering. Please contact your attorney before you sign any contract or exchange money.

WCDDA Executive Cabinet Meeting, Tampa . . Nov. 14, 2008
WCDDA Caucus (Telephone), various sites . Jan. 6, 2009
FDA House of Delegates, Tampa . . . . . . . . . . Jan. 9-10, 2009

**WCDDA Annual Meeting, Tampa . . . . . . Feb. 6, 2009**
WCDDA House of Delegates, Tampa . . . . . . . . Feb. 6, 2009
WCDDA goes to Key West . . . . . . . . . . . . May 15-17, 2009
WCDDA Summer Meeting, Naples . . . . . . . . July 24-26, 2009
Important Information

- In the event of an emergency, the Florida Department of Highway Safety and Motor Vehicles has established an on-line registry to get information to the right person. Individuals enter the names, addresses, and phone numbers for two emergency contacts. The information is then stored in a secured database linked to the individual’s Florida driver’s license or identification card. If you are ever involved in an accident or other emergency situation, every law enforcement agency will know how to contact someone on your behalf. Visit [https://www6.hsmv.state.fl.us/dlcheck/findcustomer](https://www6.hsmv.state.fl.us/dlcheck/findcustomer) today to add your information.

- The WCDDA no longer provides CE Broker scan cards for continuing education reporting purposes. Florida Healthcare Licensees may self-submit credits earned at no charge through CE Broker’s website, [www.cebroker.com](http://www.cebroker.com). CE broker has changed the process in order to limit dual submission. If you need assistance with the new process, contact the WCDDA for step-by-step instructions at (813) 931-3018.

- To assist with explaining procedures to patients, the ADA offers “The Chairside Instructor: A Pictorial Guide to Case Presentations”. This 46-page guide available in English and Spanish includes more than 200 pictures and provides comprehensive coverage of basic dental terminology. To order, go online to [www.adacatalog.org](http://www.adacatalog.org) or call (800) 947-4746.

- Did you know the FDA offers membership to hygienists? Helping patients maintain healthy teeth and gums is an integral part of dentistry. Licensed hygienists are an important member of the oral-health team and the Florida Dental Association invites them to join membership as united advocates for oral healthcare in Florida. For more information on the valuable benefits and to obtain an application, contact (800) 877-9922, Ext. 110 or on the web at [http://floridadental.org/pro/teamup/](http://floridadental.org/pro/teamup/).
The Seven Habits of Highly Effective Dental Teams - A message from Dr. Mark Murphy, speaker at the WCDDA’s 87th Annual Meeting, February 6, 2009 at the Renaissance Tampa Hotel. Look for a meeting brochure in October.

It has been so long ago that I cannot remember who even recommended Steven Covey’s *The Seven Habits of Highly Effective People* to me. In it, he observed habits that, when embraced, are likely to lead a person towards being more complete, successful and effective. The seven principles were to be pro-active (a principle of personal vision), begin with the end in mind (the principle of personal leadership), to put first things first (the principle of personal management), to think win-win (the principle of inter-personal leadership), to think first to understand and then to be understood (the principle of empathic communication), to synergize (the principle of creative cooperation), and finally to sharpen the saw (the principle of balanced self renewal).

Covey’s book has inspired me to use the same format and to write and lecture about my own observations and seven habits. When these are embraced by dental teams, it helps them live and practice with peace of mind and become highly effective. Remember, these are embraced by dental teams, it helps them live and practice with peace of mind and become highly effective. Remember, these are my observations and are not meant to be absolutes. The final number and items on the list are less important than getting your team thinking about what they need to do to be more effective. This column is aimed at helping you develop your own “highly effective” philosophy and vision for your practice that you can share with your dental team and work together to implement. For now though, here are mine.

