



West Coast District Dental Association

WEST COAST CHECKUP

Summer Meeting Brochure
Pages 11-14

Volume 42 • Issue 2 • A Component of the Florida and American Dental Associations • May 2012

Meet Us
on the Beach!

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President's Message



Paul A. Palo, DMD

"Come on in boys...the water is fine".

Delmar O'Donnell

Volunteerism.... We all do it in one form or another, whether it's for your church, your child's school, or a local civic organization. As dentists we have a deep seeded drive to give back to society. The most recent Give Kids a Smile campaign is a great example of member dentists giving freely of their time and expertise to help those less fortunate. But the type of volunteerism I would like to talk about is that of serving your colleagues as a representative of organized dentistry.

I speak with many of my fellow dentists and hear the same reasons why they are not interested in becoming an officer in our local dental society or a delegate for the West Coast. Time commitment seems to be the biggest hurdle. However, I sense more trepidation with not knowing what to expect of the offices they are being asked to take. This is normal and easily answered by simply sitting down with your local delegate or officer over lunch and getting a sense of the commitment required. The one thing to know is that you are never alone and will have multiple people that are more than willing to help you through any situation that may arise. My journey in leadership began very soon after I began practice as I was asked to become an officer of the Polk County Dental Association. The years that I have served have been very rewarding and the friendships I have made will be life-long. So, if you have any interest in serving, please don't wait to be asked, let someone at your local affiliate know, then sit back and enjoy the journey.

Paul A. Palo, DMD – Paul@paulpalodmd.com

(863) 294-7605

*St. Patty's
Day in
Savannah*



(L:R) Parade goers, Dr. Michael Chiaramonte, Gigi McIlwain and Dr. Leigh Ann McIlwain.



(L:R) Dr. Michael Chiaramonte, Chip McIlwain, Dr. James McIlwain and John Chiaramonte enjoying their green beer on St. Patrick's Day!



WCDDA's Savannah crew anxiously waiting for the parade to begin!



(L:R) Melissa Dorsey, Deborah Burch, Dr. Kristin Burch and Kelsey Tidler venturing out into the historical district of Savannah.

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APPROVED VENDOR

WCDDA's 90th Annual Meeting Highlights



Program Chairman, Dr. Steve Krist



(L-R) Drs. John Eifert, Bob Churney,
and Scott Bellack.



WCDDA Program Committee

Dr. Sam Low, 17th
District Trustee and
ADA President – Elect
Candidate.



WCDDA's Red Jacket
Volunteer Crew



*The WCDDA would like to thank
everyone for their participation and
contribution that made our
90th Annual Meeting a success!
See you again next year on
February 15, 2013!*

Affiliate Spotlight

Pinellas County Fluoridation Update

After the Pinellas County Commissioners voted to cease fluoride placement in their water, organized dentistry immediately reached out to the four commissioners (Norm Roche, Nancy Bostock, Neil Brickfield, & John Morroni) to appeal to their sense of civic duty. The Commissioners were open to discuss the topic further with us after the vote had been taken. Through several face-to-face meetings and phone calls with Drs. Mike Easley and Pete Crawford, these four commissioners were systematically presented with the peer reviewed science that supports community water fluoridation. Citing the major scientific groups that support fluoridation (WHO, AMA, ACS, CDC, EPA.....) and a mountain of research, their “objections” were debunked. Therefore, all these commissioners were left with was to admit their true positions. They stated that they voted and continued to support their decision mainly **to oppose government intervention**.



The bottom line is that **politics trumped science**. The commissioners did admit one common way that this decision could change, which would be the election this fall. So, here's what we need to do....GET UP AND SPEAK OUT NOW!!! Forget partisan politics. We have a duty to be health care providers first and foremost and to work diligently to eradicate dental caries as the contagious disease that it is. Get out there and show the politicians that **WE represent the health of our citizens** (the same ones they should be representing, young and old, rich and poor, of all races and ethnicity, *and NOT their political careers*). If they won't do the right thing here, then we and the citizens that they represent will hold them accountable and will vote for politicians that will. Pinellas County dentists continue to work on getting fluoride back into the water and have created a helpful website for the citizens of Pinellas, www.keeppinellasfluoridated.org.