1) **Communication** - Good communication is a learned activity we can work on to develop, enhance and support trusting relationships in dental practices. These skills can be pro-actively taught, practiced and utilized effectively with team members, patients, friends, and families. Whenever surveys have been done on the most significant concerns in dental practices today, it is not materials, techniques or clinical issues that score the highest; rather it is a myriad of practice management issues that can be improved through better communication. Dealing with third party involvement, hiring and retaining staff, creating value and appreciation for our work, scheduling, payment issues and of course gaining case acceptance are all issues that scored higher than technical ones and can be solved with better communication skill development.

2) **Philosophy and Vision** - The style of the practice doesn’t happen by chance. It also hardly ever happens by DESIGN! It is the result of our actions and beliefs as they are applied to this ‘business’ we call a dental practice. If we take the time to decide who we want to be what for, and with whom, we have begun to craft a mission statement that likely reflects our underlying values and philosophy. This purpose driven, common valued, work environment, leads to more fulfilling meaning and importance to what we and our staff do as a dental practice. It helps us make decisions when we are faced with the many varied choices that dentistry brings.

3) **Comprehensive Initial Examination** - Doing a comprehensive initial exam is the best way to set the stage for excellence and to truly get to know your patient. It also allows the patient to get to know you. You should be pro-active about slowing down, talking with your patient and co-discovering together what is going on in that patient’s mouth, general health, life, etc. Having and demonstrating great listening skills and a genuine interest go a long way in helping to develop a trusting doctor patient relationship. Is this trust (or lack thereof) that ultimately becomes the deciding factor for most patients when they ask the unconscious questions such as; Is this the right practice for me? Do they have my best interests in mind or their own? Is this the right time? Can I trust their skills to do this right? The development of a trusting relationship and curiosity about their own dental health are the two most important pillars upon which good dentistry begins.

4) **Occlusion** - Understanding occlusion, and treating it when appropriate, is one of the most underutilized clinical skill sets we have in the practice of dentistry today. The failure to properly examine, diagnose and treat occlusal diseases and pathology is rampant today. One of my favorite quotes that floats around the halls at the Pankey Institute is “All cases are comprehensive cases”. That will require consideration about the role of occlusion in each particular patient’s health. The demand for comprehensive and esthetic procedures is higher than ever and requires us to treat patients appropriately. Its relative importance to predictability and long term success in restorative and periodontal health is well documented.

5) **Interdisciplinary Treating Planning** - Developing collaborative systems and agreements with specialists and your lab technicians help ensure excellence in comprehensive treatment. Open dialogue, communication and a focus on the patient’s best interest before treatment begins help make this possible.

6) **Clinical Excellence** - The table stakes for entry into this game we call dentistry are excellent clinical skills. Dr. Pankey always said that you had to have it on the shelf. Whether we are doing fixed, removable or implant retained restorative dentistry, orthodontics, periodontics, endodontics or surgery, having capable skill sets on our shelves that we can count on is imperative to our success. Materials, techniques, products and procedures change and evolve regularly. We need to stay sharp, focused and current.

7) **Financial Foundations** - At the end of the day, if we are not making money as a business, we close. If the staff does not get paid enough, they leave. If we do not make enough to prepare for retirement, we lose in the long run. I am not saying it is all about the money, just that we have to make enough (whatever enough is for each person) to make this all happen. There are so many products that help us prepare for retirement and we have access to more information than ever before. The trick is, we still have to “Just Do It”. The execution of a sound financial strategy is still the most difficult task in financial planning. The planning is the easy part.

Discuss these “highly effective” habits (or traits) of successful dental teams in greater detail. Start by asking yourself, “What is the style of my practice? Did it happen by design or by chance?” What is it that we hope to accomplish in this business model (after having fun and making money)? What skill sets will help us get there?
In 2001, a donation of $2,500 was sent to the Florida Dental Health Foundation (FDHF) to establish the West Coast District Dental Association (WCDDA) Fund. The WCDDA Fund is a donor advised fund administered through the FDHF. It is through this partnership that the WCDDA Fund receives guidance, educational foundation, administrative support and a tax-exempt status as a 501c (3) charitable organization.