Johnny Johnson, DMD, MS
Palm Harbor

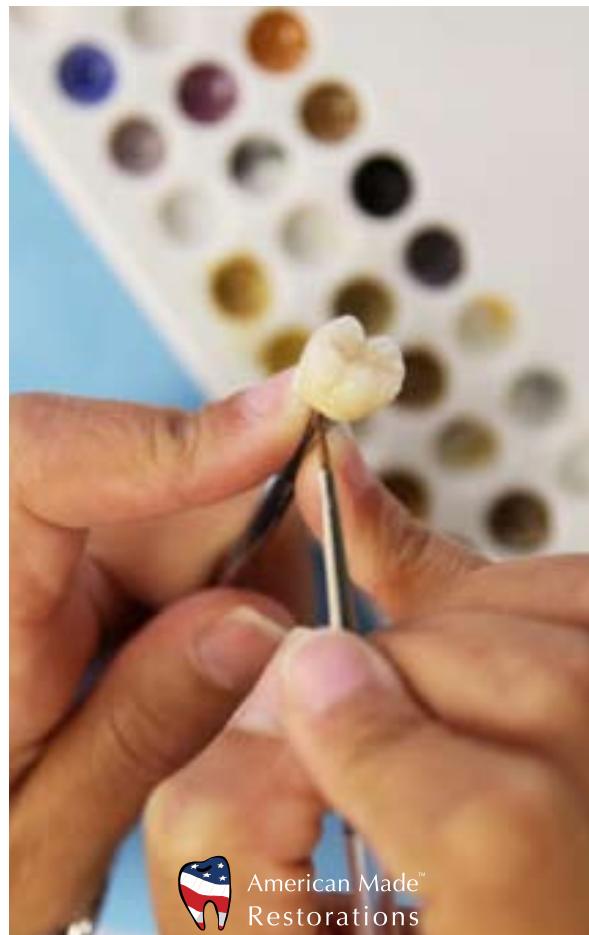
A Member's View

A COLLECTIVE VOICE Advocacy for dental patients and dentists is one of the most important roles of the Florida Dental Association. FDA's Dentists' Day on the Hill gives us the chance to come to the Capitol and approach our Legislature together to present our issues. On Wednesday, February 1st, I had the opportunity to join over 100 of my dental colleagues from around the state for Dentists' Day on the Hill in Tallahassee. My trip was made possible by the West Coast District Dental Association's generous Dan Bertoch Memorial Grant for first-time attendees. This experience allowed me to see how, collectively, a group of general dentists and specialists can come together and influence and educate lawmakers on issues impacting the dental profession. I was very impressed by how many passionate dentists from across the state took time away from their practices to travel to the Capitol and lobby on behalf of my profession's future. I was pleased to see how receptive our Legislators were to our issues and how they all praised our FDA Lobbyists. However, each Legislator made one point very clear; professionals deliver their message most effectively in person. Furthermore, it was an honor to have the opportunity to play an active role in the legislative process that protects the future of dentistry.

Every dentist attending Dentists' Day on the Hill had the opportunity to initiate, as well as, reinforce relationships with key state contacts and to advocate for the co-sponsorship/support of the FDA's legislative priorities - **Administration of Local Anesthesia by Dental Hygienists (SB 1040/ HB1313)**, **putting a dentist back on the Florida Healthy Kids Board of Directors (SB 608/ HB 519)**, and **a public records exemption for the Dental Workforce Survey (SB 584/ HB 811)**. Attendees were also given the option to discuss other issues of interest, such as maintaining educational standards for internationally-trained dentists, prohibiting maximum allowable charges by insurance companies for non-covered services, and dental student loan repayment and scholarship program funding.

I think we left that day knowing that people in the State House and Senate heard us. The Representatives and Senators were open to what we had to say about the issues relevant to dentists in Florida and seemed willing to aide us in our future endeavors. I would encourage every dentist to take time out of their schedule at least one day per year to meet with their Senators and Representatives to advocate for the future of their profession. This is a unique opportunity for each of us to act as a political advocate for dentistry and have a real impact on state health care policy, regardless of previous political/advocacy experience.

Erin Shivelor, DMD



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Give Kids a Smile®



Between January and March 2012, WCDDA member dentists and PDC Clinics throughout the WCDDA district donated \$170,885.00 in dental services!

The Hillsborough County Dental Association volunteer team consisted of 13 dentists, 5 hygienists, 10 student hygienists, 14 student assistants, 8 certified dental assistants and 5 USF pre-dental students.

The entire dental team and staff at the Suncoast Community Health Center worked tirelessly to assure the event went smoothly. 69 children were seen and over \$64,500.00 in dental services were donated.

Dr. Alina de la Torre's office consisted of 2 dentists, 3 hygienists, 3 assistants and 1 office manager saw 22 children for a total production of \$6,428.00!

GKAS Pinellas 2012 provided approximately 660 procedures on 175 children with an estimated \$65,000 of dental work donated by Pinellas County Dentists, Hygienists, and Auxiliary!



(L:R) HCC dental assisting student Stephanie and Dr. Thomas Frankfurth



(L:R) Dr. Omar Torres, HCC dental assisting student and Dr. Michael McIlwain



(L:R) Dr. Natalie Carr, Ronald McDonald and Dr. Carr's dental team



(L:R) MaryAnne and a happy Give Kids a Smile® recipient

Mark Your Calendar 2012

WCDDA Caucus (Telephone), various sites	June 12
Florida National Dental Convention, Orlando.....	June 14-16
FDA House of Delegates, Orlando	June 15-16
WCDDA Summer Meeting, Naples.....	July 27-29
40 & Under Event, Chart House, Tampa.....	September 13
Beers with Peers, World of Beer, Sarasota.....	September 20
ADA Annual Session, San Francisco.....	October 18-21

Save The Date...

WCDDA's 91st Annual Meeting • February 15, 2013

St. Petersburg Hilton Bayfront

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Important Information

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ADA Reinforces Existing ALARA Guidelines in Rebuttal to Recent Study: The American Dental Association (ADA) is aware of a recent study that associates yearly or more frequent dental X-rays to an increased risk of developing meningioma, the most commonly diagnosed brain tumor. The ADA's long-standing position is that dentists should order dental X-rays for patients only when necessary for diagnosis and treatment. The ADA has reviewed the study and notes that the results rely on the individuals' memories of having dental X-rays taken years earlier. Studies have shown that the ability to recall information is often imperfect. Therefore, the results of studies that use this design can be unreliable because they are affected by what scientists call "recall bias." Also, the study acknowledges that some of the subjects received dental x-rays decades ago when radiation exposure was greater. View the press release in its entirety at <http://www.ada.org/6972.aspx>.

Professional Resource Network (PRN) Bill Continues to Move in Senate: February 28, 2012 CS/SB 1286 unanimously passed its third committee. This bill addresses the PRN program which provides treatment for programs for impaired professionals. Dentists and other health care practitioners have been able to utilize PRN for many years. The bill expands the eligibility criteria for the program to all professionals regulated by the Department of Business and Professional Regulation. This bill would allow dental students at Florida dental schools the ability to utilize the services of PRN. Stay tuned to WCDDA publications for more legislative updates.

HHS Rule Establishes Minimum Standards for Insurance Exchanges: March 12, 2012 the Department of Health and Human Services released the final rule establishing the minimum standards that states, employers, and insurance carriers must meet to operate in the insurance exchanges required by the Patient Protection and Affordable Care Act. A summary of the HHS rule is available at http://www.ada.org/sections/advocacy/docs/Final_Exchange_Rule_Dental_Summary_31412.pdf.

Pew Report on ER Use for Dental Problems Garners Broad Media Coverage: The Pew Center on the States' Children's Dental Campaign recently issued a report on the cost and ineffectiveness of patients seeking care for dental pain in hospital emergency departments. The report cites numerous sources to shore up what the ADA has long maintained—that although most emergency departments can provide such palliative measures as antibiotics and pain relief, they cannot treat the underlying problem. Several major news outlets, including the AP, NPR and USA Today covered the story. This unfortunately calls for midlevel providers as one way to break down the barriers to care that drive people to emergency rooms. The ADA released a media statement that can be found here, <http://www.ada.org/6828.aspx>.

ADA Presidential Campaign Update: The 17th district delegation is pleased to announce the candidacy of Dr. Sam Low for ADA President-Elect. If elected, Dr. Low will serve a two-year term, culminating as ADA President in 2012-2013. Florida has never had an ADA President and we believe Sam will be the first! Any contribution is gratefully accepted and appreciated. Pledges may be mailed to Dr. Robert Churney, 28469 US Highway 19 N. #401, Clearwater, FL 33761.

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Mary Ann Serkin
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Moriec Smith CFP
West Coast



Dr. George Pollock
Southwest/Naples



MaryLou Johnson
Central FL



Sandy Harris
Associate Placement



Dr. Marshall Berger
Broward County



Curtis Johnson
Central FL



Dr. Alex Cardounel
Southeast FL



Dr. Carlton Schwartz
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Dr. Tony Hodge
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Dr. Jerry Pyser
Statewide Service



Dr. Chip Kilcourse
Central FL



Brenda Bildeau
Executive Secretary



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Milestones

We are deeply saddened by the death of our colleagues.

William J. Gill, DDS of Brooksville passed away on January 11, 2012

A contribution has been made to the West Coast Fund in his 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

Jason P. Bivens, DDS, Sun City
Lori E. Burchell, DMD, Tampa
Afsaneh Dean, DMD, Holiday
Juergen Lafrenz, DDS, Sarasota
Aline Morin, DMD, Naples
Robin M. Nguyen, DDS, MS, Wesley Chapel
Nishith Patel, DDS, Tampa
Cecilia Del Carmen Perera, DDS, Tampa
Cindey N. Pham, DMD, Tampa
Roger J. Pint, Jr., DMD, Bonita Springs
Saleem Sirri, DDS, St. Petersburg
Neal Stubbs, DDS, Brandon
Sherwood L. West, DDS, Sarasota
Abigail Willitsford, DMD, Naples

Members in the News

Congratulations to **Dr. Chris Bulnes** of Tampa for winning the WCDDA Fund iPad2 raffle!



L:R WCDDA President, **Dr. Paul Palo** and Distinguished Service Award recipient, **Dr. Hugh Wunderlich**.

R:L Dr. Paul Palo presenting Dr. Zacharias Kalarickal with the Daniel A. Bertoch Leadership Award.