Since its creation, the WCDDA Fund’s mission has been to generate and direct resources for hurricane relief to affected dentists, charitable giving towards education through oral health programs for communities within this district and scholarships to aid those in need of funds to achieve their goals in becoming dental hygienists or assistants.

A raffle was held at the WCDDA Summer Meeting, July 26, 2008. Over $1,110 was raised. Since 2004, the Fund has raised $35,714.72 and disbursed over $12,000 to various causes such as hurricane relief, scholarships, grants, table clinic participants and Give Kids a Smile® events throughout the West Coast District.

It certainly behooves each of us as dental practitioners to do whatever we can to help in these fundraising efforts.

Thank you for your past, present and future contributions to the fund.

G. R. Sheumaker, Jr., D.D.S., WCDDA Fund Chair

Contributions can be made to the WCDDA Fund: checks made payable to FDHF, memo ‘WCDDA Fund’ and mailed to 1111 E. Tennessee St., Tallahassee, FL 32308-6914.

For more information on the WCDDA Fund, visit the “Professional” side of www.wcdental.org.

Dr. Michael Adams of Clearwater was the lucky winner of the Wii™ game system and Wii™ Fit at the WCDDA’s Summer Meeting in Naples.

Mrs. Sue Klement was the lucky winner of the digital photo frame.

Dr. Leonard Britten of Lutz was the lucky winner of beach supplies.

The mission of the West Coast District Dental Association Fund is to generate and direct resources for charitable and educational oral health programs for the people of the West Coast District in the state of Florida.
PROFESSIONAL LIABILITY

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What is your favorite benefit from membership in organized dentistry?

Some members draw a blank when they attempt to come up with an answer. If a nonmember poses that question to me, I tell them the answer should and will change over the course of their dental career. Membership in organized dentistry should be what they need when they need it. What is important for a new graduate will differ from what a seasoned veteran would deem pertinent. But one benefit’s importance remains most vital during your entire tenure as a dental professional: representation.

It is easy for a nonmember or a “check book” member to remain unaware of the importance political advocacy has on their professional well-being. It prevents the governmental guillotine from dropping on our profession. Our average run-of-the-mill legislator couldn’t tell the difference between an endo-access and access-to-care without the efforts of organized dentistry. Our strength in numbers has allowed our leaders to contour legislation that dramatically affects how you and I practice dentistry.

Apathy is a commonly known reason some colleagues choose to remain nonmembers. “I am only one person, my dues aren’t important.” Many think they can slide without paying dues because the rest of us will. If this attitude was widespread, our profession would be unrecognizable in the near future. Insurance companies would drive the market and politicians would make unilateral decisions that would become a death sentence for dentistry as we know it. How do you value membership in an organization that protects you as well as the patients you serve?

Membership in organized dentistry by all members is not only recommended but fundamental to the continued success of our livelihood. Members and nonmembers should make it their personal responsibility to become involved, even if it’s only in the “check book” category.

To become a member call 813-931-3018 or visit www.wcdental.org TODAY!

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MISCELLANEOUS: Lynn Zellers has joined Carrollwood Pharmacy + Compounding Center. We’re committed to serving YOU. RX: 813-961-8798 CELL: 727-417-7769 www.carrollwoodpharmacy.com lynnez@carrollwoodpharmacy.com

MISCELLANEOUS: The Community Coalition on Homelessness, a non-profit organization, is planning to open a volunteer based dental service in Bradenton March 2009 and needs your help. Donations of dental supplies and a dental chair are needed as well as volunteers. For more information, please contact Adell Erozer, Executive Director, at 941-747-1509.

OFFICE SPACE FOR RENT: Clearwater – 1040 sq ft office space, 4 ops, well-established, affluent area. Plumbing, wiring, cabinets, ready to move in. Visible, easy access abundant parking. 727-791-7299.
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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