We invite you to come join us in celebrating youth in dentistry with an evening of networking and camaraderie!

The
WCDDA's *4th Annual*
40 & Under Event

CHART HOUSE

7616 W. Courtney Campbell Causeway • Tampa

September 13, 2012

6:00 pm - 9:00 pm

This is an excellent time to discuss your day to day challenges and successes with your peers and an opportunity to understand organized dentistry.

Bring your co-workers and peers! Hors d'oeuvres and beverages will be provided. To RSVP or for more information, contact Kelsey Tidler at (813) 654-2500 or kelsey@wcdental.org.

FOR LEASE
Dental Office Space Largo, FL

Dr. Joseph Jackson of Jackson Orthodontics has space available in his Largo, Florida office Wednesday – Friday and even some Saturdays.

The office is located at the Fairways Complex at 8250 Bryan Dairy Road, Suite 325 in Largo, Florida.

The space includes the following amenities:

- 2,950 Square Feet
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- 9 Dental Chairs With Chairside Sinks and Computers
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Consultant's Corner... "Exceeding Patient Expectations"

This has been an exciting travel month! *Exceeding Patient Expectations* was presented for two chapters of the Seattle Study Club. The first was presented in Santa Clara, CA. The second was taught in Voorhees, NJ. The theme of this seminar is to identify what systems require consistency to create a Raving Fan experience for your patients. Throughout the day I reference the book entitled, Raving Fans, by Ken Blanchard and Sheldon Bowles. It's a fable so it's fun to read.

Here are the three main points from the book:

1. Decide what you want. Clarify your vision so that your practice provides the highest level of customer service because you've chosen to do what you love to do.
2. Discover what the patient wants. 75% of the people you encounter are different from you. It is important to ask open-ended questions and determine why your patient is seeking your care. Then carry that information into your treatment plan presentations as benefits of your care.
3. Deliver, plus one! Make improvements one percent at a time. Become masterful at your improvement before adding something else new and then look for ways to make your practice exceed the patient's expectations by one percent. Here is a sweet story about Jonny the Bagger to give you an example of what I am speaking of. To view the video, visit http://www.youtube.com/watch?v=S_6y1CieJHo.

This one day seminar is available for study clubs, dental societies and in-office meetings as a motivational meeting. Consider it if you are interested in creating Raving Fans.

Laura Jamison

Jamison Consulting, Inc.

BOOK OF THE MONTH: **Raving Fans** by Ken Blanchard and Sheldon Bowles

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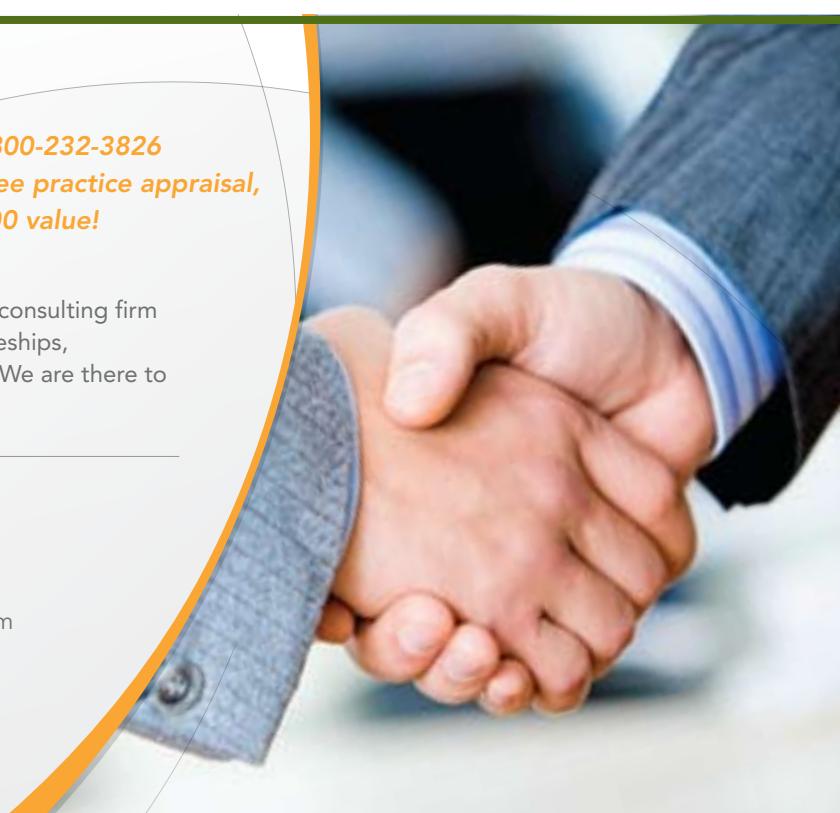
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Association Business - Official Calls

There will be a caucus of the West Coast District Dental Association's Delegation on Tuesday, June 12, 2012 at 6:00 p.m. via conference call. There will be twelve sites throughout the West Coast district.

The West Coast District Dental Association will hold a breakfast caucus in conjunction with the Florida Dental Association's House of Delegates meeting at the Gaylord Palms Resort in Orlando, Friday, June 16, 2012 at 7:00 a.m.

The House of Delegates of the West Coast District Dental Association will meet in session on Saturday, July 28, 2012 at 12:30 p.m. This will be held in conjunction with the WCDDA's Annual Summer Meeting at the Ritz-Carlton in Naples.

Dr. Frederick Grassin - WCDDA Secretary

You're Invited

2012-2013

*West Coast District Dental Association's
Officer Installation
Saturday, July 28, 2012 • 6:30 p.m.
The Ritz-Carlton, Naples*

*In conjunction with the
West Coast District Dental Association's
2012 Summer Meeting*

WCDDA Fund

The WCDDA Fund supports access to care events and clinics, accredited dental programs and dental health education in thirteen counties. By supporting local events and education, the association is able to impact various important missions and support the profession. In this coming year, the Fund wishes to provide additional funding to those in need.

WCDDA President-elect, Dr. Leo Cullinan will begin his presidential year by focusing on access to care. 2012-2013 will be full of exciting opportunities for volunteerism and contributions throughout the West Coast District. Stay connected with the WCDDA to find opportunities near you.

2011-2012 Scholarship Recipients

Amanda Ely, Dental Assisting Student at Lorenzo Walker Institute of Technology
Rebecca Fanning, Dental Assisting Student at Pinellas Technical School
Reiko Horaguchi, Dental Assisting Student at Manatee Technical Institute
Barbara Krafciak, Dental Assisting Student at Hillsborough Community College
Kaisa Rinier, Dental Assisting Student at Hillsborough Community College
Danyelle Smith, Hygiene Student at Edison State College
Melissa Toczyłowski, Hygiene Student at Pasco-Hernando Community College

You can help us impact our district by contributing to the Fund. A \$25 donation will provide you with a chance to win the New iPad on July 29, 2012. You do not have to be present to win.



2011-2012 Grant Recipient

Pinellas and Upper Pinellas County Dental Association, Give Kids a Smile®

2012 Annual Meeting Table Clinic Winners from Hillsborough Community College

DENTAL ASSISTANTS

1st Place – Kaitlin Sheldon, “Go Green” • 2nd Place - Barbara Krafciak, “The Importance of Deciduous Care”
3rd Place - Escha O’Connor, “Common Dental Myths”

DENTAL HYGIENISTS

1st Place - Jahmaica Beebout, James Estes and Jackie Marsicano, “What Can Saliva Tell You About Your Health?”

Additional committee members are needed. The committee meets once a year in conjunction with an annual meeting and via email communication as needed. Please contact the WCDDA if you are interested in serving on the FUND Committee, call (800) 260-5277 or wc.dental@gte.net.

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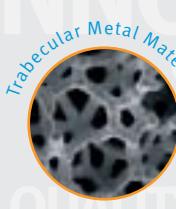


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I am the Zimmer® Trabecular Metal™ Dental Implant, the first dental implant to offer a mid-section with up to 80% porosity—and the ability to mimic size, shape and structure of cancellous bone. I harness the tried-and-true technology of *Trabecular Metal Material*, used by Zimmer Orthopedics for over a decade.... **and I am Zimmer.**



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**WEST COAST DISTRICT DENTAL ASSOCIATION
ANNUAL SUMMER MEETING
JULY 27-29, 2012
THE RITZ-CARLTON, NAPLES**



Annual Summer Meeting Program

THE RITZ-CARLTON, NAPLES

JULY 27-29, 2012

REGISTER ONLINE
at wc dental.org

Friday, July 27th

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

Golf at Talis Park (Formerly Tuscany Reserve) ... 9:15 a.m.

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

Approx. 10 miles from The Ritz-Carlton, 16990 Livingston Rd., Naples

Dental Sleep Medicine, You Can Do This, You SHOULD Do This

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

Gy Yatros, DMD

Affiliate President Round Table Meeting. 3:00 p.m.

Cigars and Cordials 9:00 p.m.

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

(Cigars and cordials are at your own expense)

Saturday, July 28th

5k Fun Run 7:00 a.m.

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

Esthetic Implant Replacement of the Compromised
Anterior Tooth

1.5 CE Credits 8:30 a.m. - 10:00 a.m.

James Wilson, DMD

Diagnosis Based Management of Pain and Infection

1.5 CE Credits 10:30 a.m. - 12:00 p.m.

David Beach, DMD

House of Delegates Meeting 12:30 p.m.

Family Relay Fun 3:00 p.m.

WCDDA families, it's time to show off your relay skills. Fun in the sun and sand, you won't want to miss this event!

Officer Installation and
Beer, Wine & Cheese Reception 6:30 p.m. - 8:00 p.m.

Sunday, July 29th

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

Orthodontic Update: New Technologies and Strategies for
Optimal Patient Care

1.5 CE Credits 8:30 a.m. - 10:00 a.m.

Mark Farina, DMD

Common Craniofacial Anomalies: A Team Approach

1.5 CE Credits 10:30 a.m. - 12:00 p.m.

Pat Ricalde, DDS

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WCDDA is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Kids' Night Out

This event, handled directly through The Ritz-Carlton, is scheduled for Friday and Saturday, July 27th & 28th, 6:00pm-10:00pm for children ages 5-12. For an additional fee, nanny services are available for children under 5. Please call (239) 514-6073 or (239) 514-6149 to make arrangements.

Location

The Ritz-Carlton, Naples is located at 280 Vanderbilt Beach Road, Naples, FL 34108. Maps can be found online at <http://www.ritzcarlton.com/en/Properties/Naples/>.

Hotel Reservations and Meeting Registration

Reservations can be made by contacting The Ritz-Carlton, Naples at (239) 598-3300. Request the West Coast District Dental Association room block rate of \$199.00 per night. Club level rooms can be secured through the WCDDA office at (813) 654-2500. Individuals not registered for the meeting will be charged the hotel rate instead of the group rate upon checkout. CE fees after July 15th increase by \$20.00 per registrant. Pre-registered dentists receive a WCDDA amenity. Questions concerning reservations should be addressed with The Ritz-Carlton, Naples (239) 598-3300. Questions concerning meeting registration should be addressed with the WCDDA office (813) 654-2500.

Leisure Reservations

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

Support the WCDDA Fund

Make a donation to support the WCDDA Fund for your chance to win The New iPad. The best way to experience the web, email, photos, video, and over 1,000,000 apps. The New iPad can be yours when you support the WCDDA Fund for only \$25.00. You do not have to be present to win. For more information about the Fund visit www.wcdental.org. Purchase tickets on the registration form.



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

Attention Cyclists!

Join fellow cyclists on

Friday and Sunday

Departing from

The Ritz-Carlton at 7:00 a.m.,

returning prior to CE.

All levels welcome!

COURSE DESCRIPTIONS

Friday, July 27th

Dental Sleep Medicine, You Can Do This, You SHOULD Do This

8:00 a.m. – 11:00 a.m. – **3 CE Credits – Gy Yatros, DMD**

Dental Sleep Medicine is one of the most growing areas of dentistry. This course will cover an overview of snoring and obstructive sleep apnea and why dentists should be involved. Patient screening, terminology, appliance types, success rates and the relationship of apnea to bruxism will be covered. Dr. Yatros will provide a fast paced course packed with information to get your practice started in dental sleep medicine. He promises to keep you awake for this important course on sleep.

Saturday, July 28th

Esthetic Implant Replacement of the Compromised Anterior Tooth

8:30 a.m. – 10:00 a.m. – **1.5 CE Credits – James Wilson, DMD**

Esthetic or cosmetic dentistry has become commonplace in most of our offices. Advances in materials and techniques have changed our and our patients' definition of an acceptable result in the anterior area of the mouth. Treatment of badly broken down or fractured teeth can be a perplexing problem for the restorative dentist, especially when esthetic demands are high. This lecture will review treatment options available for esthetically managing compromised anterior teeth. Risk assessment considerations will be reviewed to assist in determining complexity and factors which influence the final result in these cases. Implant replacement and development of peri-implant soft tissue contours will be reviewed in cases ranging from simple to those requiring complex interdisciplinary care.

Diagnosis Based Management of Pain and Infection

10:30 a.m. – 12:00 p.m. – **1.5 CE Credits – David Beach, DMD**

The treatment of dental related pain is dependent on its etiology. Participants will learn the appropriate situations to prescribe specific analgesics and antibiotics based on pulpal diagnosis. Complications and contraindications will be discussed along with clinical case based examples.

By the end of this course, participants will be able to:

1. Understand the different possible etiologies of dental pain.
2. Identify the differences in treating inflamed vs. necrotic teeth.
3. Manage pain and infection before and after endodontic therapy.

Sunday, July 29th

Orthodontic Update: New Technologies and Strategies for Optimal Patient Care

8:30 a.m. – 10:00 a.m. – **1.5 CE Credits – Mark Farina, DMD**

This course will focus on covering the importance and value of diagnostics with 3-D imaging in orthodontics to increase and maximize clinical efficiency with optimal treatment planning. In this course, Dr. Farina will explain how integrating 3-D imaging and the latest technologies into an orthodontic office workflow can benefit diagnosis, treatment planning and the clinical treatment of patients. As a result, this course will provide you with updated and necessary tools to use with your dental team.

Common Craniofacial Anomalies: A Team Approach

10:30 a.m. – 12:00 p.m. – **1.5 CE Credits – Pat Ricalde, DDS, MD**

This lecture will review the common craniofacial anomalies that can present with dental malocclusions. The dental practitioner can identify these patients and make early referrals to a craniofacial center, and be a part of the team in order to maximize patient results. It is important to understand how craniofacial anomalies can affect the maxillofacial structures, dental development, and airway space. These conditions need to be treatment planned comprehensively, often times involving orthodontist, dentist, prosthodontist, oral and maxillofacial surgeon, and periodontist, so as to maximize benefits and minimize risks.

Annual Summer Meeting Speaker Bios

THE RITZ-CARLTON, NAPLES – JULY 27-29, 2012

Dr. David Beach graduated Magna Cum Laude from the University of Florida College of Dentistry in 2003, and completed his endodontic residency at the University of Florida in 2005. He became a Diplomate of the American Board of Endodontics in 2008. He currently maintains a private practice in Wesley Chapel and is an Assistant Courtesy Clinical Professor in the Department of Endodontics at the University of Florida. Dr. Beach has experience giving lectures about various endodontic topics at both the local and national levels. He is a listed volunteer speaker for the American Association of Endodontists.



Dr. Mark Farina is a Diplomate of the American Board of Orthodontics. He received his BS from Boston College and his DMD from the University of Pennsylvania School of Dental Medicine. He completed his certification in orthodontics at New York University. He is currently a member of the American Association of Orthodontists as well as many other local, state and national study groups. He has lectured extensively on topics of 3D imaging, innovations in orthodontic treatment and inter-disciplinary dentistry. Dr. Farina has been practicing orthodontics in Tampa, FL since 1995.

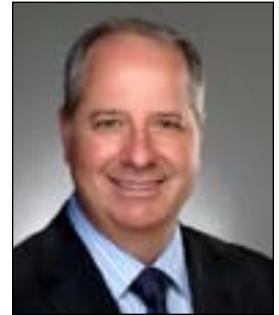


Dr. Pat Ricalde is from Ann Arbor, Michigan. After graduating magna cum laude from high school she received an academic scholarship to Eastern Michigan University. She attended dental school at the University of Maryland in Baltimore, graduating magna cum laude and receiving numerous performance awards to include: the Academy of Dentistry for Persons with Disabilities Award, the American Association of Oral and Maxillofacial Surgeons Award, Nathan David Gold Memorial Award, and the Neighbors Helping Neighbors Award. She was recognized by Who's Who among students in American Universities and Colleges and has been inducted into the Gorgas Odontological Honor Society as well as the OKU Honorary Dental Society. Dr. Ricalde continued her education in Baltimore, first completing medical school, and then an Oral and Maxillofacial Surgery residency at the University of Maryland and Shock Trauma Center. Her advanced training includes: dentoalveolar



surgery, dental implants, bone grafting, orthognathic surgery, head/neck pathology, craniofacial trauma, and reconstructive surgery. After finishing residency, she completed a fellowship with internationally renowned Dr. Jeffrey C. Posnick. Under his tutelage she received advanced training in the management of patients with cleft lip/palate, dentofacial malformations, pediatric craniofacial deformities, and facial aesthetic surgery.

Dr. James G. Wilson received his DMD with high honors from the University of Florida College of Dentistry. Following dental school he completed a one-year fellowship in Oral Maxillofacial Surgery and an Advanced Education in General Dentistry residency. Dr. Wilson obtained his Certificate in Periodontics from the University of Florida College of Dentistry. Following his periodontal residency, he moved to Tampa in 1998 and in 2001 opened Tampa Bay Periodontics and Implant Dentistry. Dr. Wilson's practice focuses on all aspects of contemporary periodontal therapy including nonsurgical, surgical, and laser periodontal treatment, surgical implant therapy including guided bone regeneration procedures, and cosmetic periodontal therapy. Dr. Wilson is a Diplomate of the American Board of Periodontology and a Fellow of the American College of Dentists and the International College of Dentists. He is a member of numerous professional organizations and is a Past President of the Florida Association of Periodontists. Currently he serves on the Board of Trustees for the American Academy of Periodontology.



Dr. Gy Yatros has been in private practice on Anna Maria Island, Florida, since 1992. He has been practicing sleep dentistry for over ten years and has offices in Sarasota and Tampa devoted exclusively to the treatment of sleep disordered breathing. He is an international lecturer on the subject of dental sleep medicine and speaks regularly throughout the country. Dr. Yatros is a Diplomate of the American Board of Dental Sleep Medicine, past president of the Manatee Dental Society and is an Affiliate Assistant Professor of the Department of Internal Medicine with the University of South Florida, College of Medicine. He is co-founder of Dental Sleep Solutions Franchising, LLC.



Register On-Line @ wcdental.org

**West Coast District Dental Association
Annual Summer Meeting - Registration Form
July 27-29, 2012**

**REGISTER ONLINE
at wcddal.org**

Please Print Clearly

Name of Registering Dentist: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Email: _____ ADA #: _____

CE Fees All Inclusive

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

Staff Name: _____ Staff Name: _____

Friday, July 27th

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9:15 a.m. Golf at Talis Park\$115.00/Player No. of Players _____ x \$115.00 = _____
(Formerly Tuscany Reserve)

Golfer(s) & Handicap: _____

9:00 p.m. Cigars & CordialsAt your own expense # of people attending _____

Saturday, July 28th

.....

7:00 a.m. Fun Run\$20.00 No. of Runners _____ x \$20.00 = _____

3:00 p.m. Family Relay FunFree Number of family members _____

6:30 p.m. Beer, Wine & Cheese Reception ...Free Number of people attending _____

The New iPad Fund Raffle Ticket\$25.00 Number of Tickets _____ x \$25.00 = _____

Registration + Events**TOTAL** _____

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

Credit Card No. _____ Exp. Date: _____ CVV Code: _____

Signature: _____ Billing Zip Code: _____

Please mail or fax this form to the WCDDA:

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THE RITZ-CARLTON
NAPLES

WEST COAST DISTRICT DENTAL ASSOCIATION SUMMER MEETING July 25-29, 2012 (CE on July 27-29)



THE RITZ-CARLTON
NAPLES

Reservations will be accepted through The Ritz-Carlton, Naples via phone or mail for MEMBER DENTISTS ONLY. There are a limited number of rooms at the group rate. All reservations must be received by June 29, 2012. After this time, reservations will be accepted on a space available basis. **All Club Room reservation requests must be made through the West Coast office – wc.dental@gte.net or call (813) 654-2500, the same policies and restrictions apply.**

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 king bedded room is three (3), the maximum number per double bedded room is four (4). There will be an additional charge of \$50.00 per night for a third or fourth guest, age 5 and older, in Club Level Rooms only. 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 RESERVATION CONFIRMATION FROM HOTEL – AN EMAIL ADDRESS MUST BE PROVIDED.

CREDIT CARD INFORMATION IS REQUIRED TO CONFIRM RESERVATIONS

Cancellation policy: A two (2) night room/tax penalty will be charged to the credit card below if the cancellation of your reservation is not received by The Ritz-Carlton before or on July 13, 2012.

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

Credit Card Type & Number _____ Expiration Date _____

Signature _____ Date _____

The Ritz-Carlton, Naples - BEACH RESORT

Coastal View Room - \$199.00 total first & last nights deposit plus *10% tax = \$437.80 x (no. of rooms) = TOTAL \$_____

Gulf View Room - \$235.00 total first & last nights deposit plus *10% tax = \$517.00 x (no. of rooms) = TOTAL \$_____

Gulf Front Room - \$265.00 total first & last nights deposit plus *10% tax = \$583.00 x (no. of rooms) = TOTAL \$_____

The Ritz-Carlton, Naples - GOLF RESORT

Resort Room - \$179.00 total first & last nights deposit plus *10% tax = \$393.80 x (no. of rooms) = TOTAL \$_____

Golf Course View Room - \$199.00 total first & last nights deposit plus *10% tax = \$437.80 x (no. of rooms) = TOTAL \$_____

Bed Type: 1 King Bed 2 Double Beds (All rooms are Non-Smoking)

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

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

Ritz-Carlton/Marriot Rewards # _____

*Taxes subject to change.

MAIL RESERVATION FORM TO:

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The Last Word



Steve Zuknick, DMD

There are certain writers (or editors) of periodicals that you look forward to reading. They make their journals, newspapers, or magazines better by what they create on paper. Sometimes, they are the highlight of their particular rag and may be the only thing worth reading. For you golfers out there, David Feherty of GOLF Magazine is one such writer. For a number of years the FDA has had the privilege of having our own version: West Coast's Hugh Wunderlich. Hugh has been the editor of Today's FDA for the last 9 years (I am guessing on the timeline because Hugh has outlasted most of the employees in the Communication department at the FDA). His creative flare for writing about the dental mundane is a highlight of mine when perusing each edition of our journal.

Speaking from the perspective of one who has had to create these brutally plain "last words", I am especially impressed by Hugh's repertoire of literary brilliance in his "Off the Cusp" column. Although many times comedic, occasionally Hugh wrote touching pieces about his patients and experiences. One such story about a young patient who had facial burns comes to mind. His brand of humor definitely set his pieces apart. I really enjoyed the piece showing the nuances of the Spanish language by explaining the differences between "muerte vs. muerde" and his telling a Give Kids a Smile® participant that he was "going to die" instead of the much less foreboding "bite down". Today's FDA garnered many awards during his tenure.

His editorship has decided to step back from his pulpit and sail off into literary retirement. Much deserved Hugh and thank you from all of us in the West Coast.

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THURSDAY, SEPTEMBER 20, 2012
6:00PM - 8:00PM

ALL MEMBERS AND NON MEMBERS ARE WELCOME!

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West Coast District Dental Association Newsletter

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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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<i>Collier</i>	<i>Hernando</i>	<i>Pinellas</i>
<i>DeSoto</i>	<i>Highlands</i>	<i>Polk</i>
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		<i>Lee</i>



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